



CARDGAINS

NEWSLETTER AUGUST 2025

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Welcome to August 2025!



July was another great month, not only with some fabulous weather but also the rootin' tootin' **Retas Awards** in London. We were thrilled to be invited to join Cardgains long time members, Miles & Nigel and the House of Cards team, celebrating 35 years in business. That's no mean feat! Congratulations to them.

Connie and I embraced the cowboy theme and Helen, AKA Hiawatha, joined us for the day.



Retas Awards

We were excited to see just how many of the Retas winners are Cardgains members, which goes to show how the benefits work so well for independent retailers. See the winners, at www.pgbuzz.net/howdy-to-the-retas-2025-winners

It was also a great day for Greg Jackson & Mark Molloy from Cardgains' supplier, Jacksons CRS, who scooped the award for Best Wholesaler. They looked so pleased to have won this award, and rightly so!

New supplier

While Charles & Alan are out visiting members, they're asking a lot of questions and following some of those answers, I have pleasure in introducing Passion Accessories, new to the portfolio.

Passion Accessories has a wide selection of scarves, gloves, and other fashion items. As a leading scarf wholesaler in the UK, they offer great prices and now offer Cardgains members a 10% discount too!

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Cardgains Charity Challenge

It's been an incredible journey, from the early planning stages of this year's Cardgains Charity Challenge to crossing the finish line after 7½ hours of gruelling walking! Though it was worth every second to be part of the amazing industry team who completed the walk on the 26th June.

The centre pages show a few photos from the day or check out our reels on Instagram [@cardgainsltd](https://www.instagram.com/cardgainsltd). Despite the blisters and following aches and pains, we were so delighted to have finished the event and, more importantly, to have raised the amount of money that we have for **Pancreatic Cancer**. Well done to all walkers and sponsors – you did us proud!



There still time to donate at <https://www.justgiving.com/page/cardgainscharitychallenge2025-tonistrek>

Showtime

Yes, it's almost that time for us to move to the NEC for almost a fortnight again. The Cardgains Team will be on our stand at both Autumn Fair (hall 6, stand B21) from the 7th to 10th of September and then at GLEE (hall 9, stand F94) from the 16th to 18th. It's always great to get out and about meeting members and suppliers at the shows. We look forward to seeing you there. And don't forget – all members who come and register on the Cardgains stand will receive a month management charge credit on their account! Don't be shy!

Thanks for reading and, as always, "Thank you for your continued support!" Penny



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| Alan Harwood | Sales Executive – South | alan@bridewelluk.co.uk | 07717 447450 |

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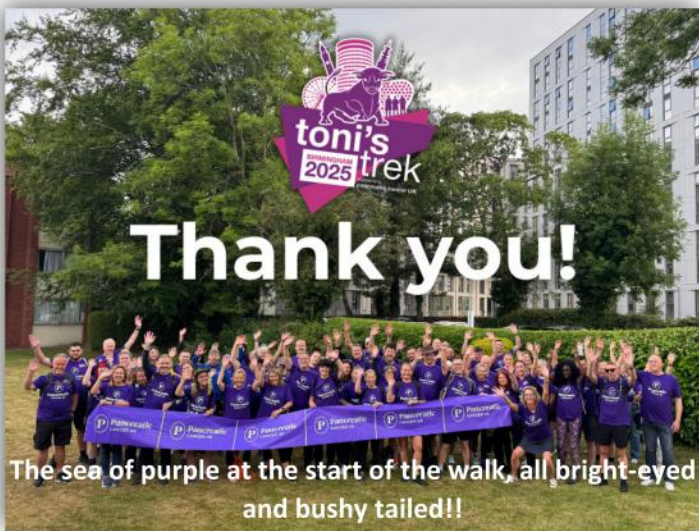
Cardgains Charity Challenge

This year's event was another epic adventure for almost sixty industry friends, including members, publishers, and colleagues; 'old' and 'new!' The event took place on the 26th of June in Birmingham, second home to many of us with our numerous NEC visits!!! This was the largest number of participants we've had to date, including a team of eighteen from Emotional Rescue who were very much invested in the event, following the sad passing of colleague Toni Cresswell last year.

The walk was planned at 25 miles, though some 'devices' logged it at 27, much to the disgruntlement of some participants! Despite the extra miles, everyone completed the event in times ranging from seven and a half hours to ten and a half. We were lucky weather-wise as the previous week was searing heat, and we had almost perfect walking conditions, warm with a breeze after a short rainfall early on.

