



MARKETING | BRANDING | CORPORATE IMAGE | ADVERTISING | WEBSITES | PRINT | DISPLAY GRAPHICS

“ Advertising isn’t a science.
It’s persuasion.
And persuasion is an art. ”

William Bernbach



The art of persuasion

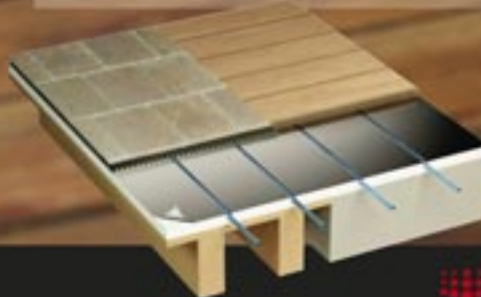
Underfloor heating made easy



With thicknesses starting at only 12mm, Floorheater systems are so thin they can be installed in almost any renovation project. Also, the water pipe is fitted directly under the flooring material so when you turn the thermostat up you will feel the room heating up right away! Naturally, this is a great improvement from the traditional way of installing underfloor heating systems, by covering the pipe with a thick layer of screed, which can take hours for the heat to go through.

Floorheater systems are made of thin insulation boards that are covered with an aluminium foil and have preformed channels. These insulation boards are simply glued onto an existing floor surface to create a continuous channel into which a very durable water pipe is fitted. The flooring material is then laid directly on top! There is no screed required whatsoever!

Larger systems are 'custom ordered' directly from the factory in Sweden, whereas smaller systems come in kits that are available to buy online with a next day delivery service.



Visit Floorheater.co.uk for more information and to get a quotation

floorheater
Nothing could be easier



1. Flan the heating circuits and glue the panels to the floor



2. Lay the pipe into the preformed channels



3. Secure the pipe with aluminium tape and connect the underfloor heating system to the central heating system

About Floorheater systems

Floorheater systems are made up of high-density polystyrene panels with pre-formed grooves, covered with aluminium foil.

The panels are glued down to any flat and heat-bearing surface. In a dry space, panels are made continuous channels into which lengths of PEX pipe are inserted.

Once done, the panels can be covered directly with tiles or engineered wood. There is no need for any screed whatsoever!

Floor insulation board with Floorheater system.

11 Floorheater material
The Floorheater system can be used with any flooring type, but different flooring requires different methods.

Wood should be kept floating (i.e. not fixed to the underfloor heating system). If the floorboards must be glued down, they should be glued onto an intermediate layer of this kind of wood which is attached to the heating system. The total thickness of a wooden floor should not exceed 220mm.

Tiles can be laid directly onto the system. The tiles must be kept from 10-15mm and you have to use the tile adhesive that we recommend.

Self-heating tiles (ceramic and stone) require an additional layer of thin boarding, which is glued onto the underfloor heating system.

12 The Floorheater panels
There are two types of panels: the uncompleted 'Thin panel' and the completed 'Standard panel'.

The 'Thin panel' is ideal for floors that are finished already, and for floors that don't need insulation because the space below the floor is heated and part of the system must be fixed to heated concrete slabs. For example, the FloorPanel has been developed for this purpose. The pipe grooves are placed downwards (see also 'Thin panel' section) and a radiator is connected. The floorboards are laid on top of the system and the space below the floor is insulated, and also where the space below the floor is insulated, it should be insulated by another side.

13 The underfloor must be flat and heat bearing. The panels can normally be glued straight to concrete or masonry in the underfloor. However, this can be the case on top of the underfloor heating system. The panels must be glued down. Both on-ground concrete systems and precast floor slabs are possible.

Make an accurate connection without being glued (especially in areas where the panels are laid onto the underfloor using a negative fit adhesive). The water (ground) pipe that we normally use is not recommended in this particular case since moisture from the ground can creep up through the joint and weaken the glue.

Finished floor must be covered by a solid flooring board (18mm ply) before the underfloor heating system is completed. This also creates a safe surface for foot traffic. The water circulation in the heating system is installed, right before the flooring material.

For the underfloor heating system, the panels must be covered by a solid flooring board (18mm ply) before the underfloor heating system is completed. This also creates a safe surface for foot traffic. The water circulation in the heating system is installed, right before the flooring material.

If you prefer a wooden floor, you can use a floating floor on top of the Floorheater system. If you prefer a stone floor, you can use a floating floor on top of the Floorheater system. If you prefer a tile floor, you can use a floating floor on top of the Floorheater system.

