

Cardgains Sales & Marketing Activities

- 2019 – 30th anniversary year, with 2019 strapline “Cardgains...still evolving and celebrating 30 years”!
- Continually striving to support both members and suppliers.
- 30th year milestone reaffirms the benefits of Cardgains and confidence in the longevity of relationships
- ‘Cyril’ Service’; marketing mascot in various guises to promoting Cardgains, our members and suppliers.
- Activity in the social networking arena on Facebook and Twitter.
- New annual marketing theme and initiatives around the theme.
- New and interesting programmes to benefit everyone.

Cardgains website - www.cardgains.co.uk

- Contemporary, user-friendly, informative site.
- Access to statement through login

Cardgains member newsletter

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

‘Cardgains Village’ at Spring Fair

- Cardgains exhibits every year at Spring Fair, supported by many of the suppliers.
- Popular destination for retailers and visitors; also popular with suppliers.
- Each supplier has a ‘display area’ as a showcase to present a selection of product.
- Dates 2019: Spring Fair 3rd to 7th February.

Supplier Presentations

- Annual development call to every member to share data and turnover details.
- Presentation of product images from support suppliers.
- Members request visit from chosen suppliers to increase their 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.
- Sales Team covers the whole of the UK.
- Initial contact via the office telephone number or the website.
- The team are happy to visit and explain all the benefits of Cardgains.

Cardgains Contact Details

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Twitter:	@CyrilService	Facebook:	Cyril Service at Cardgains



Cardgains System and Information

You may already be aware of the Cardgains operation within the independent retailing arena. This brochure 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 2 non-executive directors who are trading members.

Supplier Portfolio and Trading Terms

- Excellent supplier product offering including main publisher, specialist and boutique greeting cards, plus a huge selection of gifts, candles, wrap, stationery, party, chocolates, crafting and service providers.
- Portfolio 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 member trading terms and bonus opportunities.
- Members receive the best discounts, service and prices available.



Cardgains System

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

2% surcharge imposed if a payment is late.

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

- Joining fee £100+VAT
- Cardgains monthly management charge (when the system is used) £20 including VAT
- To celebrate our 30th anniversary, each new member receives the first 6 months management charge free

Bonus Opportunities

- Cardgains offers a retro bonus scheme of up to 2½% of the member's total turnover.
- The entire gross turnover going through the account contributes to the bonus.
- Multiple shops are added together into one total figure.
- 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.