

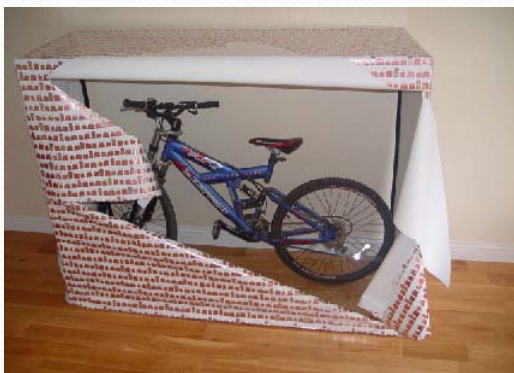
For immediate release

BUILD N WRAP Ltd

What is it Daddy?



In 2004, there were 4.5million bicycles sold, with a split of 60:40 children to adult bicycles. That's 2.7 million children's bikes sold per year. Research shows that 31% of all bicycles are sold in October, November and December. That equates to 840,000 children's bicycles being sold in the months leading up to Christmas.



How many of those 840,000 bicycles are bought as a gift?

How do you wrap a gift like a bicycle?

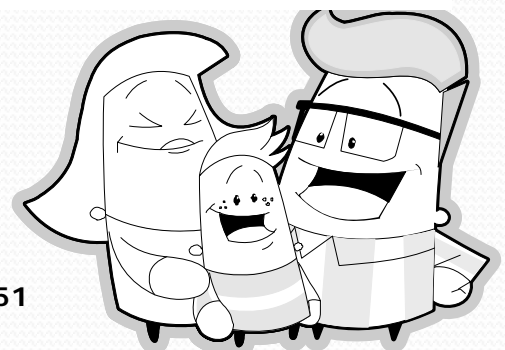
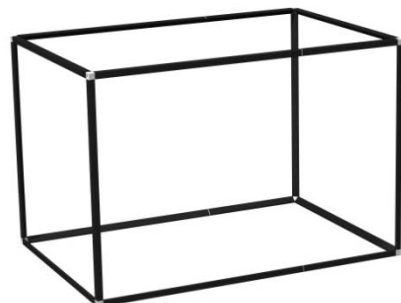
You can't, well not sensibly anyway.

You can now with Build n Wrap.

Build n Wrap is a pack of plastic rods and corners that allow you to build a cubic frame around the bicycle. The pieces are push-fit and make the frame in minutes. Attaching wrapping paper to a cubic frame is incredibly easy.

The Build n Wrap pack will cover almost any size of bicycle. It is entirely reusable and will retail at £11.99 per pack. The product is being launched here at the Autumn Fair Show and you can find us in Hall 4 Stand E51

Peter Jones, Managing Director would be delighted to discuss this wonderful new product and is available to speak with you on our stand. You can also contact him on 07853 296 155 or via e-mail at peter.jones@buildnwrap.com



Build n Wrap Limited, **HALL 4 STAND E51**

www.buildnwrap.com

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