4-5

THE BOX by floorheater

Waterborne underfloor heating kits for areas of up to 36m²

- Super thin!
- Easy and quick to install!
- Replaces a radiator!
- Order online!
- Fast delivery!
- Larger systems available, visit www.floorheater.co.uk

9m²

info@floorheater.co.uk
0870 62 68 068

floorheater



The art of persuasion


BURNHAM BEECHES
 HOTEL



Welcome to the Burnham Beeches Hotel

Whether you are here just for one night or for a longer visit, my Team and I hope that you will have a comfortable stay and enjoy the facilities we have to offer. Inside this directory you will find all the information you should need on the facilities and services available to you throughout your stay. A Guest Relations Manager is on duty 24 hours a day to whatever your request and whatever time you need as we're here to help. Please dial '0' from our bedroom telephone to contact the reception team. Thanks again for staying with us we hope to see you again soon.

Kind regards

B. T. J.

Bevin Tegen
General Manager

A brief history

Originally built as a hunting lodge in what was then part of "Windsor Park", the house afforded rest to the Royal hunting parties before recurring the chase.

In 1777, the English poet Thomas Gray visited his uncle who owned the house and was inspired to write his "Stagy in a Country Churchyard". Later the house known as Carts Hill, became the property of the Clifton Brown family, famous for their association with the Palace of Westminster.

By 1965, the house, somewhat depleted, was saved and converted into a hotel. Subsequently the house has been extended and refurbished to provide all the comforts of a modern hotel with private bathrooms, telephones, and colour televisions in every room, while retaining not only the ambience of a fine country house but also its proud history stretching back to the 18th Century.



Gray's Restaurant and Oak Room

Located on the Ground Floor is our AA, rosette Award winning restaurant, serving Breakfast, Lunch (not Saturdays) and Dinner seven days a week.

Breakfast

Monday and Friday	7:00am - 10:30am
Tuesday - Thursday	6:30am - 10:30am
Saturday and Sunday	8:00am - 10:30am

Lunch

Monday - Friday	Pre-booking required
Saturday	Closed
Sunday	12:30pm - 2:00pm

Dinner

Monday - Saturday	7:00pm - 9:30pm
Sunday	7:00pm - 9:00pm



Georgian Bar and Lounge

Located on the Ground Floor is our beautiful and elegant Georgian Bar serving drinks and delicious light snacks throughout the day. Food is available until 9:30pm.

Night service

A selection of light snacks and beverages is available throughout the night, either in your room or in the Georgian Bar and Lounge.

Room service

A wide range of dishes and beverages is available from Room Service 24 hours a day. Please refer to the menu in your room for details. To order Room Service, please call ext. 33.

Breakfast in bed

To order breakfast in your room, please complete the card and hang it outside your room before going to bed before 2am. Your breakfast will be delivered at the requested time.

Meeting and events

We have a wide range of Meeting, Conference and Function facilities, from a well-equipped syndicate room for a small meeting to an event in our Banquet or Picnic Rooms, catering for a national conference, a major product launch, a lavish dinner dance. For full details and menus, please ask for a copy of our Events brochure.

Weddings

We have an enviable reputation for our wedding facilities. Naturally you want it to be a truly perfect day for you and your partner as well as your family and friends. Whether you decide on a sit down banquet or a finger buffet, we have plenty of ideas and experience to make sure your big day is wonderful and memorable. And we don't just cater for weddings. Be it an engagement, anniversary birthday party, a personal celebration or even a funeral reception, we will be pleased to assist. Brochures available on request.

Christmas and New Year

Christmas and New Year is a great time to get together with family and loved ones, a chance to relax and enjoy good food or a reason to party with friends. Our hotel offers a wide range of options for festive breaks. Please ask Reception for the full details of our Calendar of Events for 2009.



Leisure facilities

The Burnham Beeches Hotel is pleased to provide Swimming pool, Gymnasium, Jacuzzi, Sauna, Tennis Court, 6 Hole Target Golf Putting Course and Snooker Room (additional fee) for use of all residents. Towels are available in the Leisure Club. Please refer to the Leisure Club for the rules and regulations.

Hours of opening

6:00am - 10:00pm during the week.

6:00am - 8:00pm weekends

Restricted times for children

under 18 years old
Monday to Friday from 12:30pm - 2:30pm
and 4:30pm - 10:00pm.

There are no restrictions during weekends.



