NEWS RELEASE
EMBARGOED UNTIL 3RD DECEMBER

B&Q SEES MOTHER-IN-LAW EFFECT BOOST SALES OF WELCOME MATS AND LOO SEATS!

Christmas is coming and sales figures at B&Q show the nation is turning its attention to often over-looked areas of the home to impress friends and family.

Ahead of the festive season, the WC is getting a makeover, as sales of the humble toilet seat have increased by more than a quarter in the last four weeks compared to last year. B&Q sells over 40 different seats to update the throne, but while Brits are being bold with colour in other rooms, the toilet remains traditional with white styles outselling the rest by 60 per cent.

Other bathroom accessories like soap dispensers and loo roll holders are up nearly 40 per cent for the same four weeks as customers notice the details in their cloakrooms and update ready for their visitors.

Carpets and doormats are also getting spruced up before the onslaught of in-laws, as rentals of the carpet cleaning Rug Doctor machine are up a fifth over the last four weeks, and sales of doormats and hall runners up on average over 60 per cent across the range.

While functional favourites showed the strongest sales – durable jute runners doubled in October compared to September – shoppers with an eco conscience drove almost a 50 per cent up lift in recycled flexi mats, while bright stripes and decorative coir designs have increased over 40 per cent.

Jacqueline Caston, External Relations Manager from B&Q said: “Our stores are seeing decorations selling well as you’d expect, but customers aren’t taking any chances with eagle-eyed relatives on their way. It sounds like a joke, but the mother-in-law effect is certainly playing a part in the pre-Christmas preparations around the home giving new meaning to the phrase Christmas Greetings!"

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Notes to editors:

B&Q

- B&Q is the largest home improvement and garden centre retailer in the UK with 321 stores in the UK and 9 stores in Ireland.
- B&Q employs around 34,000 people nationwide, more than a quarter of whom are over 50 years of age, with a similar number under the age of 25. For more information about B&Q please go to www.diy.com/aboutus
- B&Q is part of Kingfisher plc, Europe’s leading home improvement retail group and the third largest in the world. For more information about B&Q’s parent company visit www.kingfisher.com