# Kent Blaxill
# BMJ Awards 2022

## Merchant Landscaping Display of the Year Colchester

Any further supporting documentation and images
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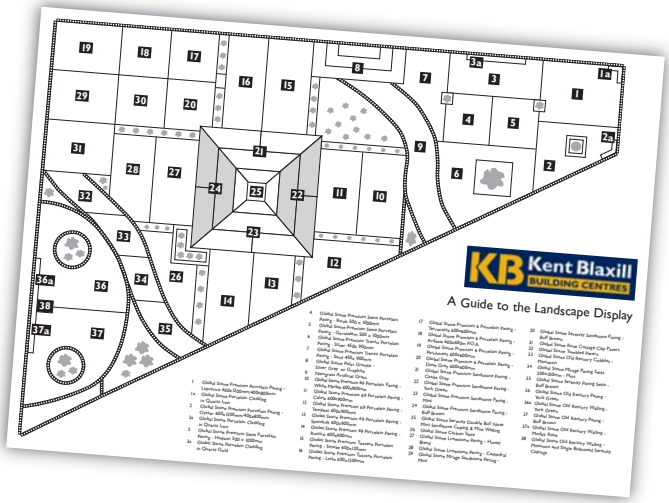
The days of selling grey concrete slabs are long gone. Having a modern up to date display is an essential tool in selling landscape products. Home owners are willing to invest in a beautiful paving as part of a "considered purchase" and the display is an essential part of the selling process. Having an up to date display creates opportunities to upsell to higher value products, once customers get the idea of differences they are looking at.

Our display highlights the latest products available including natural stone, porcelain and limestone paving. No more selling from a slab or pack, customers can visualise what it will look like in their garden as they can see it in situ on the display.

Working with our key supplier partners Global Stone, Marshalls, Tobermore we have displayed the best of core range sandstone and porcelain paving, available from stock and added value products which are available to order.

The landscape display is a focal point within the branch for landscaping enquiries. An area with a dedicated sales team that can guide customers through the choices available. The features and benefits of different types of paving can be explained in a way that you can't do with a catalogue or when buying online. We present them with a display map which highlights the price per pack and per m² along with brochures to take away.

Trade customers send their end users to Kent Blaxill. We then take the end users on a journey to aid and assist them in choosing the products which will transform their gardens. This works for both parties as Kent Blaxill normally will get the sale and the trades person will get their time back from the selection process.

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