

POLLY PRODUCTS

unveiled a new logo and new team at its first show under new management. Even though Polly Products has been providing equestrian products for over 25 years, this was the first year that Eastwood Anglo Consulting Ltd (the parent company) had displayed at the trade fair, which enabled them to display under the new zone area.

MD Iain Eastwood said:

"The show has proved to be a fantastic platform for us, not only has BETA International given us the opportunity to meet our existing customers, but also to meet new ones. The response has been excellent and we have had enquiries from retailers throughout the world. We took orders from customers in the UK, Germany and Switzerland, with enquiries from buyers in Holland and Canada, making BETA a truly international event.

"When we were told that our Polly Hat had been awarded the Innovation Award for Safety and Security we had to have a double take, this came as a complete surprise and we are absolutely thrilled by the panel's decision."

