

Bad weather fails to halt the winning ways for Harrogate Christmas & Gift

Despite Britain's biggest snowfall in 30 years, buyers turned out in force to place orders at the 2010 Harrogate Christmas & Gift. The show which took place in early January is the UK's number one dedicated Christmas and celebration Show.

Around 3500 buyers were able to see the very latest ranges from the industry's leading companies and brands; learn at a dynamic range of seminars and workshops and network at the numerous social events which included the inaugural Greatest Christmas Awards and a free event party at the stylish Viper Rooms.

Many exhibiting companies reported a strong start to 2010 with major orders being placed, particularly from the garden centre sector.



John Athwal (left), managing director of Premier Decorations said, "Whilst the snow undoubtedly affected the attendance from the South, we have been very busy, the buyers have been very confident and we have seen many of our major customers and they have been placing good orders". Mark Brett (right) of Fantasia Balloons said, "Despite caution in some quarters, business has been surprisingly good and it has been an extremely positive start to the year".



The show also played host and sponsor to the Greatest Christmas Awards which was held at the Majestic Hotel. Garden Centres competed for who created the most innovative and imaginative Christmas displays and techniques. The overall winners were:

- The Greatest Christmas Tree Sales Team - Gold Winner Pugh's Garden Centre
- The Greatest Christmas Lighting Sales Team - Gold Winner Whitacre Garden Centre
- The Greatest Christmas Entrance Display - Gold Winner Barton Grange, Brock
- The Greatest Christmas Walk - Gold Winner Barton Grange, Brock
- The Greatest Christmas Gift Sales Team - Gold Winner Webbs of Wychbold
- The Greatest Christmas Marketing Idea - Gold Winner The Garden & Leisure Group
- The Greatest Garden Centres at Christmas – (as voted by the public) National winner - Gold Endsleigh Garden & Leisure



2/017

The organisers of the awards Garden Trade News were delighted with the inaugural event, commercial director Pat Flynn said “We were absolutely thrilled with the response to the first Greatest Christmas Awards, even the heavy snow didn’t stop people attending.

She added, “We were delighted with the support we received from our sponsors and in particular our main sponsors Harrogate Christmas & Gift. This really gives us something to build on for 2011 and we are extremely confident we’ll see even more entries and attendees.”



As the exhibitors competed for business, the quality of the stands was also noted by many of the buyers at the event, with the quality of presentation and merchandise at an all time high. The best stand award was won by Konstmid who invested heavily in an appealing, dynamic and inviting open plan stand.

As the exhibition closed Janet Morley organiser of the event said, “Despite the obvious challenges, we have been very pleased with the 2010 event. Our suppliers, the exhibitors and buyers all responded magnificently to make the show a successful event. It is gratifying that such good business was done despite the extreme weather that we all had to endure”.

Harrogate Christmas and Gift 2011 will run from Sunday 9 - Wednesday 12 January