A huge well done to everyone on this challenging day!

The Cardgains Team was Penny, Helen and Connie (thrown in at the deep end during her first three months as Marketing Manager) and the other industry walkers were: Anna Hickman (Bright Head Marketing), Tom Cawkwell (Barclays Bank), David Falkner (Cardology), Angela Anderson, Emma Cove, Julie Shelton & Steph Burrows (Danilo), Dean Morris & Mat O'Marah (Dean Morris Cards), Elaine Gibson, Cat Hucker, Amanda Stancer, Jackie Phelps, Della Patterson, Stu Thomas, Andy Screen, Lea Bowns, Ty Patterson, Brett Smith, Kathryn Grayson, David Greaves, Bryer & Ian Cresswell, George Cottage (Emotional Rescue), Mark Drury (Gemar), Chris Bryan (Glick), Adriana Lovesy (Greeting Lab), Sarah Halsall (Handpicked by Henrietta), Ele Spreckly (Highworth Emporium), Miles Robinson & Nigel Williamson, (House of Cards), Caroline & Jon Ranwell (Hugs & Kisses), Tor & James Hawley and Jude Kenney (Molly Mae), Ellie Woodcock, Jack & Karen Wilson and Deb



Right: The mechanical bull now permanently located in New Street Station is named Ozzy after the Black Sabbath front man. A fab photo of this group posing, with an injured Bradders on his bike supporting the team!



Left: The fabulous bespoke t-shirts designed by <https://www.s66sportswear.co.uk> (Definitely worth a visit if you want unique t-shirt designs.)



Left: Helen, Penny & Connie enjoying themselves early on and taking in the gorgeous scenery!



Birmingham has some fabulous landmarks and scenery, including the famous Peaky Blinders and Black Sabbath murals by the talented Mr Murals <https://www.instagram.com/mrmurals>



Right: The team enjoyed rehydrating in the warm sunshine back at the hotel, whilst comparing blisters and regaling their stories from the day!!!



enge 2025 – Toni's Trek

Redmond (Paper Salad), Andrea Pinder (Presentation Cards & Gifts), Warren Lomax (Progressive Greetings), Helen Covell & Hannah Slack (Rainbow Design), Lorraine Bradley (Rush Designs), Jon Davies (Set In Hand), Simon Pryce (Skylight Media), Raisa Jendriks-Whyatt (The Art File), Michael McGunnigle (The GB Card Co.), Chris Houfe (TPS), John Egan (UK Greetings), Nicky Marshall & Andrea Norcott (Windles), and Tony Cottrell (Words 'n' Wishes). We also had a fabulous support team of Charlie Dyson & Alan Harwood (Cardgains), Sarah Burgess, Yas Boniface & Donna Williams (Emotional Rescue), Julie Dunham (Gemar), Aga Marsden (Highworth Emporium), Jakki Brown (PG) and Ian Bradley (Rush Design). Thanks to all of them for keeping us fed and watered and motivated!

The total funds raised will be over £50,000 (plus Gift Aid) which is an incredible amount for Pancreatic Cancer. Thank you to everyone who has donated to this charity.



Right: An excited group with only 7½ miles to go!
L to R: Connie, Angela, Tony, Raisa, Jon, Julie & Michael.



including
the very
natural

Right: Caroline & Lorraine were particularly taken with Tommy Shelby!



Morning Walk

| Distance | Steps | Time |
|----------|--------|-------|
| 27.00 mi | 56,692 | 9h 9m |



Congratulations, this activity is your longest walk on Strava!

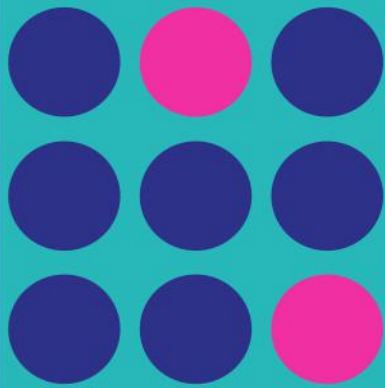
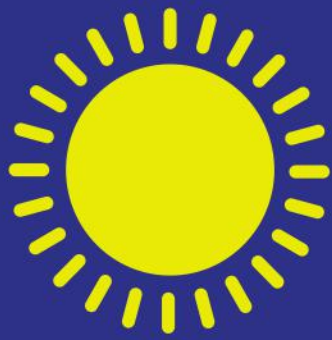


Above: Step counts varied across devices, but it was definitely over 50,000!

