

Parker Building Supplies' newsletters now bi-monthly

MORE NEWS... MORE OFTEN

We've always had an excellent response to the Parkers' newsletter, the Winter '09 edition of which is now available, and the only negative comment we've ever had is that it doesn't come out often enough!

For your copy of the Parker's Winter '09 newsletter (and future editions) call any of the branches below or see the 'Branches' section on this website for email addresses

Well we've solved that problem at a stroke ! In order to keep our customers more regularly apprised of what's happening at Parkers over the next year, we're increasing the frequency to 6 issues per year. As is ever the case, our more frequent newsletter will be full of interesting articles about new products, special offers, branch and staff profiles, handy advice and essential industry news, designed to keep you well informed.

What next? Where next? The way forward...

Later in this issue we have taken a slight forward (and slightly tongue in cheek) look at 2009 through our crystal ball with our month by month predictions to try and (slightly) lift the economic gloom that we are all currently surrounded in.

It would have been wrong to have incorporated that item with this editorial in view of the problems faced by us all at this moment.

Daily news bulletins about the credit crunch, recession, depression, redundancies, repossessions, bankruptcies, business closures and failures are - at the very highest level and world wide at that - have become more than a trend. They have now become an established pattern. It has become a way of life in less than six months.

Within our own 'construction' industry we see the first problems relating to house building back in April when national companies such as Persimmon, Taylor Wimpey, Bellway and Barratt to name just a few began to take large revaluation losses on their land banks when compared to the purchase price and their borrowings. Their share valuations dropped instantly. Overnight companies previously seen as the 'pillar' of the industry became almost worthless.

Specifically national builders merchants, with multi national backing and huge borrowings to match (and in part to fund their individual acquisition plans in the vain attempt to prove such is the biggest) have had to introduce massive closures and cost reduction packages in order to remain very afloat. Names such as Wickes Group (Bunn Center, Florida Center, Builders etc) Travis Perkins (including Wickes and Bauhaus in the UK and January), MFI (Hornsea, Kitchens and January) and Saint Gobain (January) were all 'highly increased' companies and suddenly in severe danger of breaching their bank borrowing covenants.

Independent merchants cannot be immune from what is going on. However we are able to move and adapt very much more quickly than our national peers, decisions can be made locally and implemented immediately. We are also able to tailor requirements for a 'home' and 'underground' local market. We are able to work with our customers on a personal basis in order to obtain both maximum and mutual benefit. We do not have 'the one size fits all' approach or adopt a 'take it or leave it' attitude.

At Parker Building Supplies we have always prided ourselves on one key core value - SERVICE - we believe that if we are all to come out of a very difficult 2009 it will be very much based on the strength of the partnership we have with our customers.

Finishing on a positive note, we are here to help, as lets work together and make sure that we turn 2009 into something brighter than the possibility are currently indicating.

HARD WORK RECOGNISED

For the fourth year in a row Parker Building Supplies have been recognised by the selection committee of the Builders Merchants Awards for Excellence.

The Builders Merchants News Awards, held on Friday 21st November at London's Royal Lancaster Hotel, sponsored by a number of the industry's leading manufacturers, has become the benchmark by which standards of service are judged in our industry.

Now in its seventh year, the Awards, presided over by a panel of leading merchant industry professionals, provide a platform for the industry to recognise its high achievers. They acknowledge professional in the highly competitive builders' merchants industry and reward good business practices, the achievement of goals and proven success in service and innovation.

This year we were honoured to be nominated for Best Builders' Merchants Marketing Initiative for our continued investment in product and service promotion. In addition our unique website, including one entirely in the Polish language, was also nominated for Best Builders' Merchants Website. As well as critical acclaim we've seen an appropriate growth in business when many around us are trading water.

These nominations follow on from the awards we won in 2005 and 2006 for Best Builders' Merchants Brand/ Landscaping display, and the Best Builders' Merchants Training Initiative of the Year Award in 2005.

Our pride in our management and staff, our products and service and, of course, our clients is backed up by our continued investment and support. There may be difficult times with the industry suffering at the behest of the credit crunch, but we are proud of our company and our achievements.

PARKER BUILDING SUPPLIES LOW LOW PRICES
See branch for details...

In this issue...

- Transformations in Tonbridge
- Help for Scouts
- Parkers on-line shopping
- Kitchen installation in France
- 2009 Predictions
- Cancer collection hits high

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In the current edition we report on Parkers' success (for the fourth year running) at the Builders Merchants Awards for Excellence. We focus on the stunning transformations that Parkers' Tonbridge Paving Centre have achieved for a number of our customers, and on a successful installation for one happy Parker Kitchens customer based in Brittany.

There are a number of Special Offers in every newsletter which you can either order from any of the branches listed below or on-line via this website.

Make sure you don't miss out on the latest and the forthcoming Parker Newsletters. It's a great way for us to keep in touch with our customers and great news for our customers !

PARKER BUILDING SUPPLIES

Crowborough **01892 667000** Eastbourne **01323 732211** East Grinstead **01342 313244** Hailsham **01323 845700**
 Hassocks **01273 846551** Haywards Heath **01444 477600** Tonbridge **01732 360666** Uckfield **01825 761661**
 Joinery Centre **01323 444250** Kitchen Showroom **01323 444255** Head Office **01825 761661** Direct Sales Dept **01825 762956**