

February 2014  
Volume 1, Issue 4



# CHELSEA DIRECT

*“ Have you placed your order yet? It's not to late to get your discount, offer inside”*



*Hanging baskets & floral delights throughout England*

Supplying to the trade Chelsea Direct Hanging Baskets has always been a market leader, with its innovative ideas and new plant editions has brought a whole new perspective to outside decoration. The licensed trade has been having a rough time of late and has seen rent and rates increases like never before, so any new business is more than welcome. Attracting new business is becoming more difficult, but we are led by our eyes and it has been proven that colours attract us more than anything else; a simple floral display will change the whole look, transforming an establishment into a warm welcoming place enticing new clientele by in some cases up to 25%. Chelsea Direct have now entered homes and offices our new indoor range has proven to be a huge success.

*More details inside*

Special points of interest:

- Half Oak Barrel Offer
- Vegetable Trough Offer
- Bespoke Baskets Company Colors
- Free Exchange



Chelsea Direct  
Pedley Hill Nurseries  
Clements End Road  
Studham  
Bedfordshire LU6 2NG

For Order Updates:-  
Phone  
Tel: 01582 873707  
  
Or Fax  
Fax: 01582 873097

Or Email:  
[info@chelseadirect.co.uk](mailto:info@chelseadirect.co.uk)  
  
Web:  
[www.chelseadirect.co.uk](http://www.chelseadirect.co.uk)

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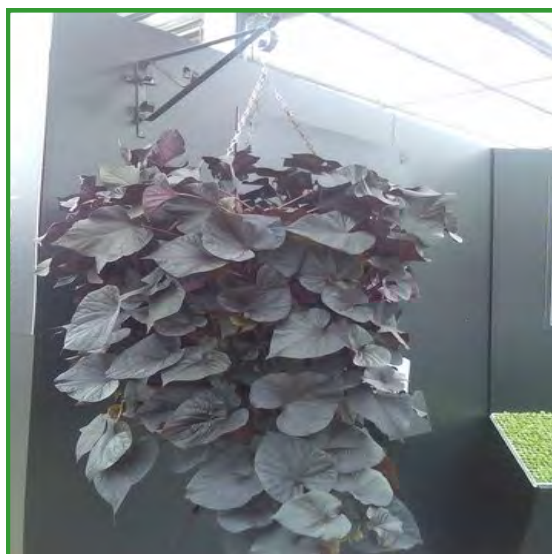


Chelsea Direct supply hanging baskets and flower displays throughout the UK, to pubs, clubs, offices, golf clubs and now homes. The general public are now getting switched on to perfect displays at minimal costs.

Our dedicated team arrive on site in smart sign written vans and staff in livered work wear giving you peace of mind to who has turned up at your premises.

Our magnificent range of summer and winter baskets can be spotted all around the UK, the bright, beautiful, vibrant colours stand out against, not only their background but also the competition.

Situated near to the Chilterns in rural Beds, the picturesque landscape surrounding the nursery is truly inspirational for developing new designs and concepts, and this year we have introduced Ipomoea black tone another plant chosen for its performance and length of perfect display which is is of paramount importance. The nutrients and slow release fertilizers we use are specially selected to produce top quality long lasting displays.



## IPOMOEA BLACK TONE

At Chelsea Direct we strive to make your establishment stand out from the rest A new plant to be added to the 2014 Chelsea Hanging basket. Ipomoea Black Tone will give an unusual addition of foliage that you will not see elsewhere  
Order now !!

*Order your hanging baskets, window boxes, outdoor floral containers and flower today. Displays refilled or replaced Order for the spring all orders placed before February 28th over £300.00 and you will be eligible for a 10% discount  
A 20% deposit is required for eligibility*



**DISCOUNT VOUCHER:- JHDM-100-465 VALID TILL FEBRUARY 2014**

**PLACE YOUR ORDER WITH YOUR 20% DEPOSIT**

**TO RECEIVE A 10% DISCOUNT**

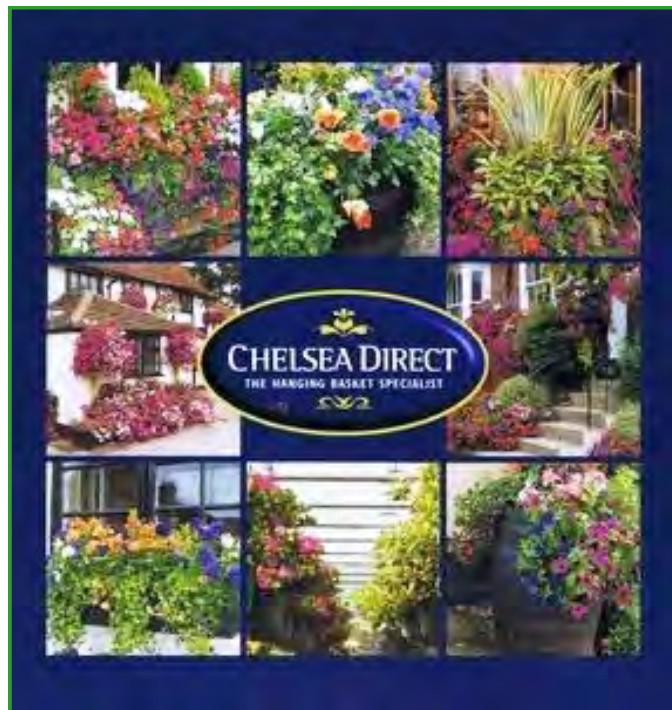




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*Beautiful baskets is what people love to see, winter hanging baskets, window boxes, outdoor floral displays that have been ignored will have an adverse effect! you need to be ordering for the spring to keep it looking great. So don't delay order today.*



With costs of utilities soaring as well as everything else, the necessity to reduce costs has become a must, to do this without compromise is increasingly difficult we think we have an answer, not to all but a start. Make the most of your decorative space tomato baskets, vegetable troughs, potato barrels and our runner bean pots, an inexpensive way to enhance that dreary corner with colour and produce your customers will love the fact your giving them fresh from the garden food. We can help!



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The Benefits of having a business in rural England is that you get to experience all the seasons but one hopes not all in the same day! So the Rain came and came some more, along with other inclement weather and our consignment of top grade humax shamrock this was obviously to the delight of our staff. Making up soil enriched with slow release fertilisers they tell me isn't the job to have in the cold and wet, but the new plants that are being nurtured on like it!



Standing out from competitors is of paramount importance, that's why making use of outside space with attractive low maintenance floral displays is a sure way of getting noticed.  
The Pictures are an indication of the achievable look for your establishment.





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Our apologies if you haven't received a follow up call as yet, but due to the volume of orders we are slightly behind, but be assured for those who placed an order before the 28th February we will honour our discount voucher.

*Don't be late!*

*Tel: 01582-873707*

[www.chelseadirect.co.uk](http://www.chelseadirect.co.uk)



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PERSONALISED TROUGHS  
YOUR NAME EMBOSSED

Preparation for the spring baskets starts early at Chelsea direct, from our specially formulated compost right through to the choice of plants that thrive in sunny or semi-shaded position. The timers for the automatic watering systems made ready so as to keep the maintenance low.

