

# Press Release

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February 2004

## **Beauchamp Design Celebrates 20th Anniversary at The Spring Fair**

Nottinghamshire based Beauchamp Design, specialists in the design and manufacture of hand crafted display cabinets and POP solutions, exhibited at The Spring Fair in Birmingham's NEC for the tenth year running. The company not only premiered a range of stunning new units, but also celebrated its 20th Anniversary in style on their stand in Hall 17.

Key clients and members of the press were exclusively invited to attend the Anniversary celebration and enjoyed toasting to the future success of the company with Champagne and an especially prepared celebratory cake.

For the first year Beauchamp Design were situated in Hall 17 – one of the show's jewellery halls. To augment interaction on their stand, Beauchamp Design offered a competition for visitors to guess the number of revolutions made by the shelves in one of Beauchamp Design's new display cabinets – the 605-corner quadrant unit. Janice Gull of Calloway Jewellers in Lincoln won the prize –two tickers to see the award winning musical Chicago .

Beauchamp Design's Managing Director, Bruce Beauchamp, enthused:

"Our location this year made a dramatic difference to the quality of leads received. With over 4,000 exhibitors to locate, it is a difficult task for the organisers, but I feel it makes sense for us to be in this Hall – the jewellery and affiliated expensive goods make a perfect complement to our own cabinet designs. We thoroughly enjoyed celebrating our 20th Anniversary at the show and most importantly, we're confident that a large percentage of the enquiries received will result in new business."

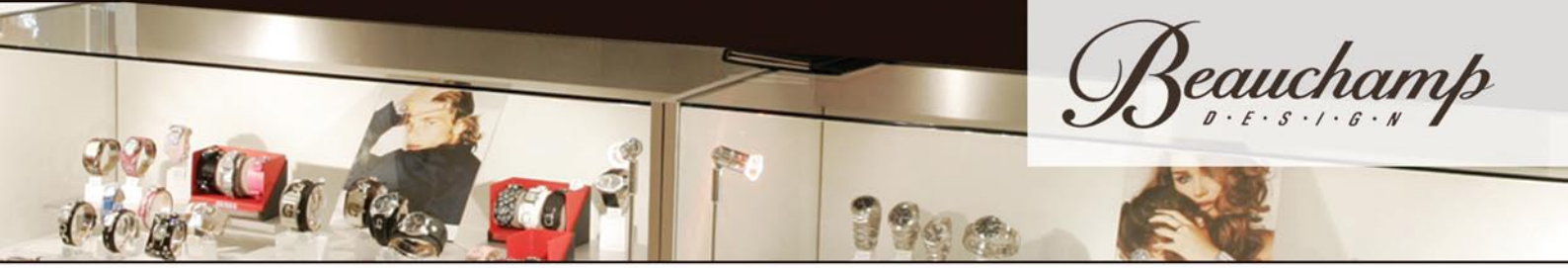
All of Beauchamp Design's new units were extremely well received by visitors from around the UK. Particularly the stylish and infinitely configurable new 600 modular system, which made an impact with both commercial and independent retailers. Equally the sophisticated R1 unit received much attention from Jewellers who were impressed with its stunning aesthetics. As a stand - alone cabinet the EL3 was also positively received for its original elliptical glass counter top.

All Beauchamp Design's units benefit from standard features such as secure storage and directional low voltage lights add to the mark of quality, which has set the company's designs apart for 20 years. The entire range is manufactured using a selection of quality hard woods and toughened glass. Products can also be tailored to meet individual requirements and custom built using an array of specialist finishes.



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The Spring Fair celebrated a record attendance over the five-day period. As the largest gift and home show in the UK, it is unique in offering unrivalled potential to draw in commercial and independent retailers from across the UK and Europe.

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