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Great summer dining offer at the
Riverside Inn

Your local, with stylish rooms,
serving great food and

**a pub
at heart**

Rooms from just

£33 per person
per night

Including full English breakfast, a saving
of up to *one third* on our normal rates*

[Click here for details](#)

[Click here](#)

[To view menu](#)

[Book a table](#)

[Claim voucher](#)

[Forward to
a friend](#)



2 main courses
and a carafe of
wine for just

£20

Riverside Inn
Victoria Road, Chelmsford
Essex, CM2 6JJ
T: 01245 266881
E: riversideinn@youngs.co.uk
www.riversideinn.co.uk

*Quality, comfort
and a pub at heart*



BREWERS INN
PUB & DINING



Perfect for exploring Chelsea,
Wimbledon, Putney and
Richmond upon Thames.

*Situated in the very heartland of Wandsworth, the Brewers Inn is a
beautifully presented hotel with a pub at heart, offering traditional
hospitality in impressive surroundings.*

At a glance

- 10 beautiful bedrooms, all ensuite
- Impressive wood-paneled dining room, serving traditional
pub classics with a modern twist
- Young's pub at heart, with contemporary and stylish
traditional bar and lounge bar area
- Sumptuous seating and open fire for cosy, relaxing days inside
- Reception manned 6.30am - 12 midnight and telephone
manned 24 hours for late check in
- The wonderful Moroccan Room for meetings and special occasions
for up to 40 people and total capacity for functions up to 120 guests
- Perfect for weddings, just opposite Wandsworth Registry office
- Business services - faxing, emailing, courier services
- Wireless internet free throughout the whole hotel
- Limited free car parking
- Foreign Currency Exchange at post office within walking distance

We are just a few minutes walk from Wandsworth Town railway station, and superbly located on
the A205 for easy access to Central and South West London.

SPAINS HALL ESTATE

ACCOMMODATION

East Lodge and North Lodge are situated within the grounds of Spains Hall Estate. Both Lodges have been subject to recent, comprehensive renovation and refurbishment. Featuring views over the rolling Essex countryside, the cottages are very well-equipped, especially comfortable and relaxing. With only the local village to distract the guests, they are the ideal place where stress is a great sight deep and wide up to our delicious, seasonal breakfast that is delivered to your door.

East Lodge can accommodate six people, in two double and two bedrooms plus a very comfortable double sofa bed. It is conveniently located in a secluded position close to The Hubles and overlooking Spains Hall. North Lodge has a double and two bedrooms. It is just a short walk from The Hubles and Spains Hall.

Private guests to events, parties and all wedding couples are offered wedding night accommodation in one of the Lodges. The Lodges are ideal for wedding parties with plenty of space to prepare for the big day. Or if you wish to be invited, please to make an early start or you may consider your evening with five delegates in a more relaxed setting.



East Lodge

- Accommodates up to 6 guests
- Master bedrooms with ensuite
- Bathrooms and separate shower
- Two bedrooms
- Shower room
- Dining room
- Kitchen with dining area
- Second sitting room with double sofa bed
- Diverse furniture
- Terrace with seating area



North Lodge

- Accommodates up to 4 guests
- Master bedrooms with ensuite
- Double bedrooms with ensuite
- Shower room
- Dining room
- Kitchen
- Living room
- Terrace with seating area



Wedding parties

A Lodge can be hired the night before the big day ensuring the wedding party is on site early and early.

Continental breakfast is included in the accommodation charge and we can arrange further catering as required.

The newly married couple are invited to spend their wedding night in a Lodge. Once the breakfast comes a glass of tea and wine after all of the excitement of the day.

Corporate hire

East Lodge and North Lodge are available to hire for our Corporate guests ideal for an early start or as an alternative meeting environment.

Short breaks

East Lodge and North Lodge are sometimes available for short breaks although priority is given to our wedding parties. Please contact us for the latest availability and rates.

Level of accommodation

We do have a recommended list of B&B in Essex and hotels in the area. Please ask for details.

Spains Hall, Parkegate, Braintree, Essex, CB27 4FD
 01473 811396 • 01473 811396 • enquiries@spainshallestate.co.uk • www.spainshallestate.co.uk

SPAINS HALL ESTATE

Essex • Braintree • Braintree

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WEDDINGS

Spains Hall, Parkegate, Braintree, Essex, CB27 4FD
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SPAINS HALL ESTATE

Essex • Braintree • Braintree

Weddings and events in Essex

The Spains Hall Estate is a magnificent venue for your wedding. The estate is a beautiful location for your wedding. The estate is a beautiful location for your wedding. The estate is a beautiful location for your wedding.



