



# Halsall Toys International

# ASDA

Halsall Toys International is thrilled to have been recognised for a supplier award by retail giant Asda at their recent Trading Conference. The awards acknowledge those suppliers who work closely with Asda to provide outstanding value to customers.

Britain's largest independently owned toy company, Halsall Toys International is one of Asda's key suppliers of toys. The team at HTI have been category managing Asda's range of everyday pocket money toys in stores nationwide for the last 18 months.

John Hutt, HTI Managing Director, commented *"We are absolutely delighted to have won this award from Asda. Our commitment to customer service has allowed us to develop the best product and packaging to fit into store merchandised layouts, monitor demand, manage the supply and efficiently support the account on a daily basis. This award is an achievement which is a credit to the whole team whose efforts have been recognised as exceptional with this accolade"*.

The Asda Supplier Awards recognise excellence not only within the toy market but across the entire home and leisure industry. As such, HTI was up against some formidable competition including major manufacturers such as G E Electric, Sony and Proctor & Gamble as well as competitor toy companies including Mattel, Hasbro and Lego.

Hutt continues *"Strategically we are committed to providing an efficient, reliable and considerate service to all our customers, keeping to promises and delivering consistently. The achievement of even being shortlisted, let alone winning this award from the biggest retailer in the world is fantastic. The company has some exciting new products in development for launch throughout 2010 so we're looking forward to delivering even more great toys into retailers nationwide, maintaining high levels of customer service and hopefully winning more retailer service awards over the year to come!"*

--ends--

For PRESS information, visuals or samples, please contact Sarah Holden,

☎ 01253 775684 or ✉ [sarahh@halsalltoys.com](mailto:sarahh@halsalltoys.com)