

# Unusual Seasonal Weather Drove Sales Of BBQs, Lawnmowers & Spring Bedding In Q4 But, Customers Still Stocked up on Snow Shovels!



BBQ sales up 53% YOY, A BBQ Christmas!



Chimenea & Firepit sales up 200% YOY



Paving up 49% YOY



Decking up 77% YOY



Roofing up 50% YOY



283% up on snow shovels

## B&Q Product Highlights Quarter 4, 2011/2012



Spring bedding sales up 69% YOY



Lawnmower sales up 52% YOY due to warmer weather



Poinsettia sales up 53% YOY due to the launch of the 'pound-settia'



Floor lamps up 28% YOY



Eco lights up 69% YOY with LED light bulbs up 6%



Artificial Trees up 17% YOY. Decorations up 22.3%, Lapland the best selling theme



Kitchen & Bathroom wallcoverings up 14% YOY due to introduction of New Paste The Wall & Antibacterial Collections



Longest ever Winter Event launched December 16<sup>th</sup> till March 2012 'We Will Beat Any Price'



Customers trading up with sales of bespoke Granite worktops up 48.6%



Trade point welcomed their 769,000th customer