Essex • Braintree • Braintree

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PC / WORKSTATION ENVIRONMENTS

PC / Workstations, workstations or workstations perimeter / perimeter benches, offering welded modular support frames, either full cantilever or T frames. Unique split height panels are available creating integrated workstations, along with integrated tracking systems to carry network cables. Other bench units include innovative 'tower / printer' enclosures, retractable keyboard systems and/or other workplace environments.




SCIENCE SUBJECTS

Science environments catered for, from general science to physics, chemistry and biology to domestic science applications. Dry and wet service pedestals, tables, perimeter benching, associated units, tops etc. are all supplied. Custom fixings, hole enclosure details and work up areas are all an integral part of our standard range of products.

A wide range of age groups are catered for, from infant to senior school level.




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HONEY

A & E CONNOCK

1800 44 001425 499267 Fax: +44 (0)1425 486041
E-Mail: sales@connock.co.uk www.connock.co.uk

This advertisement features a woman with long, wavy hair, seen from the back, sitting in a pool of golden honey. The honey is thick and bubbly, creating a textured, shimmering background. The word "HONEY" is written vertically in large, white, serif capital letters on the left side. At the bottom, the A & E Connock logo is displayed, along with contact information for their UK office.

Kukui
nut oil from Hawaii

A & E CONNOCK
connock.com

This advertisement shows a woman in a white bikini surfing on a blue wave. The scene is captured from a low angle, emphasizing the motion and the vibrant blue of the water. The "Kukui" logo, which includes a stylized tree icon, is positioned at the top in a dark rectangular box. The A & E Connock logo and website address are located at the bottom right.

The art of persuasion



BRAND AND HISTORY

Did you know?

- Wet cooking sauces are used in over 70% of UK households.
- Fred was first seen on TV back in 1964. He is one of the top ten most recognised brand icons in the UK.
- There have been 29 Homepride sauces ads over the years, and Fred has appeared in all of them.



Homepride is the UK's leading canned 'cook in sauce', offering convenience and taste. Cooking sauces are a staple in supermarket trolleys, and Homepride sauces have appealed to generations of consumers seeking quick, yet satisfying, family meal solutions.

History

Homepride dates back to the 1900s, when a company called Spillers began milling its first bags of flour under the Homepride brand name. The focus then, as now, was on quality, with the use of the line: "Graded grains make finer flour." Homepride continued to be associated solely with flour through the 1960s, when brand spokesman Fred was introduced as the company's resident flour grader. Fred's job was to ensure there were no lumps in Homepride flour. He quickly established himself as a symbol of quality. In 1974, the Homepride brand launched the first range of cooking sauces in the UK, which proved hugely popular and created an entirely new grocery category, which is today worth more than £400 million.

As a result of this success, Fred, Homepride's bowler-hatted brand icon made his debut as a spokesperson for the cooking sauce range, a job he still holds today. He appeared in television ads, press ads and on millions of jars and cans of sauce. Since appearing in his first ad in 1964 Fred has changed little, always appearing in his simple black suit and bowler hat. However, as technology has become more sophisticated, the animated Fred has also evolved.

He has gone from being a two-dimensional, simply animated gentleman to a full three dimensional character. He continues sharing his message about quality, reinforcing the fact that only the finest quality ingredients are used in the Homepride sauce range.

Campbell Soup purchased the Homepride cooking sauce brand in 1995.



Welcome to Campbell's



Induction pack



Delia

Motion Intelligent bed for controlled comfort

Our motion intelligent beds are designed to provide comfort at your control. Delia comes in two styles: classic, ledge or modern and a high quality memory foam or latex foam mattress. Choose an option to have a massage system make the mattress do as a full-on spa.

Mattresses

- Memory foam mattress 100mm HRD on 100mm Pocket 20 layer base
- Zip-off cover for easy cleaning
- Colour match slip cover on base of mattress
- Edge support mattress cover - deep pocket - straight through design
- Low rise 20 for to make 18 or low 20 to make 18
- Alternatively 18 and 20 Euroflex option available

Base

- 3 post adjustable frame
- Multi-adjust reclined system
- Sliders for lumbar adjustment
- In lumbar region
- 6 button "Classic" controls
- Choice of upholstery in Delia or Dark Brown or Dark Brown
- One-piece surround design in 20 18" and 20 inches for easy removal
- The HRD and zip for edge to edge support
- Chrome casters and foot end mattress rest

Options

- Massage system made mattress
- Bed on massage system
- Side drawers - 1 and 2 drawers
- Available in 18, 20 and 24
- Headboards in 18"
- Available in Delia or Dark Brown






Lilly

Motion Intelligent bed for controlled comfort

Lilly combines the luxury of 100mm of latex foam on a 100 count pocket spring unit. Our "base" of the 4" reinforced frame provides adjustability of the frame for supreme comfort.

