

Retail

Seven students gain diplomas

SEVEN National Furnishing Diplomas have been awarded following the examinations taken in June. This is three more than last June, although the number of candidates fell from 87 to 54.

The pass rate was 55.4% (57% last year), and of the 202 (341 last year) subjects taken, 112 (196) were passed. Twenty-seven National Furnishing Certificates were awarded.

Of the Diploma winners, three passed with distinction: R. Brindley and K. G. Jones, both of the Metropolitan Police, and P. J. M. Suter of Suters Ltd (Slough) who also wins the John Bowles Award for the highest aggregate marks.

The remaining Diploma winners

A. J. Howard, with credit (Heals); T. P. O'Kelly; J. Ridgeway. Thirteen candidates sat.

Floorcoverings—Miss S. E. Keen; Miss G. Nation, with credit; T. P. O'Kelly, with credit; J. Ridgeway; J. N. R. Silk, with credit; P. J. M. Suter, with credit. Twenty-two sat.

History of furniture and evolution of design—Miss J. B. Avis, with credit; Mrs R. Barlev; C. L. Clarke; Miss A. J. Howard, with credit; J. Ridgeway. Twelve sat.

No certificates were awarded in the interior decoration (39 sat) or display (41 sat) categories. However, there was a total of 62 passes between the three subjects.

Perrings to use direct mail

PERRINGS have appointed Customer Loyalty Campaigns to undertake a long term personalised direct mail programme on behalf of its 40 branches.

CLC specialise in "loyalty development," a sales technique well known in the USA and South Africa but little used in this country. The system will inform Perrings' customers, whose initial purchase is registered on a centralised computer service, of special offers and product incentives through periodic direct mailings devised and administered by CLC on behalf of Perrings. CLC will also monitor sales patterns in various branches.