



Great service, delivered daily

## **MagSell 06**

The MagSell 06 conference was held at The Natural History Museum on 26<sup>th</sup> September. This event brought together publishers, distributors, wholesalers and retailers to discuss industry issues and trends.

In the evening there was an awards presentation. The top three nominations in the category, UK Retailer of the Year - Excellence in selling magazines (Between 1 & 10 stores) were all Menzies customers. The winner being A&J Barrett of Glasgow.

Commenting the judges said, "A family owned business serving the community for 35 years, the Barrett's offer their customers a wide choice stocking over 1500 titles. Open 7 days, their dedication to the cause is second to none. POS is prominently displayed to encourage impulse purchase, with staff trained to offer suggestions with regard to dual purchase for niche brands or indeed targeting customers with suitable new launches".

Charles Buik, Sales Development Manager at Menzies Distribution, commented on their award "Barretts were nominated because of their high levels of compliance with regard to Superleague initiatives. Barretts are always top of the pile when we come to making our quarterly bonus payments. This proves that by placing POS in a prominent position and actively selling magazines the rewards are there. A fantastic result for Barretts and our wholehearted congratulations to them.