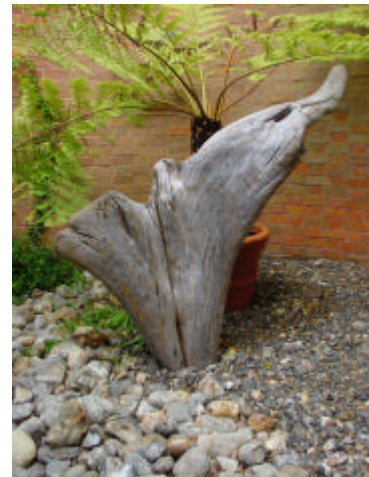


## GLEE 2003 Hall 6 Stand M1

### **Driftwood Sculpture in the garden proves very successful for Natural Driftwood Sculptures after BBC coverage in 2003 with plans for even more growth in 2004**

Following their inclusion in the BBC's televised Chelsea Preview in May Natural Driftwood Sculptures have found themselves almost overwhelmed by the interest in their driftwood sculptures this year. With plans to enter Europe and to grow the market for driftwood in the home it doesn't look as if 2004 will be any quieter. They are also launching a range of high-quality recycled construction timber, under the name NDS First Growth. This will be produced from the same reclaimed Western Red Cedar their sculptures are made of and looks to be very successful due to the high demand for cedar and salvaged building materials within the UK.

Driftwood in the garden is proving to be a big hit both at home in the UK and abroad and the doubling in Natural Driftwood Sculptures' sales since Chelsea is proving this. The Chelsea Flower Show Preview with Diarmuid Gavin proved to be a real turning point for NDS. Diarmuid's visit to Canada, where the sculptures originate from dramatically helped to raise awareness of the company and its products. This helped to boost sales with both private and trade buyers. Sales through the chain Dobbies have been particularly successful this year, where the sculptures have been received extremely well.



The company has made moves over the past year or so to enter the European gardening market. They recently exhibited at the GAFA trade fair in Cologne, Germany where they were received with great interest as they stood out as a new and unique product. The German market is known for favouring environmentally aware products and NDS are confident this aspect of their sculptures will appeal. Indeed sales are already positive, as some current German stockists of the sculptures have almost run out of stock.

The market for driftwood in the home is an area NDS have also been looking at over the past couple of years. "We know there is a demand for interesting sculpture indoors," says Magnus Harding, Director of Natural Driftwood Sculptures adding that "there is also a lot of scope for using natural materials within the home." NDS sculptures are already retailed through homes and interiors outlets such as The General Trading Company, where they have proved

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very popular. They are looking to increase their stockists and are focusing on this market as the weather becomes colder and people spend more time indoors.

NDS First growth timber marks a new phase in NDS's growth. Its strengths lie in the wood from which it is produced. Western Red Cedar is a very durable and strong softwood, very popular within UK construction. It is also very aesthetic as exposure to sunlight gradually bleaches it to an attractive silver finish, a factor also driving the popularity of the driftwood sculptures. The recycled nature of the product makes it appeal environmentally as sustainability becomes a bigger issue within gardening and construction.

[END]

### **About Natural Driftwood Sculptures**

Natural Driftwood Sculptures Ltd (NDS) is a family enterprise; founded four years ago to collect and import Western Red Cedar driftwood sculptures and other reclaimed garden and construction products from Western Canada. The sculptures are the remnants of the early 20<sup>th</sup> Century lumber industry, recovered from British Columbia's hydro-electricity reservoir lakes. They have been formed by the effects of the elements and from drifting on the lakes' surfaces gently rubbing against the shoreline and each other. The company is managed in the UK by husband and wife team Magnus and Tracey Harding. The sculptures are retailed through a national network of stockists and distributors as well as direct via an online and mail order catalogue.

### ***Notes to the Editor***

#### **Press pictures**

A selection of high-resolution digital images depicting a full range of the driftwood and the areas from which it is gathered have been included on both a thumbnail reference page and the enclosed CD for your reference. Also included are photos of driftwood displays and show gardens, demonstrating how driftwood can be used imaginatively in the garden. Further images are also available on request.

#### **View the driftwood sculptures**

The natural beauty of the driftwood sculptures can only really be appreciated when viewed and handled in person. Viewing can be arranged by appointment and at the company's regular open days and annual sale weeks. These are held at the permanent display centre, in Bournemouth, where there is an extensive range of pieces in stock. Details of these events can be found on the website [www.driftwoodsculptures.co.uk](http://www.driftwoodsculptures.co.uk)

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#### **NDS catalogues**

NDS publishes a regularly updated online catalogue of its current collection of driftwood sculptures, fencing and paving. Printed, and electronic versions (available on CD) are also available. Catalogues can be ordered via the company's website, by phone, fax, email or post.