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Letter to the Editor

Dear Alan

Thank you very much for *The Pewterer*. As always, a really fabulous read.

I found this volume particularly interesting with the 'customer is always right' feature on marketing, a great input. Also, I was struck by the feature and evaluation of the large trade shows. This particularly caught my attention as further down the scale a similar parallel can be found in the smaller more 'craft based' trade shows which I myself, and other individual independent makers, attend.

The regular small scale trade shows I have been a part of before and/or visited seem to see a diminishing presence of both Pewter and Silver, with more emphasis on other medias; so it was particularly interesting to see the same scenario across the sector as a whole.

I myself am not attending a trade show this year, unlike previous years when they were the main event in my calendar. Instead, I am opting to do most of my business via the internet and telephone (so far, so good). A sign of the times!

I just thought I'd give you this feedback as I particularly enjoyed this volume and think it is rather interesting that the entire scope of the Pewter industry is experiencing similar issues that we can all relate to.

Ella McIntosh

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