

# Seddon Homes News Release

15 May 2007

## Surge of interest as stylish show apartment opens in heart of Altrincham

**INTEREST in Seddon Homes' stylish Edale apartments in Altrincham town centre has increased further with the launch of the show apartment.**

Edale offers 49 chic apartments with one, two and three bedrooms, all in an enviable location on the highly-regarded Groby Road.

Eager buyers impressed with the high quality specification bought more than half of the properties off-plan before the roof had gone on the building.

Shops, restaurants and bars are all within easy walking distance, and for those with a car, there is secure parking. Edale is also close to major motorways, the Metro link and Manchester international airport.

Edale is regarded as a keynote addition to the market town of Altrincham, currently undergoing a £48 million facelift.

The building's striking façade is in keeping with the contemporary blueprint for the town. It also blends seamlessly with other existing properties.

Seddon Homes' Sales and Marketing Director Denis Maddock said: "Edale reflects contemporary sophistication and offers quality apartment living of the highest order.

"The opening of our two bedroom show apartment has enabled people to see for themselves the high quality specification for each of the apartments at Edale."

Elegant main entrances with limestone floors and mood lighting include two lifts for the ease and convenience of residents.

The combination of practicality and design mastery continues inside each individual apartment. Visitors will see SieMatic kitchen designs punctuated by Neff stainless steel appliances and Blanco sink and taps, cutting edge Philippe Starck and Hansgrohe inspired bathrooms featuring large profile tiles.

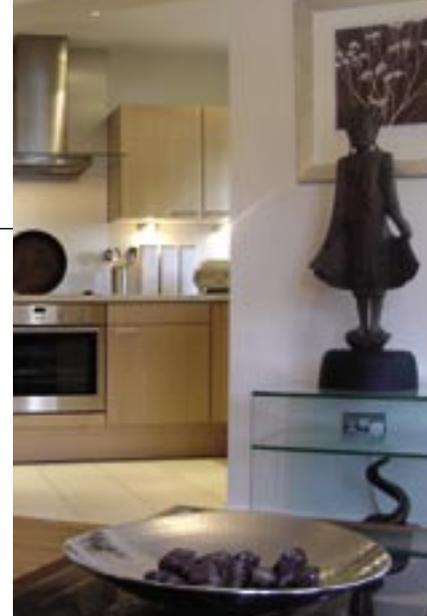
In addition, wood strip effect flooring within hallways and living areas complements the luxurious bedroom carpets.

Fitted robes, cherry internal doors, inset low voltage lighting and thermostatically controlled heating are among other features which have all prompted keen interest from buyers looking for a stand-out new home.

Founded in 1897, Seddon Group is one of the UK's biggest privately-owned construction groups.

It directly employs 1,200 people on projects including shopping centres, social housing and inner city regeneration work.

It expects to have turned over more than £225m in 2006.



**Seddon Homes**  
[www.seddonhomes.co.uk](http://www.seddonhomes.co.uk)

Please contact:

Outwrite Public Relations  
Belgravia House  
Grosvenor Street  
Mold, Flintshire  
CH7 1EJ

Tel: 01352 706260

Fax: 01352 706266

[info@outwrite.co.uk](mailto:info@outwrite.co.uk)

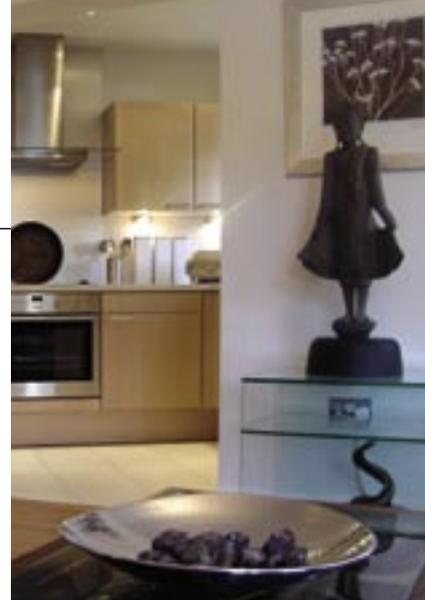
# Seddon Homes News Release

---

For more information on the Edale apartments, which start at £179,950, contact selling agents Gascoigne Halman on 0161 929 1500 or email [altrincham@gascoignehalman.co.uk](mailto:altrincham@gascoignehalman.co.uk).

The show apartment is open from Thursdays to Mondays from 10.30am-5.30pm or at any other time by appointment with Gascoigne Halman on 0161 929 1500.

**Ends**



**Seddon Homes**  
[www.seddonhomes.co.uk](http://www.seddonhomes.co.uk)

Please contact:

Outwrite Public Relations  
Belgravia House  
Grosvenor Street  
Mold, Flintshire  
CH7 1EJ

Tel: 01352 706260

Fax: 01352 706266

[info@outwrite.co.uk](mailto:info@outwrite.co.uk)

---

For further details contact Tracy North at Outwrite Public Relations on

01352 706260, Tracy's mobile on 07885 943402 or email [tracy@outwrite.co.uk](mailto:tracy@outwrite.co.uk)