

Road warriors



Optimum International's highly experienced sales team is getting the show on the road, visiting retailers and promoting the latest product portfolio, including the new Optimum Reflection and BDI Valera ranges. Each mobile showroom has been professionally adapted to transport up to six different models, allowing retailers to see the collection up close and first hand.

John Ogden, Managing Director said: "We are extremely proud of our current portfolio. We now have a wider choice of bold and stylish stands for consumers who want something that bit different. All of our ranges allow electrical retailers to maintain healthy profits and enjoy the margins that are so vital."

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**The Optimum team
prepare to meet
the masses**