

FIREPLACE DISPLAYS

We can promote the sale of Marshalite walling by building displays for our customers. Ideally these displays should be in-doors where they will keep dry and clean, but obviously there will be occasions when space is not available and therefore it will be necessary to build the display in the yard. Pick the best possible position to show the display to best advantage.

Having arranged with your customer to build this display, it is essential that you plan very carefully the following:-

1. When the display is to be built.
2. Does the customer have all necessary materials and if not, where can he or you obtain these?
3. Will the allotted space be free and clear of previous displays or stock etc?
4. Make sure that they have all blocks etc., as near to the site as possible to save you time in fetching and carrying.
5. Make sure that you have leaflets, signs, posters, stickers and leaflet racks.

Failure to carry out these checks will mean delays and time wasted.

Before you call to carry out the display, check that you have the following tools:-

- 1 No. 4" Bolster
- 1 No. Hammer
- 1 No. Spirit Level
- 1 No. Hack Saw or Tennon saw.
- 1 No. Sharp Knife

If possible, to save time, make up a 2" x 2" timber frame for the opening of the fireplace. This should be 16½" x 17½" (outside measurement). Slot this into the opening and build around it until the final course before the lintel is positioned, then take out the frame. This will save time in checking that the blocks are vertically plumbed.

Make a list of customers requiring displays and where possible build as many display as you can in one day. It should be possible to build at least three or four fireplaces in one day provided that you have pre-cut the blocks and that mileage is not prohibitive. Therefore half a day at home cutting blocks in preparation will be very useful. Make sure that you number these blocks as soon as they are cut. When you get to the customers yard, make sure that all blocks are in juxtaposition to their eventual position in the completed fireplace.