



BEDMAX
STRAWMAX
LITTLEMAX
STOCKMAX
MARKETING TOOLKIT



INTRODUCTION

At Bedmax we like to do all we can to support our retailers. We pride ourselves on supporting sales by offering a range of resources. In this toolkit you will find approved imagery, suggested socials, and information on how to get your hands on Point of Sale branded marketing supplies. This all contributes to better results in store.

In 2021, engaging your customers online is crucial to both enhancing sales and educating consumers on the unique benefits of your stocked products. Here, Bedmax provides you with inspiration for creating attractive and informative social media posts to help get you started. We are also pleased to be able to offer a sales support and marketing team to work with you on any queries or ideas you may have.

Engage



@bedmax
@littlemaxshavings
@stockmaxshavings
@strawmaxbedding



@bedmaxshavings
@stockmaxshavings
@straw.max



@bedmaxshavings
@littlemaxshavings
@stockmaxshavings
@straw.max



@bedmax-ltd
@littlemaxshavings
@stockmaxshavings
@strawmaxbedding

Please feel free to use the suggested social content to create social media posts. You are welcome to personalise these to incorporate your own brand.

You can save and use any of the approved imagery and wording for social and/or website content.



Staff training & education

Many of our Retailers have found that the more your staff know about our products, the better they can help your customers.

www.bedmaxshavings.com/retail

So we've developed a highly successful **Bedmax** Certificate Programme online at our Retailer Portal.

And every member of your staff who completes it gets a Certificate and a bespoke **Bedmax** ceramic bag-opener.



Logo & product descriptors

Bedmax:

uniquely dust extracted, hygienic, comfortable, supportive, protective, completely natural, long-lasting large pine shavings – purpose made to help you safeguard the health and wellbeing of your horse in the stable.



Littlemax:

shavings are made to measure to offer owners all the benefits of Bedmax protection, support, comfort and natural hygiene, but in a smaller, finer, whiter shaving.



Stockmax:

shavings are 100% pine, large flake shavings that create the ideal, hygienic, dust extracted, warm, comfortable bedding for sheep and lambs, dairy cows, poultry, game bird chicks and kennelled working dogs.



Strawmax:

straw pellets outperform wood pellets on absorbency and sustainability, traditional straw on equine health and consistency, and most other equine bedding materials on ease of use, odour suppression, positive environmental impact and all-round user-friendly convenience.



Suggested social posts



Liked by lottyrobson and 22 others

We stock Bedmax Shavings - hygienic, comfortable and supportive. Purpose made to help you safeguard the health and wellbeing of your horse in the stable.
#bedmax #bedmaxshavings



Liked by lottyrobson and 22 others

As you know, bedding is potentially the biggest source of dust in the stable, and dust can impair or seriously damage your horse's respiratory system. We stock Bedmax Shavings which has one of the lowest levels of dust and spores on the market. Call in store for yours today!
#bedmax #bedmaxshavings



BEDMAX

Suggested social posts





Liked by lottyrobson and 22 others

Did you know we stocking Littlemax Shavings? Littlemax are made to measure, offering owners all the benefits of Bedmax, but in a smaller, finer, whiter shaving. Call into store today.

#littlemax #littlemaxshavings





Liked by lottyrobson and 22 others

If you prefer a finer lighter shaving, why not try Littlemax, now available in store!

#littlemax #littlemaxshavings

BEDMAXSHAVINGS
Posts
Follow

 Littlemax





Liked by lottyrobson and 22 others

Have you tried Littlemax yet? Like Bedmax, it addresses all the health issues of keeping your horse in the stable, but has a much lighter, finer flake. In store now!

