

Cardgains System and Information

You may already be aware of the Cardgains operation within the independent retailing arena. This leaflet has been designed to give a clear picture of what we do and how as a member, you can enjoy the many benefits.

Company Ownership

- Cardgains is a trading division of Bridewell UK and was established in 1989.
- Benefits have helped 1000's of independent retailers across many sectors
- Excellent support, relationship building and commitment from suppliers and members.
- Not privately owned; solely owned by the retail members who have chosen to buy shares.
- 188,000 shares in circulation across both Bridewell UK and Cardgains members
- Dividend issued to all shareholders each year dependent on the success of the Company
- Board: 2 executive directors and 3 non-executive directors who are trading members.

Supplier Portfolio and Trading Terms

- Strong supplier product offering covering main publisher, specialist and boutique greeting cards, plus a huge selection of gifts, candles, wrap, stationery, party, and service providers
- The portfolio is designed to reflect current marketplace trends and the retail environment; an impressive and eclectic mix of suppliers from all categories within independent stores.
- Negotiated preferential trading terms to ensure members receive the best discounts, service and prices available. A full A-Z list of the suppliers can be found within this leaflet.

Cardgains System

Ordering and payment system operates on a monthly payment cycle throughout the year.

- Members place orders direct with the suppliers using their unique Cardgains member number
- Suppliers deliver products and send an invoice to the retailer at the agreed Cardgains price
- Suppliers send a statement to Cardgains showing all deliveries from the previous month
- Member receives a composite statement on the 10th of the month, again showing all their individual deliveries to stores from the previous month
- Retailers can raise any queries with their book-keeper between the 10th and the 18th
- Retailers pay Cardgains the full amount by the 18th of the month; so one monthly direct debit
- Cardgains pays the suppliers in full at the end of the month for all deliveries during the previous month
- Seasonal product is held on the statement until the due date as agreed.

In order for the system to work effectively, members must understand their commitment to pay their statement by the designated date. If members don't pay, they are letting down the other members and the Cardgains concept as a whole.

Charges

- Cardgains joining fee £100+VAT
- Cardgains monthly management charge (if the system is used) £20 including VAT
First 3 months free

There is a 2% surcharge imposed if a payment is late.

Bonus Opportunities

- Cardgains offers members a retro bonus scheme of up to 2½% of the total Cardgains turnover. This means that the entire turnover going through the account contributes to the bonus. Multiple shops are generously added together into one total figure. This is paid back to members in March of the following year.
- Many of the Cardgains suppliers also offer their own individual retro bonus opportunities, giving further benefits to members who use the scheme.

Cardgains Contact Details

- Address: 25 Carbrook Hall Road, Sheffield S9 2EJ
- Contact: Telephone: 0845 166 2054 Fax: 0114 249 3858
- Email / Web: cyril@cardgains.co.uk Website: www.cardgains.co.uk
- Social Media: Twitter: [@CyrilService](https://twitter.com/CyrilService) Facebook: [Cyril Service at Cardgains](https://www.facebook.com/CyrilService)

Cardgains Sales & Marketing Activities

- 2016 "Passionate about Independent Retailing"
- Continually striving to support both our members and suppliers.
- New annual marketing theme and initiatives around the theme.
- New and interesting programmes to benefit everyone
- 25th year milestone in 2014 reaffirmed the benefits of Cardgains and confidence in the longevity of relationships
- '**Cyril Service**' in various guises to promote Cardgains, our members and our suppliers
- Activity in the social networking arena on Facebook and Twitter

Cardgains website and web shop - www.cardgains.co.uk

- Contemporary, user-friendly site.
- Exclusive Web Shop offering a 'mixed box' of products with only £100 minimum order
- Selection of Cardgains suppliers in one order
- Ideal for top ups and to trial products

Cardgains member newsletter

- Published every month
- Information on industry happenings, Cardgains news and advertising from suppliers.
- Posted to members with monthly statement.

'Cardgains Village' at Spring & Autumn Fairs and Glee

- Cardgains exhibits every year at both Spring and Autumn Fairs
- Supported by many of the suppliers
- Popular destination for retailers and visitors and is therefore popular with suppliers
- Each supplier has their own 'display area' as a showcase to present a selection of product
- Dates 2016: Spring Fair 7th to 11th February and Autumn Fair 5th – 7th September.
- Viewing Glee as an option. Dates 2016: 12th – 14th September

Supplier Presentations

- Annual development call to every member to share data and turnover details
- Presentation of product images from support suppliers
- Members request a visit from chosen suppliers to increase their Cardgains offering in store

whats-hot@cardgains.co.uk

- Email communication programme
- Exciting and 'hot' offers from suppliers

Cardgains New Member Goodie Bag Welcome Pack

- Delivered after the first three months of trading
- Contains samples from suppliers to introduce products and create a lead
- Trial products before placing larger orders.

Building Relationships

- Fantastic relationships with members and suppliers
- The Sales Team cover the whole of the UK. If you would like to get in touch with any of them with any queries or to request a sales visit, please do so via the office telephone number or the website. The team will be happy to visit you in store and explain all the benefits of Cardgains as well as any clarification you may need.

Retail Development – From The Heart

Designed specifically for independent retailers, offering many advantages including:

- Free consultation with a retail development expert
- Free CAD drawings to visualize your new card department
- Free bespoke planning service
- You choose the Cardgains suppliers you include
- Free point of sale
- Various fixture investment options available
- Free installation service
- Ongoing display space versus volume analysis
- Contact: 01924 465200 or email customercare@ukgreetings.co.uk



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