

Saltrock opens its latest store in Wales

North Devon brand Saltrock has opened a new store in Wales.

The surfer-style fashion chain this week opened the doors at the new shop on Castle Street in Conwy.

Saltrock took on a former chemist store following a relocation and five new jobs have been created.

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The brand now has eight stores in Wales, including one in nearby Llandudno.

Saltrock's MD Karl Plank said: "It's a brilliant location with many similarities to our Devon towns, including the breathtaking scenery and happy, relaxed atmosphere."

Marie Clarke, head of Brand and Marketing of Saltrock, said: "This is a great step for the Saltrock Brand in Wales. With proximity so close to the scenic views over the amazing blue flag beaches and the mighty mountains of Snowdonia, Conwy is an inspiring location for our new store and is an ideal opportunity to exhibit our brand story and product line to both local and international consumers."

Saltrock has more than 50 stores across the UK.

Landlord of the unit, Nigel Roberts said: "A pleasure to welcome Saltrock to Conwy where we wish them every success and feel their presence will complement the existing offering of fine businesses in this unique town, attracting both locals and visitors from worldwide."

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