

Seton



Mail

FOR PEOPLE WHO

VALUE THEIR SPACE

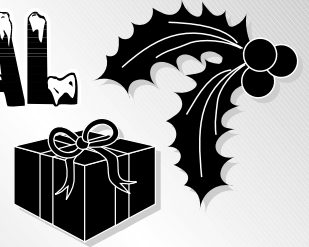
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Periodic newsletter brought to you from Seton Self Storage and Seton Business Centre

Xmas 2002 Issue



COLLECTORS SPECIAL LIMITED EDITION



SANTA CLAUS TO END FREE HOME DELIVERY AFTER 2000 YEARS



After over 2000 years Santa Claus has made the decision to end his free home delivery service. Christmas 2002 will be the last time Santa will visit children's bedrooms throughout the world.

Santa's decision is not about his age or energy. "I'm as fit now as I ever was and so are the reindeer. Even the staff in the toy factory are as lively today as they were during the run up to that very first Christmas. No, this is about efficiency and changing lifestyles. With the world population now totalling over 6 billion it simply isn't efficient to visit every single home and with most homes leaving me a tot of whiskey or port I'm well over the limit by dawn. The biggest change, however, is self-storage. California with a population of 33 million has over 3,500 self storage warehouses. Even the UK is catching up on the trend with several hundred self storage companies including Seton Self Storage in Scorrier, near Redruth, where the building houses clean, dry, heated, custom-built self storage units with 24-hour CCTV fire and security monitoring and storage starts from as little as £2.75 per week with no VAT."

Delivery direct to a nominated self-storage facility anywhere in the world will continue to be absolutely free.

Stephen Foster at Seton Self Storage has joined the majority of self storage firms around the world in agreeing to remain open until 6 am on Christmas Day for parents to collect their children's presents.

Those parents who insist on home delivery will still be able to pre-book the service but there will be a charge based on the distance of the customer's home from the nearest self storage unit. Local deliveries will then be carried by franchised local Santas who will aim to offer the same efficient service with the added benefit that the actual delivery can be made within an agreed 2-hour time slot. For the period 2003 - 2012 the Santa franchise in the UK has been awarded to Tesco's own home delivery division Tesco.com. Last minute Christmas items can be added to the 'Santa' delivery.

Santa defended the decision to award the UK franchise to Tesco following criticism from Anglican leaders who felt it inappropriate to have Christmas presents delivered by a firm whose founder, Jack Cohen, was Jewish.

Editors note: Tesco is named after Tessa Cohen, Jack's daughter who for many years was the Buying Director of Tesco.



Your chance to win £50 see our "Match the Faces" competition on the back cover!



BEAT THE CHRISTMAS QUEUES, SAVE MONEY AND PROTECT THE ENVIRONMENT WITH "SPRINGER" FOOTWEAR

If you've ever gone walking, jogging or running in a good pair of trainers you'll know the benefit of having air cushioning. This concept has now been

taken several steps further with the patented range of 'Springer' footwear. A unique system of air bubbles and titanium mesh springing means that after just three or four strides you literally 'spring' into the air increasing the average stride length of two feet to as much as twenty feet (once you have become used to the system).

You can take short cuts by jumping over walls and in controlled tests even average joggers have covered up to 20 miles at an average of 3 minutes a mile.

So, leave the car at home and run to work. Beat the queues, save money and protect the environment 'Springer' footwear is only available from Ovett and Coe Ltd, PO Box 1 500, Truro and prices start at just £99. A full range of helmets, kneepads and other protective wear is also available.

Just off the A30 at Scorrier, Redruth, Cornwall TR16 5AW · FREEPHONE 0800 783 7920

Telephone 01209 210946 · Fax 01209 202555 · Email Stephen@setonselfstorage.co.uk

REDRUTH SELF HELP GROUP, SAS, SIGN CONTRACT WITH SETON SELF STORAGE

Fred & Doris Bonkers pictured in happier times



A group of self confessed 'sales' addicts have booked a 100 square foot storage unit at Seton Self Storage at Scorrier, near Redruth. The group 'Sad people Against Sales' was originally formed in 1996 by Sid and Doris Bonkers after Doris returned home from the January sales with 250 packs of Christmas

cards reduced from £5.99 a pack to 99p a pack. Sid recalls "It was the straw that broke the camel's back. In January 1996 Doris went out daily buying anything and everything provided it was at a special sale price. We were eating Christmas pudding through to September and we had crackers on the table for every meal throughout the year. Ironically, on Christmas Day we had a BBQ because Doris got a gas BBQ cheap in a stock clearance sale."

Having campaigned for almost 8 years, without success, to get the Government to put an end to sales of any sort without success, SAS were introduced to a management consultant

whose behavioural science skills have been used by many Cornish firms to increase staff motivation and retention. After meeting several SAS members, including Sid and Doris Bonkers, Joseph Swain of Winter Rule Consulting felt that there had to be a more practical solution than applying any form of Neuro Linguistic Programming. "This was my biggest career challenge... ever. We are talking about people with an incredible propensity to buy anything that is reduced in price. One man, who is fortunately extremely wealthy, faced with a £2,000 reduction on the price of a Ford Focus at Vospers, went out and bought 20. He's now running a successful self-drive hire firm in Truro. A lady I met, who is also very wealthy, saw the Launa Windows TV commercial - 8 windows for just £2,000 - and immediately ordered 30 lots. She's now running a new homes business in Penzance."

only did SAS members overcome clutter at home, but by employing a sales agent some of their bargains have actually be resold at a higher price at Pool Market and Cornish Marketworld.

