

Plumbs

Plumbs Ltd, a long established privately owned family company, is the UK leader in the manufacture of made to measure furniture covers as well as being a leading national provider of reupholstery services and made to measure curtains.

Plumbs has changed considerably in its product offering within the last 10 years. Whereas previously the customer was mainly generated from a mail order service offering ready-made covers at a low value price, Plumbs now predominately sell top of the range made to measure covers in premium fabrics using a home service. Plus there has been a huge growth in the reupholstery product where furniture is renovated from the inside out and reupholstered in fabrics from the likes of Sanderson & Crowson. This has meant a significant sea change in both customer type and average order value.

Offering a high quality British made product, coupled with an in-home service, where all products are sold, then fitted in home has proved a winning combination for Plumbs grey market customer.



43,020 – Buyers

List Features

File updated monthly
MPS suppressed
99% fully postcoded
Average order value £650.00 (exc. VAT)

Profile

85% female, 15% male
ABC1
Top 3 Cameo categories:
Elderly Comforts, Educated
Elders and Prosperous Pensioners
Mainly retired homeowners
Low financial risk

Interests

Reading
Crosswords
Gardening
Shopping via mail order
Easy listening music

Successful Users

Non competing mail order
Clothing catalogues
Charity mailers
Gardening
Magazine subscription offers
Upmarket holidays/travel
Financial services
Gift catalogues

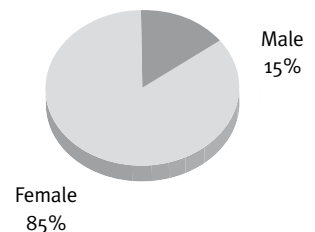
Breakdown of Recency

Recency not selectable,
all data is 0-18 month

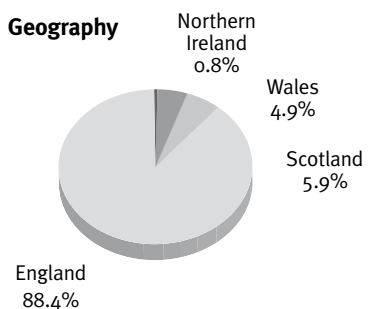
Website

www.plumbs.co.uk

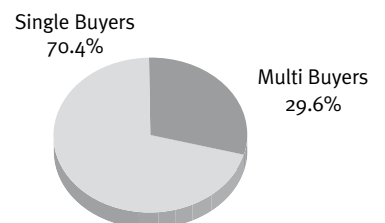
Gender



Geography



Multi/Single Buyers



millennium

the direct marketing group®

Contact the Media and Lists Services
Department for more information on:

01274 5388 88

maria.dooley@millenniumdirect.co.uk

Windhill Manor, Leeds Road, Shipley, West Yorkshire, BD18 1BP

immn
international mature marketing network





Rates and General Information

List Rental

0-18 months	£110/000
Charity Rate	£10/000 off above price

Selections

Nth name	F.O.C.
Gender	£5/000
Geographic	£5/000

Production Costs

E-Mail	£30
Disk	£30
Delivery	£30
Run on charge	£10/000

Lead Time

3 - 5 working days

Minimum Order

5,000 names

General Information

- Net names agreement available on orders of 20,000+
- Sample mailing piece required for data owner's approval.
- Warranty No. 000321
- 15% commission to recognised members of the DMA (UK) only
- One time usage agreement only
- Mailing list is seeded to detect un-authorized use
- Orders placed are under acceptance of Millennium's Terms and Conditions
- Details shown are correct at time of print
- Notification of goneaways and deceased addresses to be returned to Millennium



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