

The Marvell's logo consists of the word "Marvell's" in a white, serif font, centered within a solid black rectangular background.The Blue Moon Trading logo features a blue circle with a white crescent moon inside, positioned above the words "BLUE MOON" in a blue, serif font. Below "BLUE MOON" is the word "TRADING" in a smaller, black, sans-serif font.

## Marvells Acquire Blue Moon Trading

Shrewsbury-based Marvells Ltd, one of the UK's leading garden, gift and home accessory importers, are 'over the moon' to announce that on Friday the 2<sup>nd</sup> of December they acquired the assets and goodwill of Blue Moon Trading based in Torquay.

The synergy of the two companies offers both sets of customers the opportunity to buy hundreds of new items in the same categories they have previously brought from both suppliers.

Blue Moon's 3 main categories, 'In the Garden', 'At Home' and 'For Christmas', fit in perfectly with Marvell's product portfolios, however, the products themselves are quite different. Blue Moons image is aimed at shabby chic and cottage style products, with creams and pastel colours throughout, and softer, more diverse Christmas items, than Marvell's currently offer.

The two companies combined ranges, will now present a fantastic spread of products for all of their customers, and, with low minimum order quantities, enable retailers to spread the risk during these difficult trading times.

The Blue Moon brand will be kept by Marvells for the foreseeable future, and all of the combined products will be on display together at the Spring Fair across 312m<sup>2</sup> of space in February at the NEC in Hall 5.

"These are exceptionally exciting times, not only for the company, but also for all the combined customers who will benefit massively from the increased ranges and services now on offer from one of their current suppliers", commented David Marvell – Marvell's MD.



DAVID MARVELL - MANAGING DIRECTOR, MARVELL'S LTD

Marvell's also recently acquired a 50% share in graphic and website design company Verve UK, to help provide their customers with cost effective E-commerce sales, marketing solutions and advice, as well as designing for customers catalogue and print projects.

David added "It is vital that all our customers have some way of selling effectively online, as it is such a huge part of retailing for today's society. Marvells want to play a big part in the future of our customers success, by providing as much help as possible with their overall business, as well as providing excellent quality products".

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