That equates to £1 per step 😊



Left: The evening celebratory dinner, sponsored by Cardgains, is always welcome after the day's challenges. Everyone took the opportunity to eat, drink and be merry, celebrating our achievements, whilst remembering those we have lost to this terrible disease.

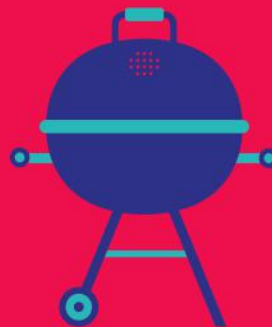


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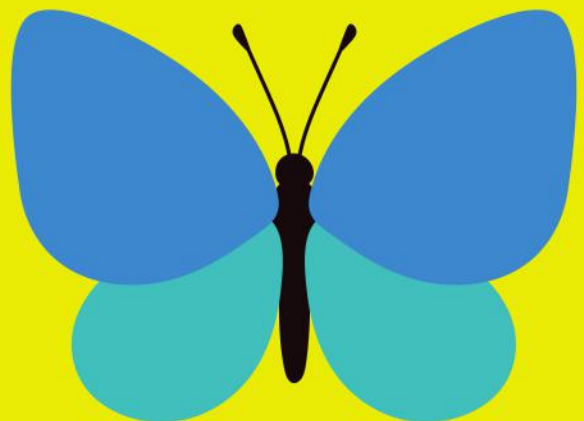


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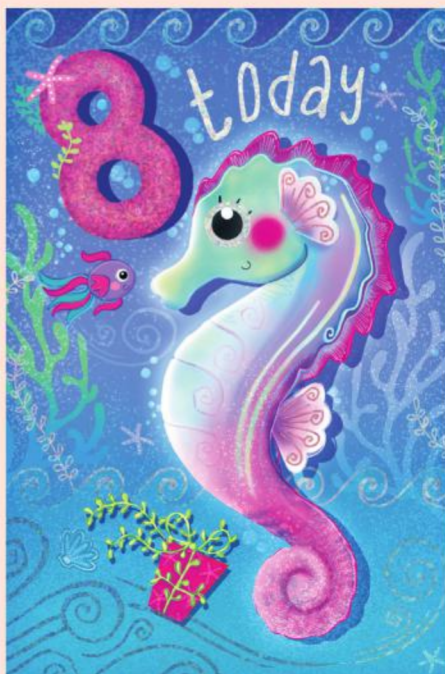
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SCAN ME



Join Cardgains at these upcoming shows!

We're excited to be exhibiting at both Autumn Fair and Glee in September. Please come and say hello if you're at the shows.

And there's a little something extra for members who register with us on the stand, receive a credit for a month's free management charge – our way of saying thank you for visiting us at the shows!

AUTUMNFAIR

7-10 SEPTEMBER 2025 | NEC BIRMINGHAM

STAND 6B21

glee

16-18 SEPTEMBER 2025

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STAND 9F94

We look forward to seeing everyone there!

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f in Search 'Cardgains' on socials to stay connected

Cardgains Training

As you are aware, we are working with an IT business partner to build a bespoke accounting system to bring Cardgains right up to date and super-efficient.

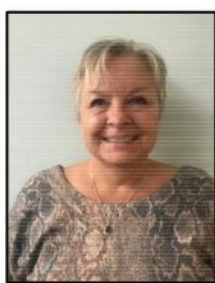
This is a huge undertaking and involves many hours of essential training, predominantly for our accounts team. We are trying hard to avoid any disruption to the service we provide.

We apologise for any inconvenience during this essential training. Please email our team if you have any queries.

Cardgains Accounts Team



Helen



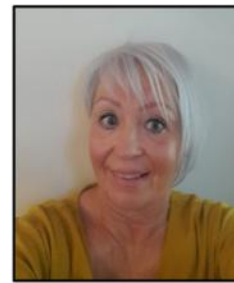
Debbie



Nicola



Melanie

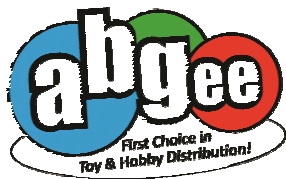


Deborah

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