

Calling all Customers, Health Professionals, Suppliers & all associated with C.C.C.

# Castle Comfort Clarion



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## Happy customers reveal all!

why we know you'll be back for more

01782 611411

## WHY THERE IS MORE TO THIS SHOWROOM THAN MEETS THE EYE!

BY KEITH SIMPSON  
Proprietor

Dear Customers, Friends, Health Professionals, Suppliers, Wolstanton Neighbours and all associated with CCC.

Welcome to only our second quarterly newsheet. The "Clarion" comes hot off the press to keep you informed (and perhaps amused) as to the goings on at CCC and snippets of news you may find of interest. We ask you to let us know what you think on any issues and your uncensored comments will be included in the next issue.

Our HQ "Bank House" (The former Nat West building at Wolstanton) is finally nearing completion. Just wait for the time temperature digital display being flown in from Spain - we think it will be a North Staffs landmark!

Please use the enclosed pre-paid postcard to request further information, make comments (or to be deleted from the mailing list).

Welcome to Julian ... the permanent arrival of Julian Lewis to our team will ensure our growth and expansion does not cause inefficiency. His own words on page three describe his planned contribution.

With kind permission of those listed we also bring you on page three the names of the three most senior customers on the books of CCC. And - why not - the three youngest! All, we are pleased to report, are happy and healthy!

Our new showroom opening hours are 9 am to 5pm Monday to Friday plus Tuesday and Thursday late evenings until 8 pm. Saturdays we are open 9am to 1.30 pm. Any other times, just phone!

WIN £25 Marks & Spencers vouchers in this issue



## LET US HELP YOU

relax comfortably in your own home



Castle Comfort Centre can offer the best mobility products at amazing low prices. No sales people will call and you will have all prices quoted without obligation.

Our product range includes:

- Adjustable Beds
- Riser Recliner Chairs
- Stairlifts
- Bathlifts & Rolling Walkers

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Bank House, 50 High Street, Wolstanton,  
Newcastle-under-Lyme, Staffordshire

Read on to find out things you never knew about Castle Comfort Centre

# HANLEY FIREFIGHTERS RUN 26 MILES

## "They're just BRILL! Says Gill

By Clarion Reporting Team

The Potteries Marathon, always one of the best attended and most respected long distance events in the U.K., never fails to encourage acts of kindness and good-spirited action from us "Stokies" always ready to help others. The last event was no exception - with a team of Hanley fire fighters called into action, because Gilly Abbots from Sneyd Green really needed them, and it wasn't due to a blaze! - they completed the arduous 26 mile course in 4 hours 48 minutes pushing Gill with them in her wheelchair. The effort raised much needed ££££'s because this brave young lady, a sufferer of cerebral palsy, has for some time needed a special sized electric adjustable bed to help with her condition and make life more comfortable.

The always cheerful 28 year old had visited the showroom of Wolstanton specialist bed company Castle Comfort Centre over a year ago but due to limited funds it all had to be put on hold. However, the group, based at Hanley fire station, raised through their run *almost the full cost needed*.. so there was light on the horizon. Then apparently, someone had tipped off the staff at CCC about the cash shortfall, so the buying department of the Company informed their manufacturers of the circumstances - who in turn agreed to reduce the wholesale cost to match the amount available.



Without further ado, Gill's bed was on its way, and here she is pictured along with three of the fire-fighting team, Tory, Max and Derek to whom The Clarion sends congratulations for their remarkable achievement! Let's not forget to mention those who generously contributed through sponsorship, and special thanks go to all on the route who gave fantastic encouragement by cheering, applauding and digging deep into their pockets.

**Tory, Max and Derek make an off duty call out to visit Gill**

"Nice one" too to Motion Technology of Nottinghamshire, Castle Comfort Centre's bed makers, whose gesture is much appreciated, and finally the most important verdict on all this, including that on her new sleeping aid, comes from Gill herself... "JUST BRILL"!

## SAFARI TIME

### SPOT THE 3 CCC ANIMALS

Find hidden away in The Clarion,

## A CAT, A CAMEL AND A CAPYBARA

Then write to us at FREEPOST MID 30746  
Newcastle ST5 OBR telling us where they are and...  
in which part of the world might you find a capybara?  
- that's the easy bit... also ... wait for it... *how many toes in total does it have?*

Terry Conroy of Stoke City and Eire fame who is also patron of the CCC Doug Brown Motor Neurone Fund will draw the winner (closing date 01.07.2004) £25 goes to the lucky and toe knowledgeable winner.

GOOD HUNTING! *The Editor*

*PS see page 15 for results of last Clarion competitions*

## MOTION TECHNOLOGY

### of Nottinghamshire

*"Comfort & Relaxation at the touch of a button!"*

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*We are delighted to be involved in CCC's continued growth*

# AGE

*Concern*

NORTH STAFFORDSHIRE

## Information, Insurance & Advice Centre

Telephone 01782 713822

4 Merrial Street, Newcastle, ST5 2AE

We love to hear what you have to say so here's

# Readers letters

As this feature is new it is not surprising that the only letter we have for publication is from the boss's mum!



Pictured: Poor old mum is always doing her bit!

