

# Promotional Calendar

★ and top marketing tips!

FEB  
2018

**Some products aren't seasonal!** Promote these BEST SELLERS every single day and get Repeat Business!

- ✓ Pet Hair Removers
- ✓ Moth Killers
- ✓ Peva Storage
- ✓ Clothes Brushes
- ✓ Garment Covers
- ✓ Net Wash Bags & Laundry Accessories

## SPRING

Curtains | Pillows | Leather & Suedes | Duvets  
Knitwear | Ugg Boots

### SPRING CARASELLE

*What's happening:* Spring Cleaning and Storing Away Winter Clothes, Knitwear, Blankets & Winter Duvets, Easter, Daylight Saving Time

- ✓ Moth Killers
- ✓ Vacuum Bags
- ✓ Peva Storage Bags
- ✓ Shoe Freshener



### PROMOTIONS & DATES

St Patrick's Day, Easter Day, April Fools Day, Queen Elizabeth Birthday, May Day, Mothers Day, Lost Socks Day, US Masters Golf Tournament, London Marathon

### ★ Have some fun with promotions

Why not try a discount on anything Green for St Patrick's Day or Red for Valentine's Day. A Special Offer on cleaning trainers as a London Marathon promotion or savings on selected items during London Fashion Week?

## SUMMER

Curtains | Wedding Dresses | School Uniform  
Prom Dresses

### SUMMER CARASELLE

*What's happening:* Summer Holidays, School Holidays, Travel, Summer Clothing out of Storage

- ✓ Wedding Gown/Garment Covers
- ✓ Moth Killers
- ✓ Net Wash Bags
- ✓ Laundry Bags
- ✓ Stain Removers & Accessories



### PROMOTIONS & DATES

Father's Day, Summer Solstice, Wimbledon, Tour de France

### ★ Provide Winter storage advice

Customers will be storing away their Woollies and Winter coats. This is an ideal time to talk about Peva Garment Covers and Peva Sweater Bags to protect them, and Moth Killer Sachets & Hangers to place inside for extra peace of mind!

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## AUTUMN

Pillows | Duvets | Rugs | Knitwear

### AUTUMN CARASELLE

*What's happening:* Dog/Cat Moulting Season, Storing Away Summer Clothes, Daylight Saving Time, Christmas Run Up & Black Friday/Cyber Monday, Halloween, Bonfire Night

- ✓ Vacuum Bags
- ✓ Clothes Brushes
- ✓ Defuzzer Combs & Shavers
- ✓ Pet Hair Rollers
- ✓ Peva Storage Bags



### PROMOTIONS & DATES

Bonfire Night, Halloween, London Fashion Week, Black Friday & Cyber Monday, US Masters Golf Tournament, London Marathon

#### ★ Before & After images, facts & tips

Take before & after pictures to use in your promotions, such as Winter Boot Cleaning & Shoe Repairs. Include useful tips e.g. leaving a gap between clothes in the wardrobe to prevent Moth larvae migrating between clothes (they can't fly yet!)

## WINTER

Heavy Coats & Jackets | Knitwear  
Table Linen

### WINTER CARASELLE

*What's happening:* Dog/Cat Moulting Season, Cold Weather Clothing, Christmas & New Year

- ✓ Condensation Removers
- ✓ Pet Hair Rollers
- ✓ Moth Killers
- ✓ Vacuum Bags
- ✓ Clothes Brushes
- ✓ Anti Static Spray
- ✓ Peva Storage Bags



### PROMOTIONS & DATES

Christmas & New Year dates, London Fashion Week, Valentines Day

#### ★ Talk about Moths all the time!

Moths aren't seasonal so while customers will not always see Moths flying around the home their clothes are always at risk of Moth damage. Remind them to store out of Season items in Peva Storage Bags and replace their Moth Killers regularly!