

# Ironmongery Direct sales and profit continues to beat the Credit Crunch

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Press Release...for immediate release

Ironmongery Direct sales and profit continues to thrive in the Credit Crunch

Ironmongery Direct, mail order and e-commerce distributors to the trade, have recorded an exceptional 36% increase in sales for the year to December 2008. They achieved £7.3m in sales; a considerable improvement in profit to over £200,000; according to the release of their unaudited accounts today.

Wayne Lysaght-Mason, Managing Director of Ironmongery Direct comments:

"We focus on giving customers the best value products with high service levels and quality, that ensures we not only recruit new customers but keep them coming back.

This growth trend is continuing in 2009 with the release of our January catalogue which has a Price Buster Promise that shows many of our items reduced or frozen in price. This is attracting more new customers.

If this growth continues we will easily break last year's records for sales and profit. We are aiming to boost turnover in 2009 to in excess of £10 million, an increase of 40%."

Ironmongery Direct has also increased warehouse space with the recent acquisition of nearly 3000 square foot warehouse and office space, allowing them to hold over 11,500 products in stock; guaranteeing next day delivery.

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Notes for the editor

For further media information or interviews contact:

Sam Bevington  
Blackchilli Media  
Tel 0870 850 6158  
Fax 0870 850 6159  
sam@blackchilli.co.uk