In the meantime there are signs that the Government is beginning to take the matter seriously. Sid and Doris Bonkers last week met the Prime Minister in Downing Street and urged him to throw his weight behind the SAS campaign for the abolition of 'sales'. Sadly, under pressure from Cherie, Tony had to admit his own dark secret. Sid and Doris were shown pictures of Tony's very own storage unit at Seton Self Storage which is home to 279 Fender Stratocasters. He purchased the guitars from City Music, Calenick Street, Truro during a whistle stop tour of the South West.




Initially unable to help any but those with the mildest addiction to sales, Swain had a brainwave. He referred groups of SAS members to Seton Self Storage at Scorrier, near Redruth, where they found clean, dry, heated, custom-built self storage units with 24-hour CCTV fire and security monitoring from as little as £2.75 a week with no VAT. "By hiring a self storage unit on a cooperative basis not

Cherie told the Seton Mail " he just saw the sale sign, gave his security guards the slip and bought the entire UK stock of Fender Stratocasters... mind you at £499 each they were a bargain".

SAS has achieved one breakthrough. Riders Jaguar has postponed a planned weekend sales event until after John Prescott's visit to Cornwall in January.

AntiSnooze Specs



Do you ever get into trouble over the Christmas break for falling asleep after eating and drinking too much? Then you need the all new patented AntiSnooze Specs.

Just wear what looks like a perfectly ordinary pair of spectacles and your eye movements are constantly monitored. When your eyes shut for more than three seconds you receive a special sort of mild electric shock which not only wakes you up but causes the brain to release a surge of adrenaline which ensures you feel totally awake and alert.

To receive your patented pair of AntiSnooze Specs in time for Christmas log on to AntiSnooze Specs @ easymoney.com today with your credit card at the ready.

WARNING AntiSnooze Specs are not recommended for those suffering from a heart condition, high blood pressure, incontinence or severe flatulence.

The High Spirits Fast Freeze Drinks Unit

Fed up with paying all that tax on wines and spirits? Well from now on you don't have to. While distilling spirits is still illegal in the UK those great guys at Boffinbrain UK have come up with a sensational idea.

The High Spirits Fast Freeze Drinks Unit is at first sight an automated wine producing machine making around 200 litres of wine with a specific gravity of 13% in 4 weeks from a base fluid that is virtually tasteless... but don't worry it will soon taste exactly how you want it to... whisky, gin, brandy, rum and many other options. By activating the Fast Freeze feature, around five litres of wine at a time are rapidly frozen, crushed into ice particles and then passed through a very fine heated mesh at high speed. Small quantities of alcohol evaporate, fall through the mesh and are collected in a holding chamber. From 200 litres of wine around 75 litres of 40% proof spirit can be collected and then flavoured to replicate your favourite drink... Campari, Gordons Gin the choice is yours.

Even with the cost of the base fluid and the spirit flavourings, the High Spirits Fast Freeze Drinks Unit enables you to produce your favourite drink for less than £2 a litre and before you think there is a big catch you can rent the unit for just £10 a month subject to an annual contract... adding just 75p a litre to the cost of the final product.

For those who cannot drink 75 litres a month, imagine how many new friends you'll have and parties you'll be able to throw. You'll be irresistible, the toast of Penzance, Perranporth and Probus. You'll never have another lonely weekend.

To sign up for your High Spirits Fast Freeze Drinks Unit today call Seton Self Storage on 01209 210 946, with your credit card at the ready, and ask for Stephen. Your unit could be out of storage and into your home within hours.



NEW TELEVISION 'POLICING' UNIT DESTINED TO BE A CHRISTMAS N°1

One of the biggest breakthroughs after the advent of widespread internet access was the introduction of parental 'policing' systems designed to ensure that children can be protected from some of the rather lurid web sites than an innocent entry onto a search engine can do. My family will never forget the shock that occurred in our home when my 7 year old son tapped in 'Amanda's Birthday Party' into Google in the vain hope of getting details of a classmate's birthday bash.

From this Christmas, however, there is a 'policing'

mother-in-law or aged aunt to make you watch the Great Escape or the 1972 Morecambe and Wise Christmas Special for the twentieth time.

All you have to do is download a piece of software onto your PC, highlight the programmes you wish to bar from a particular television, save this to the Television Policing Unit supplied and then connect the unit to any television. When any of the programmes highlighted is due to be played, what actually appears on the screen is a pre-selected

device that can be fitted to most modern televisions that will torpedo any attempt by any grandma,

video recording of a programme or movie you are happy to watch.

So when Aunt Maud chooses 'The African Queen' and gets 'Harry Potter and the Philosopher's Stone' - or the mother-in-law expectantly awaits Morecambe and Wise only to see a Jethro video, stand by for a few well chosen expletives about the skills of TV schedulers.

