



OVER 100 RETAILERS ACHIEVED AVERAGE SALES GROWTH OF

25%

WITH TOP 100 DISPLAYS IN 2022-23



PEST CONTROL

TOP 100 RETAILERS LOCK INTO

54%

GROSS MARGIN ON <u>ALL</u> PEST CONTROL FOR THE <u>WHOLE</u> SEASON





NEW FORMAT FOR 2024

New merchandise displays & POS

New Seasonal Best-Seller video promotions

New interactive Select-A-Pest product selection



The Big Cheese Pest Control





Zero In Insect Control

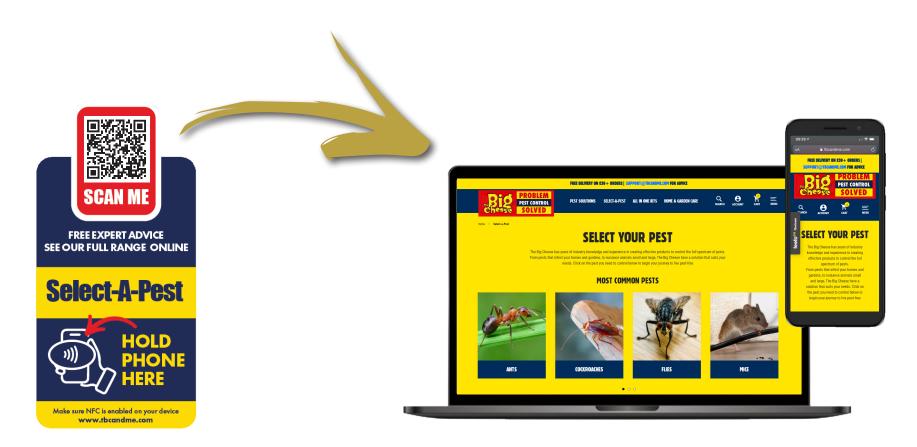


LIVE PEST-FREE

Interactive Select-A-Pest

NFC and QR code link from the fixture to our unique Select-A-Pest interactive product guidance

User is never more than 3 clicks away from the best product solution





In-store Problem Solved Video

Addition of new POWER shelves to feature seasonal best sellers

In-store problem solved video content on dedicated TV video player to support the seasonal content







8 week campaigns Suggested promotional calendar

PLAN YOUR SEASON

	5 Feb - 31 Mar	1 Apr - 24 May	27 May - 19 July	22 July - 13 Sept	16 Sept - 8 Nov
The Big Cheese	BIG — DA Cat & Cat	Solar Equilibrium	FOX A Washing	ULTRA POWER Mouse Traps (CONTINUE TO THE T	Al-Weather Block Bait
Zero In	Floa Killer	TOTAL PROPERTY OF THE PROPERTY	MAX COLOR		Moth Bulls are used to the state of the stat



Top 200 range summary



Rodent Control	
Baits	
Traps	
Live Catch	
Repellents	
Sonic	



Total Invoice
£2,625





Indoor Insects Ants Fleas Clothes Moths Bed Bugs Carpet Beetle Flies & Wasps Mosquitos

Wasps Flies Mosquitoes

Outdoor Insects Total Invoice £2,127

Retail £5,464

Gross Margin 54%



Sign up for a Top 100 or a Top 200 for 2024



- FREE merchandising units including headers (3m)
- FREE POS pack
- FREE TV player
- Select-A-Pest interactive POS tool
- Power shelf best seller promotional programme
- Updated video content for each campaign
- Support of our sales agent and merchandising team to install and maintain your Top 100





LOCK-IN KEY STOCKISTS LOCK-IN TO SEASON-LONG PROFITS

Lock into KS5 trade discount (T-30%) on **all** your STV business for the **whole** season

25% uplift in pest control sales

54% gross margin on all pest control for the whole season