Mattresses

- 100mm natural latex foam on 100 count pocket spring unit
- Delia quilt Classic cover
- Co-adjusted fabric on base and mattress cover
- Head's feet with large wheels casters
- Plug attached handles
- Sliders casters

Base

- 3 post reclined frame
- One-piece surround design in 20 18" and 20 18" models for ease of delivery
- Sliders to adjust to lumbar area
- Multi adjustment
- Chrome casters and foot end mattress rest
- Fully boxed and ready for onward delivery

Options

- Bed on massage system
- Side drawers or end drawers
- Headboards in 18"
- Low rise 20 for to make 18 or low 20 to make 18
- Alternatively 18 and 20 Euroflex option available






Panama

Motion Intelligent bed for controlled comfort

Control your own comfort with a MiBed intelligent bed. The other smart mattress purchase control for those who prefer a softer bed but without needing support.

Mattresses

- Latex foam mattress
- Memory foam mattress cover at 100%
- Non-slip base panel
- Zip cover 2 sides on base panel

Base

- 3 post adjustable frame
- Spring/motion bed
- Spring/shoulder zones for added control
- Multi-adj reclined system with six 6 button, four settings, "Classic" controls
- Sliders for lumbar adjustment
- Over operator from side (pushed, held 50gms)
- Spinal control system with two year guarantee

Options

- Bed on massage system or in mattress/massage
- Drawers - end drawers on all sizes, side drawers on 4 foot and wider





MiBed™
 motion intelligent

The art of persuasion



BSAVA Treasure Hunt

Visit the stands listed overleaf, find the answers to the questions and collect from our stand a FREE cat shaped USB flash drive.

Come and visit us at BSAVA
31st March - 3rd April, stand no. 130

Cats also spend large amounts of time on their own either exercising or curled up somewhere asleep so any changes in behaviour or movement may be hard to recognise. Follow the Tales of Chedda and see if your cat shows similar signs.

AS CHEDDA GOT OLDER HE COULDN'T GET TO HIS FAVOURITE SPOTS ANYMORE.

CHEDDA WASN'T ABLE TO CHASE MIKE ANYMORE.

CHEDDA WAS LOOKING MORE AND MORE SORRIEY.

CATS LIKE TO SIT SOMEWHERE WARM, COMFORTABLE AND SAFE.

CATS ARE NATURAL PREDATORS AND ENJOY HUNTING.

CATS FIND IT MORE DIFFICULT TO GROOM THEMSELVES.

IF IT WAS DRY OR WET, I DON'T GO OUT, PARTICULARLY.

CATS, LIKE PEOPLE, NEED TO EXERCISE IN ORDER TO MAINTAIN FITNESS.

CATS LIKE PEOPLE, NEED TO EXERCISE IN ORDER TO MAINTAIN FITNESS.

Soft textured chews that are easy to feed with a taste that cats appreciate.

EaseFlex[®] for CATS

THE TASTY WAY TO SOOTHE STIFF JOINTS AND MAINTAIN MOBILITY

Can you recognise the signs of stiff joints in your cat?

The Tales of Chedda the cat will show you common changes in behaviour.

Soft textured chews that are easy to feed with a taste that cats appreciate.

The cat's out of the bag!

Tasty cat chews that improve pet and owner compliance, support joint function and aid mobility

- ▲ Palatable chews that cats appreciate.
- ▲ Soft chew is easy to feed, no mixing required.
- ▲ Contains glucosamine, chondroitin, MSM and antioxidants.
- ▲ Shaped and textured to suit cats.

EaseFlex[®] for CATS

THE TASTY WAY TO SOOTHE STIFF JOINTS AND MAINTAIN MOBILITY

Alstoe
ANIMAL HEALTH

Science is improved understanding

The art of persuasion



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We are here to help your business flourish.
Contact us for a no obligation consultancy and quotation.
We look forward to hearing from you.

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