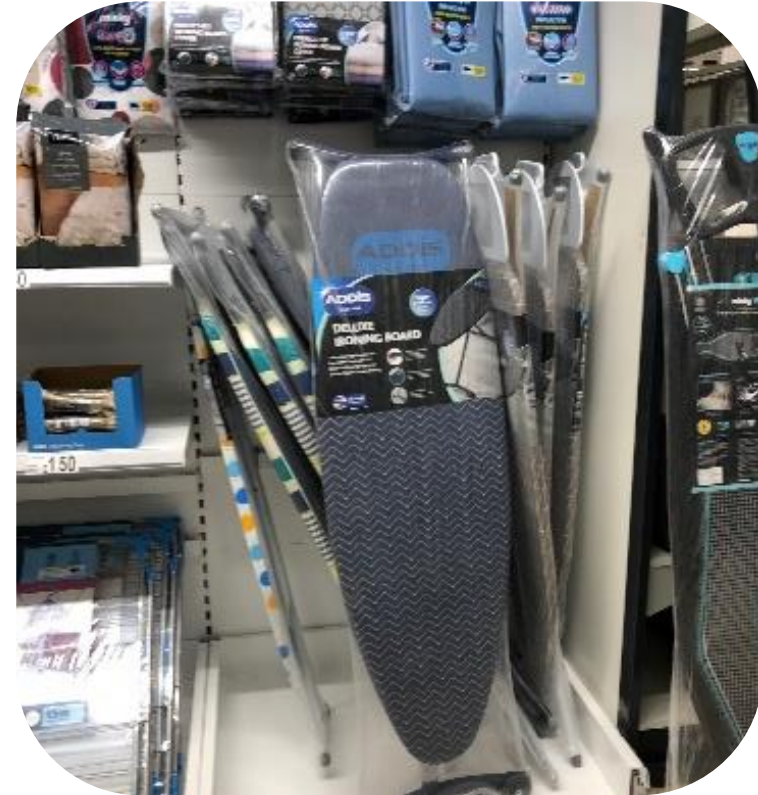


Past v's Present



M A D E F O R L I F E

ASDA image in Store 2020



ASDA CURRENT RANGE June '22



- *UK Manufactured boards currently able to win significant grocery business*

Other Grocers...

Grocer 1



Grocer 2



Grocer 3



- *UK Manufactured boards retain dominance across the major grocery retailers*

Original Addis Listings 2020 – Variety Store 1



Variety Store 1 CURRENT RANGE AUG



UK Manufactured boards currently able to win significant 'Variety' stores business

M A D E F O R L I F E

Variety Store 2 - 2020



ADDIS AFFINITY



ADDIS TRADITIONAL



ADDIS DELUXE



ADDIS SHIRTMASTER



★★★★★ 3
Ironing Board C, 124X45Cm, Ssuh
- Ice Water



★★★★★ 49
Brabantia 124 x 38cm Ironing
Board - Ice Water



★★★★★ 30
Sewing Print 73 x 33cm Tabletop
Ironing Board

Variety Store 2 - AUG 2022



★★★★★ 102
Addis Deluxe Ironing Board



★★★★★ 32
Addis Shirtmaster Ironing Board

*Once more, recently, UK
Manufactured boards
currently able to win
significant 'Variety' stores
business*



★★★★★ 3
Ironing Board C, 124X45Cm, Ssuh
- Ice Water



★★★★★ 49
Brabantia 124 x 38cm Ironing
Board - Ice Water



★★★★★ 30
Sewing Print 75 x 33cm Tabletop
Ironing Board



★★★★★ 22
Minky HotSpot Ironing Board -
122x38cm



★★★★★ 10
Minky Ergo Ironing Board
122x38cm



★★★★★ 13
Minky Classic Ironing Board - 110
35cm

UK Discounter 1 – CURRENT 2022



UK Manufactured boards currently able to win significant 'Discount' stores business