

September 4, 2007

Press Release

## New Point of Sale From Alpha Feeds

PERFORMANCE dog food specialists, Alpha Feeds have developed new point of sale to help promote the popular range.

The strutted show card has been designed to hold their 16 page guide to the eight-strong varieties and also the Winners Collection Loyalty Scheme card.

Strongly branded in the Alpha Feeds corporate colours, the point of sale can either be placed on the counter, near the range or even hung on a gondola end for high impact visibility.

Easy to assemble, the point of sale will help retailers to display the promotional literature without taking up too much room in store.

Stockists requiring point of sale should telephone Alpha Feeds on 01427 880914 or visit [www.alphafeeds.com](http://www.alphafeeds.com)

ENDS

For further information please contact Tim Smith at TSM on (01724) 784600.

