

## Help on treeless saddles



**D**ream Team Products, supplier of Torsion saddles, has launched a new 'Treeless Helpline' to answer enquiries about the advantages of switching to treeless saddles. Those contemplating investing in a treeless saddle can now call the helpline for advice from specialists on the subject.

Dream Team is all too aware of the queries and misconceptions surrounding the benefits of this type of saddle versus the more traditional tree'd saddle. The company's managing director, Birgit Michaux is keen to pass her expertise on to potential users. As Birgit explains: "With conventional saddles that have a rigid tree, the saddle sits on the horse immovably while the shoulder and legs move. The weight of the rider is never fully aligned. With a treeless saddle, the rider always moves in harmony with the horse's natural gait, relieving the horse's shoulders and back of any local pressure points. All this combines to create harmony, balance, freedom of movement and increased performance." Although Dream Team distributes its own treeless saddle brand, Birgit is keen to emphasise the independent nature of this helpline. As Birgit continues: "I am as passionate about the industry-wide use of treeless saddles as I am about the particular Torsion saddle that I



*Riders and owners baffled by treeless saddle benefits can now call a new Treeless Helpline number*

supply. Callers to the Treeless helpline needn't fear an enquiry ending in a brand-biased 'hard-sell' – my aim in launching this service is simply to pass on an honest and objective opinion of what users can expect to gain from switching to treeless saddles."

• Treeless Helpline  
+44 (0) 8456 731 737

## Polly Products acquires Funnell ranges and Royston

**I**t's been announced that Polly Products has purchased the Funnell ranges and Royston brand from All Time Wholesale Ltd, which has now ceased trading. The Funnell ranges will continue to sponsor William and Pippa Funnell, who will both retain their creative roles within the company, continuing to test and approve the products that carry their name.

The move will hugely expand and promote the Polly Products business, and all stock has now been moved to its warehouse in Nottinghamshire. The company will continue to supply customers both new and existing using the familiar

pricing and coding system alongside its existing product portfolio, including Carr, Day & Martin, Thoroughbred Remedies and Flyaway. New agents have already been appointed to cover the country. Darragh Equestrian Solutions in Ireland, also the distributor there for Polly Products and T Frost, will continue as the Irish distributor for the Funnell range.

**Both will have new products launching in October for the winter season and at the BETA exhibition itself**

Tom Eastwood, managing director of Polly Products is delighted to have acquired such a high profile brand, noted for its quality and

value for money both by the trade and the buying public. He sees retaining the special relationship with the Funnells, two of the UK's most respected team GB riders and multiple champions and top of their field in two disciplines, as a huge asset in taking the business forward and building the brand in years to come.

A big launch is planned for BETA 2008 where customers can see the new Funnell range and catalogue, as well as the Polly Products range and T Frost wholesale range, which specialises in racing and polo equipment. Both will have new products launching in October for the winter season and at the BETA exhibition itself.

Tom Eastwood of Polly Products would be delighted to speak to new and existing customers. He can be contacted on +44 (0) 1636 636132. Alternatively, visit [www.pollyproducts.co.uk](http://www.pollyproducts.co.uk).

## R&R's 10th birthday bash

To celebrate the 10th anniversary of its business, R&R Country Limited, the equestrian and country pursuits store based in Hemingbrough, Selby, recently held a Charity Summer Ball sponsored by Unicorn Trails Riding Holidays. 224 guests attended the event held at Cave Castle Hotel & Country Club, making the evening a huge success. What's more, donations of prizes for the auction and raffle raised a fantastic £5,000 for HAPPA, the Horses and Ponies Protection Association.



*Having a ball: (from left to right) Kem Gowthorpe and Ann Mason from the HAPPA with R&R Country's Sue Moxon, Katherine Thewlis and Lindsey Russell. Photograph supplied by KL Photographers of York*

## Web support for retailers

High visibility safety company V-Bandz has launched a brand new website exclusively for retailers. The website is password protected against unauthorised visitors and contains a complete online shop, page turning electronic catalogue, question section and expanded product information. Educational videos and sales tips are also available. V-Bandz's managing director Fiona Kennedy says of the site: "Whilst we are more than happy with the traditional methods of distributing our products, we realised that we needed to do more for our retailers. Our new website enables us to bring more products to the market, answer any retailer question quickly, and keep in contact more regularly via our new electronic newsletter." To receive a copy of the new 2007 catalogue, please visit [www.v-bandz-wholesale.co.uk](http://www.v-bandz-wholesale.co.uk).