#littlemax #littlemaxshavings

 Littlemax





Suggested social posts



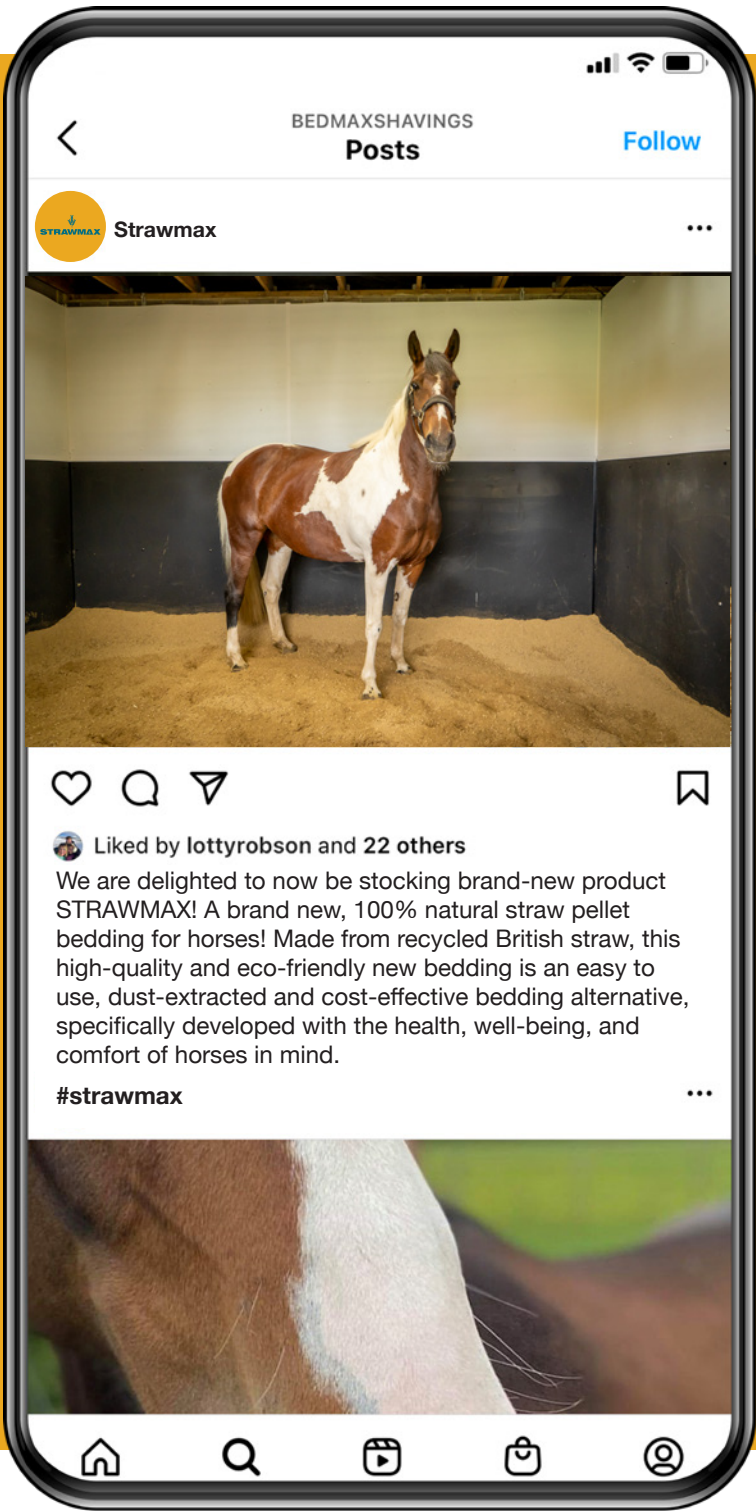
Liked by lottyrobson and 22 others

We are now stocking a brand-new, straw pellet bedding option for horses. These dust-extracted pellets are super absorbent and easy to use, meaning mucking out is over far quicker.
Call into store to find out more!
#strawmax



Liked by lottyrobson and 22 others

Did you know we are now stocking Strawmax! 100% natural, made from recycled British straw! Find out more: www.strawmax.com or direct to your own website
#strawmax #pelletbedding



Suggested social posts



Liked by lottyrobson and 22 others

As sheep farmers prepare for the upcoming lambing season, more and more are turning to pine shavings as an effective alternative to straw. Did you know we sell Stockmax Shavings? Pop into store to find out more.

