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LAWSONS GROWS SALES OF METAL RAINWATER WITH ALUMASC RANGE



Alumasc representative Chris Neall (L) with Lawsons Internal Sales Peter McCreanor (R)

London based timber and builders' merchant Lawsons is experiencing strong growth with Alumasc's all metal range of rainwater products. Lawsons introduced Alumasc's cast iron, aluminium and steel rainwater to its Camden branch in 2017 and is reporting a sales increase of 60% across the range over a 12 month period. Sales are being achieved through a mix of over the counter and project related sales.

Due to the significant size of its Camden branch, Lawsons is able to stock the full range of Alumasc's cast iron rainwater, with aluminium and steel to order. The addition of Alumasc's cast iron is particularly timely with a growing demand from customers in the area to replace their cast iron gutters and downpipes with a like for like material.

Gerry O'Sullivan, Branch Manager at Lawsons, Camden says: "Our customers look for quality products, so we're really pleased to have Alumasc on board as a leading brand in metal rainwater. It's been a positive experience from the start. Our business benefits from a wide range of premium quality rainwater, including a great colour selection, backed by an excellent representative who can't do enough for us. Alumasc's service and product package is second to none – we benefit from genuine leads, joint customer visits, team training, POS and much more. We've not experienced this level of commitment from other suppliers before.

"Very importantly too is the positive feedback we've had from our customers," continues Gerry. "One customer said he wouldn't use anything else, and Alumasc's literature has been really useful. The displays Alumasc provide are so good and professional that the products almost sell themselves. Overall, it's a pleasure to work with them."

Alumasc Rainwater's National Sales Manager Pete Wainer adds: "We're extremely pleased to have Lawsons on board and to hear how our product and service is having such a positive impact on their business. We always aim to go that extra mile for customers, so it's great to hear of the relationship our team is building with Lawsons, and the value we are adding with our ongoing support, knowledge and service."

To find out how Alumasc's range of metal rainwater can help make a difference to your business, visit www.alumascrainwater.co.uk or call 01536 383 810. Follow on twitter [@AlumascRW](https://twitter.com/AlumascRW).