

Alton Greenhouses - Press Release

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ALTON GREENHOUSES UNVEIL VICTORIAN GREENHOUSE RANGE AT RHS HAMPTON COURT FLOWER SHOW!

Market leading cedar greenhouse manufacturer Alton, has chosen the 2008 RHS Hampton Court Flower Show as the ideal location to unveil its new range of Victorian cedar greenhouses.

Alton's new range celebrates the elegant nineteenth century greenhouses found on wealthy estates, such as those at Chatsworth or at West Dean. These large scale greenhouses were built to house exotic plants sourced by Victorian explorers from around the world, plants that are common place within Britain nowadays.

A fitting endorsement of this greenhouse style can be found within the Daily Mail pavilion at the 2008 Hampton Court Flower Show. Painted in an attractive green colour, Alton is pleased to supply an imposing Victorian-style cedar greenhouse at the rear of two herbaceous border displays with box balls and clipped hollies. The greenhouse will display Mediterranean style planting and is an important part of this year's "rustic English-vineyard" theme.

This bespoke greenhouse is a first for Alton, who are famed for producing greenhouses for the domestic market. In line with their tradition and core-market values, Alton have also unveiled a range of smaller Victorian style greenhouses designed with the discerning gardener in mind.

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Featuring a high 45 degree roof pitch and tall narrow glazing panes, unmistakably of an era when designers and architects of greenhouses became household names, the Alton Victorian combines nineteenth century elegance with modern conveniences such as the inclusion of climate-controlled automatic roof vent openers that help regulate the greenhouse temperature.

Alton has long been the greenhouse pioneer for the domestic market and actually started the greenhouse boom back in 1921 with the launch of the Amateur, Britain's very first greenhouse specially designed for the domestic market that is still going strong today!

The Victorian range continues the Alton tradition of crafting cedar greenhouses designed with the gardener in mind. The extra height in conjunction with good ventilation means more air is circulating around the greenhouse, a must for healthier plants and more produce.

Only the highest quality Western Red Cedar from sustainable sources is chosen by Alton. The cedar is then treated with a natural golden honey preservative, or coated in a white or green micro-porous paint to look superb in any garden setting. The cedar used in all Alton Greenhouses is backed by a ten-year framework guarantee against rot or decay.

Cedar contributes to thermal efficiency, helping to produce a greenhouse that stays warm in winter and cool in summer. With an inherent resistance to rot combined with a pleasant aroma that repels many insects, the new Alton Victorian is the ideal place to grow vegetables, flowers and fruit.

Peace of mind is guaranteed for the whole family, with toughened safety glass to BS6206 Class-A standards supplied as standard - particularly important where small children, the less agile and pets are concerned.

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Alton's Marketing Manager, Neil O'Sullivan commented "We are delighted to unveil the new Victorian range at the prestigious RHS Hampton Court Flower Show. We have been working closely with the RHS to provide an appropriate greenhouse to feature within the Daily Mail pavilion. By all accounts we seem to have exceeded the expectations of everyone involved.

We have designed the new Victorian range to be available in three widths and seven lengths, so there is a size to suit most gardens where it will undoubtedly be the focal point. As well as the usual natural cedar finish, green and white finishes will also be available for the first time. The new range is also extremely competitively priced enabling many more gardeners to enjoy a touch of Victorian elegance."

More information on the new Alton Victorian range can be found at www.AltonVictorian.co.uk or by calling 01295 770795.

Editor's notes:

Alton Greenhouses, based in Fenny Compton, Warwickshire, is the UK market leader in cedar greenhouses. More than 150 Alton retailers throughout the UK, typically located on leading garden centres, offer advice on every aspect of choosing a new garden building as well as providing a display of buildings to view. Alton Greenhouses is part of The Compton Group of companies that also includes Robinsons Greenhouses and Compton Buildings. The Compton Group is a Marshalls Plc specialist company.

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Relevant images can be emailed on request.