

Our Plans

For 2022 we plan to end that craziness and address these six major challenges head on. In the meantime, we'd like to invite you to help us drive the craziness of the last couple of seasons well down the fairway and put it well out of bounds for good!

6 Ways

These 6 plans are the way in which we can overcome the challenges needed to best support our retail partners.

- New sustainable product ranges
- Expanding range of water features
- Products to engage the whole family
- New paving and stepping stone ranges
- Improved retail theatre for core aggregates
- Investment in infrastructure and transport solutions



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6
ways

we can help
you make
2022
less crazy than 2021

Welcome

What's new

Business has been crazy over the past two seasons. The unprecedented volatility in our market has led to the well documented problems we've all experienced. Supply chain, service levels and stock availability have all been difficult, not to mention the changing demands of consumers.

At Deco-Pak we recognise that the landscape has changed. All businesses need to adapt and develop to meet the needs of the new market conditions.

Our research identified six key challenges that emerged during the pandemic. These were the factors that helped to drive the crazy trading conditions we all endured in 2020 and 2021.

Challenges

- Changing consumer attitudes to sustainability
- Emerging emphasis on mental health issues
- A renewed focus on family and community
- Increased spend on easy outdoor landscaping solutions
- More new gardeners seeking help and inspiration
- Intermittent availability and service levels

1 Sustainability

We have all noticed how more discerning consumers have become with regard to sustainability of product and packaging. We expect the demand for eco friendly gardening products to continue to grow and that's why we've invested in our Ecoston range.

The packaging has been updated to appeal to eco-friendly consumers by using more recycled plastic content (up to 60%) and redesigned to have a more authentic look. The range has also been expanded to now including Glasglo chippings in a large bag, this 10-20mm chippings due to the increase in recycling and grading of CRT TV's and general consumer demand.

2 Mindfulness

There is an enhanced awareness of the importance of mental health and people are increasingly practicing mindfulness. Our expanding contemporary Zen-inspired water features, which add a piece of instant art and tranquillity to gardens.

5 Inspiration

The Instagram generation expect ideas and inspiration from brands and retailers. They are seeking out visual triggers that can be turned quickly into purchase decisions that relate to their own circumstances.

Our new 'get the look' aggregate merchandising solutions will capture that potential by demonstrating how products can be easily used to maximum effect with minimum effort.

6 Efficiency

We have strengthened our relationships with supply partners with a special focus on key lines. Our commitment is to maintain core lines with full availability for 12 months of the year. We've invested in additional filling lines too which will allow us to be

more flexible and respond quickly to changing demand patterns. Our site has undergone a major reorganisation and expansion which means we can now hold 40% additional stock to keep even more lines available when you need them.

4 Growth

We are planning for high growth in the paving and stepping stone segment. New younger consumers are seeking easy DIY projects to make their outdoor spaces more attractive and usable. We expect this to drive significant growth in the sector and that's why we are expanding our ranges with inspirational imagery and point of sale, it really helps all generations no matter their gardening expertise.

Our sales team are amongst the most experienced in the industry. Our focus will be to keep them fully briefed on latest trends and issues to make sure you have first-hand information when you need it.



New POS



3 Family and Community

Living through a pandemic has made us all much more appreciative of our friends and family. We expect this trend to continue as consumers seek to engage with family and especially children in the garden. The Toy town range includes Greenfingers Play Pit sand, Rockin Pebbles and Pens which have been a massive hit with the younger consumers, families, creative and craft enthusiasts, especially during lockdown.

