

EDEN NEWS

Navy Days



Eden were invited to supply the Royal Navy staff, who were involved in the security and running of Navy days over the August bank holiday weekend with an amount of small pack water to keep them hydrated throughout the event. In turn we were given a stand within Plymouth Naval Base to present our wares to the public and express the Well Being theme throughout Devon & Cornwall.

This was a terrific opportunity for Darren Boyd and his team to promote the Eden brand in an area that we are virtually unknown and to begin networking with possible new customers. Eden was in good company, as other major companies attending the event were BAE Systems, BBC TV & Radio and Jaguar to name a few.

There were approximately 150,000 people from around the UK attending the event over the weekend to see the massive array of Naval ships from all over the world, even one from Russia, and the Eden stand was visited by all.

To entice the public to the Eden stand for the team to gather information on possible leads we had a free competition, consisting of guessing how many sweets were in an 1ltr bottle. The prize was a year's free rental on a water cooler for their premises. We had around 700 leaflets handed back to us with around 200 or so containing information worth following up.

Overall the event was a great success and the Eden brand is now on at least 150,000 people's lips.



Energy



Health



Balance



Creativity



Focus

