

Manufacturer 'rolls' out cost message

This is an extremely economical way of installing stockfence and we want to maintain the sales impetus



BETAFENCE is upping its stockfence sales drive with a major promotion aimed at highlighting the cost advantages of its larger rolls.

Early this year the company introduced 500-metre and 300-metre rolls of its Rylock Green and Sentinel stockfence ranges into the market. These were able to marry with the Quickfencer method of installation - a new concept for the unrolling and tensioning of wire stockfence and is one of the fastest selling innovations to hit the UK market. Betafence has staged numerous trials throughout the UK.

'These have been highly successful,' said marketing manager John Osborne. 'We are looking to maintain that momentum with this latest promotion pricing and throughout our autumn offer we're also offering our traditional Rylock range of products at substantially discounted prices.'

The campaign gives contractors the opportunity to win a Quickfencer (pictured below) plus 1,200-metres of stockfencing by simply filling in an entry form. It is worth in the region of £1,500 and every month from September through to December there will be a draw to win one of these prizes.

The 500-metre roll is being produced in the HT8/80/15 size - 800mm in height and weighs a total of 300kg. A 300-metre roll is also being manufactured to this specification and it weighs 180kg plus aC8/80/15 is also being offered.

Betafence has also developed 300 and 500-metre rolls of its barbed wire.

'The larger rolls combined with the Quickfencer method of installation are extremely economical with fewer joints and less wastage,' said Osborne. 'We are always looking to develop our agricultural products and this again illustrates how we have reacted to market needs for higher levels of installation efficiency' ■