DEAR KEITH - When I asked you three years ago to search for an electric bed and a riser recliner chair at sensible prices it didn't surprise me in the least that you started your own company supplying them all over Staffordshire! What is a shock however, is that your visits to your beloved mother less than one mile away from you are down to only several a week. Sunday dinner consumption is getting later so perhaps the idea I heard from your overworked staff that the showroom should close on Sundays in future isn't a bad one! By the way I have been stopped in the town this week on four occasions, by folk asking

where I got my rolling walker, so perhaps some commission might be appropriate - along with the overdue modelling charges (See picture) for my appearance in three sections of Yellow Pages.

Lovingly and sincerely - Mum  
NAME & ADDRESS SUPPLIED

#### EDITORS COMMENT:

I usually have the last word - YES MOTHER!!!!

Got something to say? Fax: 01782 612771 Tel:01782 611411 Email: [roberto.simpson@talk21.com](mailto:roberto.simpson@talk21.com)

## Margaret takes a nasty fall while out shopping

Best wishes for a speedy recovery go to Margaret Reeves of Smallthorne. She fell and broke her hip recently while shopping. Margaret is well known as a lady version of Peter Pan as many mistake her for someone about half of her 82 years!

## Young and Old, we've got the lot!

CCC clients - age no barrier

The three most experienced!!!

- 1.Lucy Cliff of Newcastle - 97
  - 2.Ellen Burton of Cauldon Low -95
  - 3.Teresa Marron of Madrid - 94
- The three most junior!

1. James Connor of Wilmslow - 12
  2. David King of Northwood - 14
  3. Hollie Banks of Uttoxeter - 26
- Are you younger or older?  
Please let us know.

## New product range launch!

BY Castle Comfort secret insider

Our StaffsMatic range of Adjustable Beds and Riser Recliner Chairs appears to be filling a gap in the market. Many visitors to CCC require a greater choice of material, purpose bespoke manufactured sizes etc. Well, our exciting new range provides all that. Delivery remarkably only takes 7 days. Our suppliers actually manufacture dual motor Riser Recliners for Churchill who retail them at £3,000 (three thousand pounds!!!)

The same chair from us costs less than half that ... part exchanges are considered and we will relocate existing items (within 10 miles) free of charge.



Pictured: Recognise the face?

## Local government officer infiltrates the C.C.C system

BY Julian Lewis

Joining C.C.C after being a local government officer for fourteen years is some change! Bureaucracy was a way of life I had got used to but my new role here is to provide a cost-effective service, good quality advice and administration to all our customers as well as an efficient back up to the Castle Comfort team. I will provide the necessary support from the moment someone visits the premises to having a product delivered (should an order be placed). I believe in good old fashioned customer service, not just

statistics, so my approach is to find the right product suitable for each individual. All visitors to our Wolstanton branch will find a relaxed and informal atmosphere without any sales pressure.

My short term aim is to arrange delivery to you within a few days so you will not have to wait weeks and weeks. Unlike some companies we do want to know how you got on with your first night's sleep, so don't be surprised if you receive a telephone call from us very soon after delivery! If you already have a chair, bathlift, adjustable bed or walking roller from us or a competitor why not write to the Editor of the Clarion

Behind the smooth running expertise and success of our business are

# The Castle Comfort Team



The Castle Comfort Team consists of: Angela, Phil, Liz, Keith, Jeff, Derek, Julian, Tom, Mat, Julie, Hilary and Becky (photo to follow in next edition - if we can get everyone together at the same time!)

## Stop press! Stop press! Stop press!

Now available: Two and three seater sofas to match your Riser Recliner - Enquire today!!!

## Our Wolstanton showhouse is now complete

" It was truly amazing, all the products I wanted to try were in a real home!"

Betty Jimenez of the Westlands - Castle Comfort's first showhome visitor.

The atmosphere of a shop or showroom can be a little intimidating. So we had an idea. We are finding that to try chairs and beds in our very own townhouse equipped with Riser Recliners and Adjustable Beds (plus an Acorn Stair Lift soon, we hope - how about it Chris?) gives a real feeling of comfort. The Bathlift, of course, is set up in

a real bath - and if necessary we can heat up the water before you arrive, you'll have to bring your own towel - but definitely not coffee or tea bags - we're well stocked up in that respect. Visits to our showhome can be evenings or weekends if preferred (just like to the showroom) but please telephone us first.

## Star supplier is monotonously good!

Naturally we have little patience with any manufacturer or supplier that gives us anything but a first class service. But with each Clarion issue will come a vote for the current STAR SUPPLIER. Two or three firms have gone a long way towards catching up on the last no. 1 spot awarded and a new

company that we have been dealing with for 3 months is really going strong... but... here we go again ... Hotspot nomination - PRIDE MOBILITY (Simon and team, can you please make some mistakes, it's getting monotonous!)



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## WIN £25 Marks & Spencers

Win a £25 Marks and Spencer gift voucher.  
In no more than 10 words create a slogan that  
CCC can use in future adverts. Please use the  
enclosed postcard for your reply.

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Part-time Job Vacancies at Castle Comfort Centre

## RETIRED/MATURE PEOPLE ONLY

CCC will soon be needing several helpers to staff our instore promotions (for one off periods) such as at Morrison's stores in Newcastle and Hanley, This will involve staffing the display, inviting interested people to have a price list and distributing copies of the Clarion. The work is enjoyable and satisfying - there are no high pressure sales. The company has a policy of employing older rather than younger people. No smokers please!!! Call for details of hours and pay:  
**CASTLE COMFORT CENTRE 01782 611411**

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plus Tuesday and Thursday late evenings until 8 pm.  
Saturday: 9am to 1.30 pm. Any other times, just phone! 01782 611411