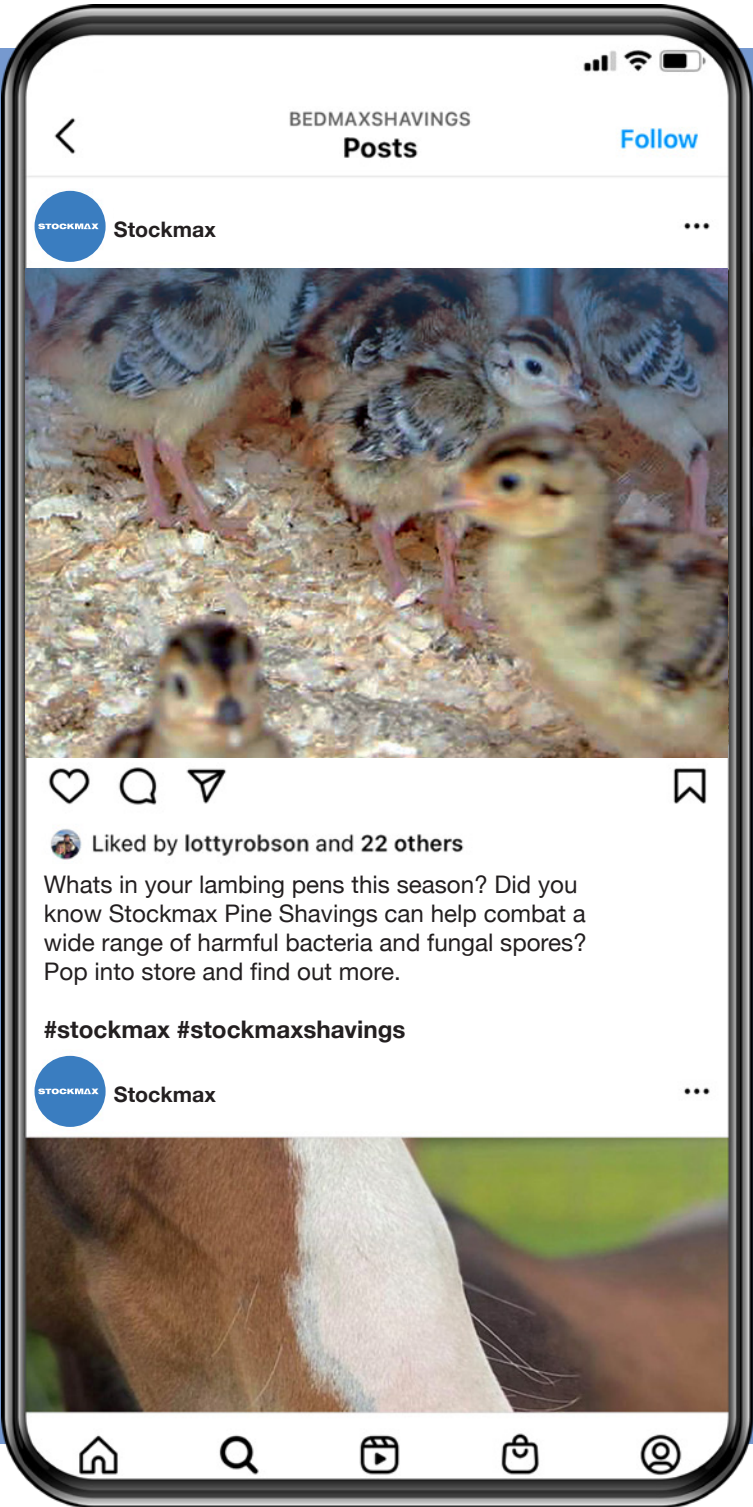
#stockmax #stockmaxshavings



Liked by lottyrobson and 22 others

Did you know Stockmax shavings work for all much-loved pets, from guinea pigs and rabbits to snakes and reptiles, parrots and birds of prey - available in store now.

#stockmax #stockmaxshavings



Approved imagery



BEDMAX



LITTLEMAX



STRAWMAX



STOCKMAX

Freebie Friday?...

or perhaps **WIN IT WEDNESDAY!**

If you would like to run a competition to give away 6 bales of Bedmax please let us know by emailing **charlotte.robson@bedmax.co.uk**

Please share the details of your competition so we can help raise awareness.



Win!
BEDMAX
#FREEBIEFRIDAY

Win!
6 Bedmax bales
AND
goodie bag



Point of sale

We offer a wide range of free point of sale materials for store display and customer information on all our products, including:

- **Flyers**
- **Banners**
- **Boards**
- **Bunting**
- **Posters**



You can order any items online at our portal:
bedmaxshavings.com/retailers
Or call your regional **Bedmax Sales Manager** who will deliver them to you.



CONTACT US

For marketing enquiries

t: 01668 212210

e: charlotte.robson@bedmax.co.uk

w: bedmaxshavings.com