

Brand New Database
Exclusive to MTW Research

Decorators Merchants Database - UK 2011

MTW Research have published a brand new mailing, telemarketing & email list representing more than 80% of the UK Decorators Merchants market in 2011. This brand new list offers fresh, relevant sales leads of key companies actively involved in the distribution and retail of decorating products & equipment.

With full data compliance & no limitations on usage, this high quality database offers excellent value for money for all decorating product suppliers who are seeking to increase sales through this channel as well as suppliers of paint, woodcare, wallcoverings, decorating tools and other products offered by DIY retailers and hardware stores.

The 2011 Decorators Merchants Database Includes:-

- **640+ Decorators Merchants** – More than 500 Separate Companies
- **640+ Full Address & Postcodes** – Preference Service Screened, Autonomous Purchasing Sites Only
- **640+ Contact Names** - Senior Decision Maker / Head of Purchasing
- **630+ Telephone Numbers** – Corporate Telephone Preference Service Screened
- **150+ Email Addresses**
- **640+ Records with Employee Band** (5-9, 10-19, 20-49, 50+)

Database Profile by Employee Band:-

Employee Band Estimate	1- 4 Emps	5 – 9 Emps	10 – 19 Emps	20 – 49 Emps	50 – 99 Emps
Number of Records	450+	150+	20+	15+	9+

The UK Decorators Merchants Market is set to exhibit growth in 2011, with market forecasts suggesting above inflation growth should feed through to the market later in the year as the UK domestic and non-domestic RMI (repair, maintenance & improvement) sectors improve alongside growth in new build applications. This mailing, telemarketing & email list enables UK manufacturers and distributors to specifically target Decorators Merchants currently active in the UK market and grow sales quickly and cost effectively.



The UK Decorators Merchants Market in 2011 and beyond...

Following a decline in sales through decorators' merchants in 2010, our expectations are for a modest return to growth for the majority of products sold through this channel in 2011. Sales through decorators merchants are set to exhibit increasingly stronger growth toward the end of 2011 and into 2012 as house building & house moving levels and a return to growth in commercial property prices stimulate both refurbishment and new build demand for decorating products within both the domestic and non-domestic sectors.

Key product sectors which should offer modest growth opportunities in 2011 include the paint and woodcare market, as well as higher value decorating tools and equipment. Health & safety and protective workwear products are also expected to exhibit reasonably healthy growth following declines in 2008, 2009 and 2010.

This 2011 database enables decorating product manufacturers & distributors to actively target this important channel at what is now a key growth stage. All indications are that the market has 'bottomed out', with those suppliers focusing their marketing activity on the mid-higher value sector likely to benefit from the return to growth in the economy and consumer confidence during 2011.

 <small>www.marketresearchreports.co.uk</small> <i>Professional Market Research...Superior Market Reports</i>		
NO LIMITATIONS	COST EFFECTIVE	MORE RELEVANT
~ Use The Data For Any Purpose ~	~ One Purchase, Unlimited Usage ~	~ Experienced in the Industry ~
<p>Decorators Merchants Database – UK 2011</p> <p>Specifically Designed for Decorating Product Manufacturers and Distributors to Quickly Increase Sales to the UK Decorators Merchants.</p>		

About MTW Research...

MTW Research are an independent publisher of high quality market research reports & databases in the Building Products, Construction & Home Improvement Markets.

Our reports and databases are researched, written and compiled by qualified marketing professionals, who have experience of undertaking detailed multi-client and bespoke market research across a broad range of sectors in the UK DIY, Construction & Home Improvement industry for more than a decade. MTW Research are a wholly independent publisher of quality market research reports and databases and are therefore able to offer original, objective, relevant and quality market and competitor research which offers a fresh perspective on your market.

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MTW provide this list to clients with no limitations on type or frequency of usage of the list. This database has been screened against the TPS / MPS preference service at time of publication in February 2011. Whilst MTW endeavour to attain high levels of accuracy, the information supplied is based on primary telephone research, Companies House & Directory Enquiries and may be prone to errors or omissions, whilst MTW accept no liability for such omissions or errors we offer a buyback guarantee on incorrect addresses above 20% error rate. Please note this guarantee applies only to address records, and not to any other records such as employee band, e-mails etc.

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