

## Kelkay's 'easyfountain' display focuses on Sound and Vision

Garden landscaping manufacturer and supplier, Kelkay has created modular display material for its **easyfountain** range of easy to install, resin-stone self-contained water features. With the aim of providing an attractive visual backdrop to a working display of fountains, the system is designed to appeal to the senses while clearly outlining product features and benefits.

Attention has been given to ease of assembly, safety and product information. Either one or two towers can be used, either freestanding or back-to-back and the entire set can be simply erected from the front with no need for rear access and therefore no wasted space behind. Different layouts can be configured from the modular elements supplied allowing the retailer to change the design and appearance of the display.

The products sit on raised plinths with no loose leads, the wires are all hidden and run through holes in the rear of the display.

The backdrop and towers illustrate a landscaped scene directly behind the fountains designed to help create a garden environment. Above this, the graphics, photographs and information offer clear and concise product features as well as details of the aftercare range, including 'Fountain Grime and Lime Cleaner', 'Algae Killer Quick Clear One Shot' and 'Algae Stopper'. This ensures the display acts as a source of information and an opportunity for linked sales, as well as offering a visual and aural stimulus to sales.

For more information email [sales@kelkay.co.uk](mailto:sales@kelkay.co.uk) or call 01405 869333.

ENDS

April 2010

### Note to Editors:

N.B. Two new displays have also been created for midi and mini water feature promotions. On the mini fountain display a pre-priced header card tops a 3-shelf unit designed for displayed and boxed product. The midi 'special offer' unit has a single displayed model above boxed products. Photos are available for both of these displays.

For further press information:

Julia Schurer, Prose Ltd

Tel: 01638 731446 / Email: [julia@proseinprint.co.uk](mailto:julia@proseinprint.co.uk)