

**PRESS RELEASE**

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## New on-line plant purchasing system puts independent retailers in the driving seat

Quintus Garden Centre Sales is a unique new on-line facility which enables garden centres to easily select and purchase plants from a range of specialist nurseries via a single order. With individual lines available by the shelf and a minimum total order of just 2 trolleys, the service gives garden centres the ability to stock and re-stock from a comprehensive range of top-quality plants from a known grower source even when quantity requirements are small.

Available from early February 2008 and located at [www.quintuspartnership.com](http://www.quintuspartnership.com), Quintus Garden Centre Sales will function as a one-stop-shop where stock consolidated from 11 participating specialist growers is available on a one-order, one-invoice, one-delivery basis. The first service to combine large-scale flexibility of choice with small-quantity ordering and minimal administration, QGCS puts power into the hands of independent retailers by affording benefits that larger competitors have enjoyed for years.

### **Convenience through technology**

QGCS is based upon an intuitive on-line system which allows buyers to browse plants, view descriptions with pictures and place orders. It provides real-time stock levels, enables fast ordering and automatically calculates quantities and values. As well as making the ordering process faster and simpler, it cuts down on administration by allowing the entire order to be processed as one transaction with one invoice and one delivery. It eliminates the need for faxes and provides printable lists which can be used for stock checks.

### **Added benefit in stores**

The powerful database which was developed specifically for QGCS can also be put to use as a sales aid in the garden centres themselves, as Quintus Search can be used by customers to browse and search for plants, access detailed descriptions and images and select those suited for their own growing conditions.

### **The background**

Quintus Garden Centre Sales is a new division of The Quintus Partnership Ltd., a membership of growers operating as a commercial service agent. The Quintus Partnership Ltd was established in 1997 to offer large multiple retailers the expertise and product quality provided by specialist growers delivered via a cost-effective

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supply route with the stability and assurances of consistency that such organisations require. Quintus Garden Centre Sales scales this principle down to a level that works for independent retailers of all sizes. Group development director Stephen Pollington comments: “This is a comprehensive and much needed new service, which will prove a great asset to the group”.

Heading up Quintus Garden Centre Sales is Martin Nickell-Lean, who explains the reasoning that led to the launch of the service and the benefits he sees the venture will bring to the industry:

“As the industry has adapted to cope with profit margins being squeezed at all levels, independent garden centres have been forced to commit to larger stock orders than they can realistically accommodate, the result of which is a lack of variety in their stores and old stock getting ugly on the shelves until the point where it is no longer saleable. To remain appealing to the consumer and competitive alongside the multiples, garden centres need to be able to order smaller quantities more frequently. Until now, supply in this manner was unfeasible due to logistics of scale. The Quintus Partnership already had a stock consolidation model in place and we spent 18 months developing a bespoke on-line ordering system which finally makes it possible to offer our range in smaller quantities. For independent garden centres this means the opportunity to keep stock refreshed right through the season with a comprehensive range of high-quality product that only specialised growers can produce, at competitive prices. At the same time, we realise more sales for these growers and help ensure a future for them and the diversity of plants that they supply.”

Buyers requiring more information or a password to access the website should contact Martin Nickell-Lean or Jane Reid at Quintus Garden Centre Sales on email: martin-sales@quintuspartnership.com or telephone: 01775 725002.

Growers who are interested in joining the 11 members of The Quintus Partnership should approach the same contacts.

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Extensive background information accompanies this press release.

You are invited to contact Steve Pollington or Martin Nickell-Lean for further information and interviews about Quintus Garden Centre Sales.

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