



# IT'S A REVOLUTION

...that's how you could describe SpyraBase, the new product innovation from Eliza Tinsley Ltd, not only because of its spiral design that twists into the ground to provide a quick, simple but incredibly strong anchorage point but also because it takes the hard work out of a number of DIY and gardening tasks and brings projects previously thought beyond them within the reach of even the most limited 'DIY-er'.

Spyra-base is a unique concept in ground anchorage – the specially designed galvanised steel spiral just screws into the ground to provide an anchor point that can be used for numerous security and DIY/gardening projects.

The range is available from July and includes two sizes of Ground Anchor ideal for tethering animals, securing marquees, protecting bicycles etc., two sizes of Garden Anchor (to take either a 2" or 3" wooden post), ideal for anchoring bird tables, trellis, rose arches and pergolas and the 3" Decker, providing the perfect base to build your deck.

The range also includes an adjustable Post Twister to make the securing of 2" or 3" posts even simpler and a steel Tightening Bar to help twist your Spyra-base flush to the ground.

The range is presented on a unique, weather-proof and totally flexible 1.2m display stand, featuring eye-catching point of sale material and a leaflet dispenser to hold the 8 page Spyra-base concept leaflet, showing its ease of use, details of the range and a number of project ideas.

Eliza Tinsley's Sales and Marketing Director, Peter Stone comments "working on the SpyraBase project has been one of the most exciting things we have done at Eliza Tinsley and we have seen unparalleled levels of interest and enthusiasm from everyone who has seen it, particularly from the Consumer Focus Groups who took part in our market research earlier this year.

SpyraBase is what new product development in the DIY industry is all about – innovation to make life easier for the DIY consumer."

Eliza Tinsley are already planning further product introduction to the SpyraBase range later in the year and further details of the range can be obtained from:

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