



Castle Hosts 1st Lube Seminar, **Releases Training Video**

Friday, August 17, 2007

TEMPE, Ariz. — Castle Megastore hosted its first lubes and lotions Manufacturers Product Knowledge Seminar, resulting in a staff training video featuring products from 13 major companies.

Castle President Mark Franks told XBIZ that representatives from 13 companies met at the store's headquarters to discuss new products to better inform store managers and staff.

Franks said he hired a videographer to record each vendor's 45-minute presentation and will later edit them down to create an approximately 45-minute informative "Castle University" video to be distributed to Castle stores across the country.

"In retail there's a fair amount of turnover," Franks said. "This allows us to keep reeducating the staff to stay abreast of everything they need to know about these products, because it's quite expensive to have vendors travel to stores."

Franks also said that when Castle first started hosting these seminars three years ago, he saw an immediate and ongoing increase in sales, another benefit to hosting the seminars and recording them for distribution.

Representatives from Pipedream, Topco Sales and California Exotic Novelties were just a few of the vendors present at the most recent Castle University seminar.

Franks said future meetings are in the works and will be announced soon.