

Sprue Safety Products is appointed as sole supplier to B&Q

Submitted by: Sprue Safety Products Ltd

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Sprue Safety Products Ltd (<http://www.sprue.com/>), the designer and manufacturer of leading safety brands including FireAngel (<http://www.fireangel.co.uk/>) and First Alert (<http://www.firstalert.com/>), announces that it has signed an exclusive agreement with B&Q to supply its entire range of smoke and carbon monoxide alarms and other safety related products.

B&Q is the UK's largest home improvement retailer and this agreement will provide its customers with a market leading range, combined with a helpful and informative merchandising solution.

A central strategy to drive this forward is the ground-breaking new format of in-store product layouts created by Sprue Safety Products. The new layout focuses on category management principles with the customers' shopping experience right at the heart of it. The displays will not only educate and inform the consumer, but will also simplify choice and the purchasing of these life-saving devices.

Graham Whitworth, Sprue's Chairman and Group CEO, comments: "This represents a clear endorsement of Sprue as an innovative supplier and I am delighted that we will now become the exclusive supplier of fire and carbon monoxide safety products and accessories to B&Q, the UK's leading home improvement retailer."

"B&Q has been a valued customer to us ever since the company started over 10 years ago. We have worked hard throughout that period to develop a strong commercial partnership and I am confident that we will continue to stay at the forefront of delivering ground-breaking value and choice in the home safety products market and in the way all UK consumers keep themselves safe from the very real dangers of fire or carbon monoxide poisoning."

For more information, visit: www.sprue.com or www.fireangel.co.uk.

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Notes to Editors:

Sprue Safety Products specialises in designing, manufacturing and supplying products that save lives, with a comprehensive range of products that provide peace of mind and keep you safe.

Sprue Safety Products Ltd is a wholly owned subsidiary of Sprue Aegis plc. Sprue Aegis has recently won a prestigious Sunday Times Fastrack Award, which recognises the fastest growing companies in the UK.

About Sprue Aegis plc

Group overview

With its head office in Coventry, UK, Sprue is Europe's leading home safety products supplier and manufactures one of the world's smallest carbon monoxide sensors for use in carbon monoxide alarms.

Sprue designs and sells smoke and carbon monoxide alarms including other safety related products throughout Europe under the FireAngel, First Alert, BRK and Dicon brands. Sprue enjoys a strong European market presence, a leading UK retail footprint, is the supplier of choice to the UK's Fire and Rescue Services and continues to develop its market share in the UK's trade sector. Sprue has an established network of independent distributors within Continental Europe providing access into these key growth markets through local partners.

Patented technology

Sprue has patented technology in Europe, the US and other selected territories and its range of smoke and carbon monoxide alarms is independently certified to the latest European standards. For further product information, please visit: www.fireangel.co.uk or www.firstalert.co.uk or www.brk.co.uk or www.sprue.com

Company ethos

We make products that save lives. It is a simple philosophy. Everything we do is focussed on providing market leading smoke and carbon monoxide alarms that achieve this objective.

We are serious about carbon monoxide and smoke detection and believe everyone should be properly protected with affordable and reliable home safety products from a company with brands you can trust.

We work with passion and seek to inspire those that work for us in the same way. We encourage our staff to "make a difference" to our business every day.

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For further media information, or to arrange an interview, please contact Jane Duncan at Sprue Safety Products on: 02476 323232 or email: jduncan@sprue.com