Of course you can really have some fun. When Uncle Frank waits for everyone to be asleep before turning the TV back on and choosing the programme due on the 'Men and Motors' channel, imagine his face when 'Monte Carlo or Bust' is followed by a replay of the 2002 French Grand Prix.

Sales of this revolutionary new Television Policing Unit - TPU - begin on Wednesday,

11 December ... but don't worry, local stores won't run out of stock. Manufacturer K Tel is stockpiling supplies of the product at warehouses around the UK.

Cornish supplies of the TPU are being stored at Seton Self Storage where clean, dry, heated, custom built storage units, with 24-hour CCTV fire and security monitoring cost from as little as £2.75 a week with no VAT.

Stephen Foster, Managing Director of Seton Self Storage, is delighted. Christmas in the South West will now be a far more entertaining experience. Tyrannical relatives will no longer be able to impose horrendous multiple repeats onto their Christmas guests.... Indeed, I imagine that some relatives will seek revenge for the horrors many a Christmas past.

NEWQUAY ZOO HELPS WITH TEACHER SHORTAGE



In a gesture of goodwill a local zoo has kindly loaned its most intelligent chimp to the local education authority in an effort to help bridge the gap caused by a shortage of trained teachers.

In a written statement to the Seton Mail the chimp known as Bubbles formerly of the U.S. state of California where he used to work with an internationally known superstar, said "I am very pleased to be offering my services to the local

community in this way, it gets me out a bit and gives me a chance to help others - the pay is not so good but the food is nice."

Bubbles goes on to say "Having spent time in the United States I know a good self storage company when I see one and recently on my way to a teaching session in Redruth I called in at Seton Self Storage... Very impressive with custom built clean dry storage units and background heating, there's

also 24 hour CCTV fire and security monitoring to keep your goods safe and dry."

"Prices start at an astonishingly low £2.75 per week with no VAT to pay, I wouldn't mind one of their units for myself especially as I could hold my own key, which is very appealing"

"If this teaching lark catches on I will give Seton a call because they are Cornwall's only self storage specialists."

MATCH THE FACES TO THE SELF STORAGE UNITS

With Christmas approaching rapidly the Editor thought it would be fun to give readers a chance to win prizes by linking the contents of various Seton Self Storage units with high profile Cornish personalities.

All you have to do is email 'stephen@setonselfstorage.co.uk' linking each of the storage descriptions A-E with the personalities numbered 1-5. All correct entries go into a prize draw to win £50 in cash. The closing date for entries is 23 December 2002 with the winner being announced on Christmas Eve.

- This storage unit is full of brightly coloured shirts, pairs of brightly flared trousers c. 1968 and a vast collection of vinyl records including Tamla Motown, Stax and Atlantic. There also appears to be a vast collection of diet books and diet sheets.
- This storage unit is full of CD's that contain a wide range of music downloaded from radio stations all over the world, Blues, Jazz and Rhythm and Blues. There also appears to be a fascinating collection of books about blues music and 10 boxes of T-Shirts from the 1970's pirate radio station 'The Voice of Peace'.
- Another storage unit which is pretty full. The contents appear to be hundreds of speeches. North Cornwall District Council Annual Civic Dinner, Veryan WI, Launceston Rotary, Commex 02 and the Cornwall Enterprise staff conference. The speeches all date from around 1991 to the present day. Also in the storage unit are pictures, books, records, videos and CD's relating to a chap from 23 Railway Cuttings, East Cheam.
- Now this storage unit really is different. It looks like the contents of a family home, possibly a family that has moved down from Chard in Somerset, but included are lots of CD's vinyl records and early music play out systems including wind up gramophones and even a Thomas Edison cylinder system.
- Now what is this all about. Someone with a sense of humour. Hundreds of old silent movies both in an original reel to reel format and transferred onto video. I said hundreds, well in fact there are thousands. This person is an ultimate collector.

The thing that all of these people have in common is, of course, an eye for a bargain. The units they all use are clean, dry, heated, custom built units, protected by 24 hour CCTV, fire and security monitoring and cost from just £2.75 per week with no VAT.

So now match A-E with the following names;

- Bob McCreadie of Pirate FM.
- Bob Monkhouse - TV personality and comedian.
- Joseph Swain - who wrote most of this newspaper.
- Duncan Warren - variously a Pirate FM present, a BBC Radio Cornwall personality and a DJ at The Barn night club in Penzance.
- Stephen Foster - of Seton Self Storage, who has a wealth of hidden talents.



Useful Numbers

- Cornwall Chamber of Commerce & Industry:
01209 611647
- Business Link:
0845 600 9966
- Seton Self Storage:
0800 783 7920
- Seton Business Incubators:
0800 783 7920
- Business Network International (BNI):
0800 783 7920
- Winter Rule Consulting:
01872 276477

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0800 783 7920



To reserve future copies of the Seton Mail please apply in writing to: Stephen Foster by either faxing 01209 202555 or post to Seton Self Storage, Scorrier, Redruth, Cornwall

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www.setonselfstorage.co.uk

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