



## Hall 19 Stand G190

It is more than twenty years since it first launched into the market, but Keter is still arguably the garden world's best kept secret. Its outdoor and patio storage units, garden sheds and furniture are now found in millions of UK homes, making it quite possibly the biggest brand you may not have heard of. Now, for the first time, Keter will be showcasing them at BBC Gardeners' World Live.

Victoria Lounge Set - ONE to be GIVEN AWAY each day of the show – A distinctive collection from Keter's rattan outdoor furniture range, the cubist Victoria Lounge Set offers a uniquely trendy look and feel, and is the perfect combination of comfort and fashion for the garden or conservatory. It consists of two chairs, a two person sofa and a rectangular coffee table.

Assembly is remarkably straightforward and completed without the need for tools. This set is maintenance-free and weather-resistant, with a rattan finish that never unravels, and is available in a brown colour scheme with cushions included.

Store It Out: This summer the garden storage expert is scheduled to clock-up its 1.5 millionth British sale of its iconic 'Store It Out' offering which is ideal for storing anything from garden furniture and tools to lawnmowers and dust-bins. First launched in 1996, Keter designers have evolved the product from what was effectively a simple outdoor box to today's model with wood-grained texture and panelled roofing. New for 2011 is Keter's 'Flip-Lid' design which provides even easier access to contents.

Horizon & Apex resin sheds: With resin designs continuing to win an increasing share of the UK garden storage market, Keter's new for 2011 Horizon 7x3 shed will also be on display. Three sizes of Horizon are available: 3.5 ft x 7 ft, 7ft x 7 ft and 7 ft by 10.5 ft. They have a

wood-look finish, incorporate natural light and are fitted with integrated water gutters that can feed into a standard household water butt. The built-in floor ensures that no special groundwork is necessary providing the land is flat and free from sharp objects. They can be fitted with free standing storage racking.

Visitors to the stand will also be able to see the Gemini 6x6 brown and beige storage shed, as a representative example of Keter's Apex line. Key features include a steel reinforced structure, a vent for air circulation, flooring and lockable doors. Like the rest of Keter's outdoor storage series, it is weather-resistant, doesn't fade in sunlight and is virtually maintenance-free.

Rattan, Oval and Round Soft Stores: Ideal for garden, laundry, toys and general storage use, Keter's Soft Stores are also suitable for both solid and liquid contents. Showing its flair for innovation, the company will be featuring new Rattan and Oval designs.

"With resin now accounting for more than 35% of the total sales in the UK garden storage market, we are very excited about showcasing our very popular collection of these products. But there is more to Keter than Storage, or indeed Rattan Furniture. Also on display will be our Dynamic Composter which has achieved a Red Dot Design Award, and the Coolbar, which is an all-in-one drinks table, coffee table and cooler," said Craig Saul, UK Marketing Manager for the Halesowen based Keter.

For further information about Keter products, please visit <http://www.keter.com>