

# Strike Gold With Your Customers By Offering Them Makro's Range Of Seasonal Products For A Sizzling Summer



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April 30, 2012, 3:56 pm -- [/EPR NETWORK/](#) -- With so much to celebrate this summer, every business will want to cash in on the feel-good factor.

Events such as the Diamond Jubilee and the European Football Championships really bring a country together, not to mention putting its people in a buying mood.

So here at Makro, we're determined to help local businesses reflect this surge in patriotism, and offer their customers everything they need to make it a summer to remember.

We're making it easy for you to help your customers find all they need to enjoy the warmer weather and longer evenings, by adding lots of exciting lines which will go down a treat in a summer of celebrations.

As the days lengthen, your customers will no doubt be spending more time outdoors. You'll be able to ensure they can bring a little indoor luxury to any al fresco gathering by stocking our range of great-value [garden furniture](#), which includes a wide range of tables and seating.

If barbecuing were a sport, you can guarantee that we Brits would be right up there competing for the gold medal. So a selection of [BBQ equipment](#) from Makro is sure to be warmly welcomed by your customers.

With so much to celebrate, there'll also be lots of occasions when the party goes on well into the evening. So adding [outdoor heating](#) could result in returns that give you a warm glow.

Stuart Whittaker, Makro's Head of Non Food, said: "A massive summer of celebrations is sure to mean you and your customers will be spending more time than ever outdoors this year.

"As a result, here at Makro, we're under starter's orders for heavy demand on all our huge ranges of outdoor furniture and other summer seasonal products, so your customers can follow all the sporting action in comfort."

Visit [store.makro.co.uk](http://store.makro.co.uk) today to see the huge range of items we stock for all seasons to help any retailer enjoy a vintage summer.

- ENDS -

#### NOTES TO EDITORS

METRO Cash & Carry is represented in 30 countries with more than 700 self-service wholesale stores. With in excess of 100,000 employees worldwide, the wholesale company achieved sales of around €31 billion in 2011. METRO Cash & Carry is a sales division of METRO GROUP.

METRO GROUP is one of the largest and most international retailing companies. In 2011 the Group reached sales of around €67 billion. The company has a headcount of some 280,000 employees and operates around 2,200 stores in 33 countries.

The Group's performance is based on the strength of its sales brands which operate independently in their respective market segment: Metro/Makro Cash & Carry – the international leader in self-service wholesale, Real hypermarkets, Media Markt and Saturn – European market leader in consumer electronics retailing, and Galeria Kaufhof department stores. More information at: [www.metrogroup.de](http://www.metrogroup.de)

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