

The Beach Factory basks in sunshine with a Theo Paphitis #SBS award.

Submitted by: The Beach Factory Ltd

Tuesday, 29 May 2012

2012.05.29

Theo Paphitis has selected on line retailer, The Beach Factory (<http://www.beachfactory.com>), for his much coveted weekly #SBS award.

A carefully worded tweet succeeded in catching Theo's eye last Sunday. The Beach Factory's owner, Anne Speak, had tweeted "This has to be our week, perfect timing to promote sun protection swimwear as sun burn is so un-cool."

The Beach Factory believes in "Making it Fun Under the Sun" and always has an extensive range of sun protection products and holiday accessories in stock for quick delivery. "Our customers come back to us year after year knowing that they can get what they need for the perfect holiday without the risks of sun burn" said Anne.

Timing is everything in business and the recent good weather offered the perfect opportunity to bring The Beach Factory's message to Theo's attention. "We're flattered that Theo has endorsed our efforts and that we now have the opportunity to join his club of like minded small business entrepreneurs" adds Anne.

Being in the business of selling holiday products gives Anne the ability to detect the beginnings of a more upbeat mood across in the country. She says "The last couple of years have been tough but, with people now starting to plan their summer holidays, we're seeing a better sales uplift this year." She continues "Entrepreneurs are always optimistic but at The Beach Factory we really do look forward to sunnier days ahead!"

- ENDS

Notes for Editors

Established in 2003, The Beach Factory (<http://www.beachfactory.com>) offers a wide range of sun protection products from leading brands O Neill, RipCurl and Seafolly Girls and Tiger Joe. The range is complemented by UV pop up tents, sun hats and a host of other holiday accessories.

Each Sunday Theo rewards small businesses that tweet him @TheoPaphitis and describe their business in one tweet including the all-important hash tag #SBS. Only tweets made between 5.00 PM and 7.30 PM count. Each week Theo reviews and chooses his favourite lucky six who are then re-tweeted. As he has over 230,000 followers and the selected businesses are featured on www.theopaphitissbs.com, this provides a massive boost to the chosen businesses.

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