

## **PIFCO Christmas lights press release**

# News item press release

## **RKW to distribute new PIFCO Christmas lights ranges**

Europe's leading housewares and electrical distributor, RKW, is offering two new, premium quality ranges of PIFCO Christmas lights for 2014.

The ranges - long-lasting, low voltage LED lights and traditional fairy lights - come with over 20 different options, with delivery to retail outlets guaranteed by early August-September.

Rob Sutton, managing director of RKW, commented, 'We are delighted to be distributing these superb quality Christmas lights at a time when the public is rightly concerned about cheap imports. PIFCO Christmas lights also offer outstanding value for money and excellent retailer margins - particularly as we are launching them with some tremendous roll-out price points.'

The PIFCO brand was established over 100 years ago, and has become synonymous with quality and innovation.

PIFCO Christmas lights are suitable for indoor and outdoor use, and are available in a range of lengths, with white or multi-coloured options. All PIFCO Christmas lights - whether for Christmas trees, or house decoration - come with timers and a multi-function control for special effects, such as raindrops.

John Knight, electrical buying director for RKW, said, 'PIFCO Christmas lights are perfect for all types of retail outlets, including independents, multiples and garden centres. The packaging design is really eye-catching and each pack comes complete with its own transformer. There's even an eco-friendly solar-powered LED option.'

RKW will be launching its PIFCO Christmas lights ranges in Hall 10, Stand F05-G04 at the NEC Spring Fair, which runs from 2-6 February.

## **ENDS**

For more information, contact the RKW sales team on XXXXXXXXXX, or email EMAIL ADDRESS or visit the RKW website [www.rkw.co.uk](http://www.rkw.co.uk)

## **About RKW**

RKW is a family-run, Stoke-on-Trent-based business which in 22 years has grown to become Europe's largest distributor of electrical and housewares products.

The company has a turnover in excess of £20 million and, for the past three years, has achieved 20 per cent growth, year-on-year.

The company distributes 1,500 product lines to 3,000 retail customers from its 500,000 square feet UK distribution centre. RKW has 120 employees and is successfully expanding internationally, with offices in Hong Kong and China.

As a one-stop solution for retailers, RKW provides high quality, value-for-money brands with exceptional margins.

RKW is the owner of the Signature, Elgento, Teknique and Itek brands, as well as the exclusive distributor of PIFCO electrical, Anzo, Carmen and Morphy Richards housewares products. The company also handles distribution for major brands such as Russell Hobbs, Kenwood, Swan, Breville and Vax.