

Newsletter - January 2021

STRONGER TOGETHER



CARDGAINS



'A Shot in the arm'

Happy New Year to all members, suppliers and readers. A year of positivity and optimism awaits us as we continue the journey back to normality.

The news of the vaccine being approved, and the start of stores being allowed to reopen from early December across the UK, was a massive relief and a '*shot in the arm*' for everyone.

Overall feedback from December sales was positive, definitely better than had been predicted in the middle of the year. Scotland's added extra pressure of an additional week's closure caused much frustration, but eventually members across all the UK welcomed customers back. It certainly could have been much worse. One positive was a noticeable number of new customers who have rediscovered 'local shopping'! It's up to us now to keep hold of them in the weeks, months and years ahead.

'The Show Must Go On'

As mentioned in last month's newsletter '*The Show Must Go On!*' Our industry's annual trade show calendar is in disarray as we have obviously already lost next month's Spring Fair, our major event at the NEC in Birmingham, whilst other exhibitions have dates pencilled in but not yet able to actually confirm. This puts greater importance on keeping an eye on the 'what's-hot' member e-marketing programme, Cardgains newsletter, Cyril on social media and working with the Cardgains sales team, to ensure you are kept up to date with all suppliers, new and old, especially checking out the 2021 trial packs and promotions on offer.



We have some great additions to the supplier portfolio this year across various categories. There is certainly something for everyone. Information and an intro to these suppliers are inside this newsletter. Don't miss out; your existing and recently 'new' customer base are always wanting something new! All the new suppliers are now live and I know they are looking forward to being part of the Cardgains portfolio and servicing members.

'Stronger Together'

Our 'Stronger Together' branding for 2021 has never been more appropriate. I think as a nation, many people found strength and resolve they weren't aware they had. Every one of us found 'that bit extra' to get through. There was much sadness and loss of friends and family and much hortatory throughout the year from all the frontline workers and volunteers, that will never be forgotten. That same resolve, in a small way, enabled us to keep focused as independents in readiness for the good times to return.

'Cardgains Member Trading Bonus 2021'

Great news for many members in 2021 with regard to the annual member bonus scheme. The entry level for 2021 has been reduced to £10,000. This will earn ½% bonus at the end of the year. Members will be kept up to date with their turnover details on a monthly basis on their members' statement. Remember, the Cardgains bonus scheme across all bands is awarded against turnover totals including VAT and any additional shops are added together. Any member suspended throughout the year will not qualify for Cardgains member bonus.

'Covid-19 Contingency Plan'

As we did throughout 2020, we will continue to monitor the National situation across the UK regarding any lockdown or non-essential retail closures. Should any decisions taken by the Government require our Sheffield office to close, we will have a team working from home again, and communicating with members via email, what's-hot and the Cardgains website www.cardgains.co.uk

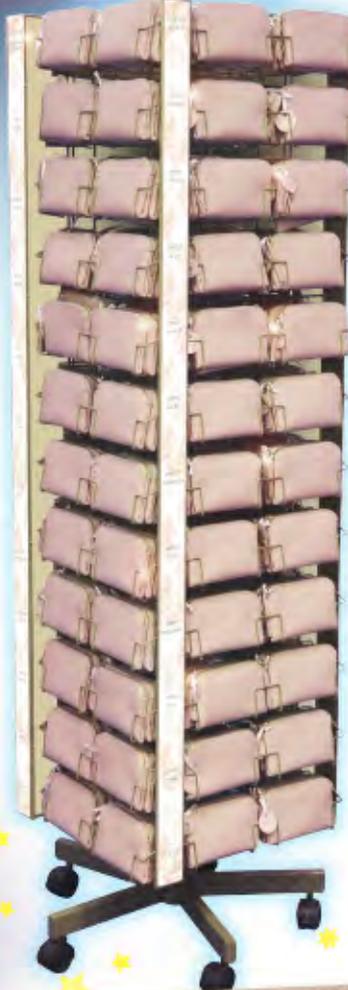
So to conclude, good luck this year, I wish everyone good trading, good health and hope the promised 'light at the end of the tunnel' is not too far away.

As always thanks for your continued support... *Chris*



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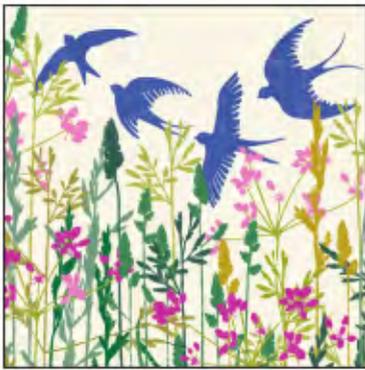
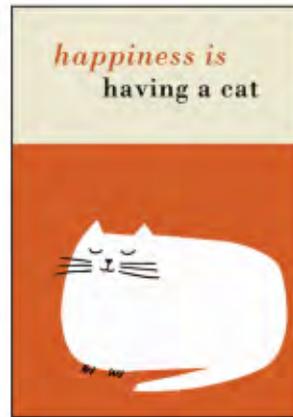
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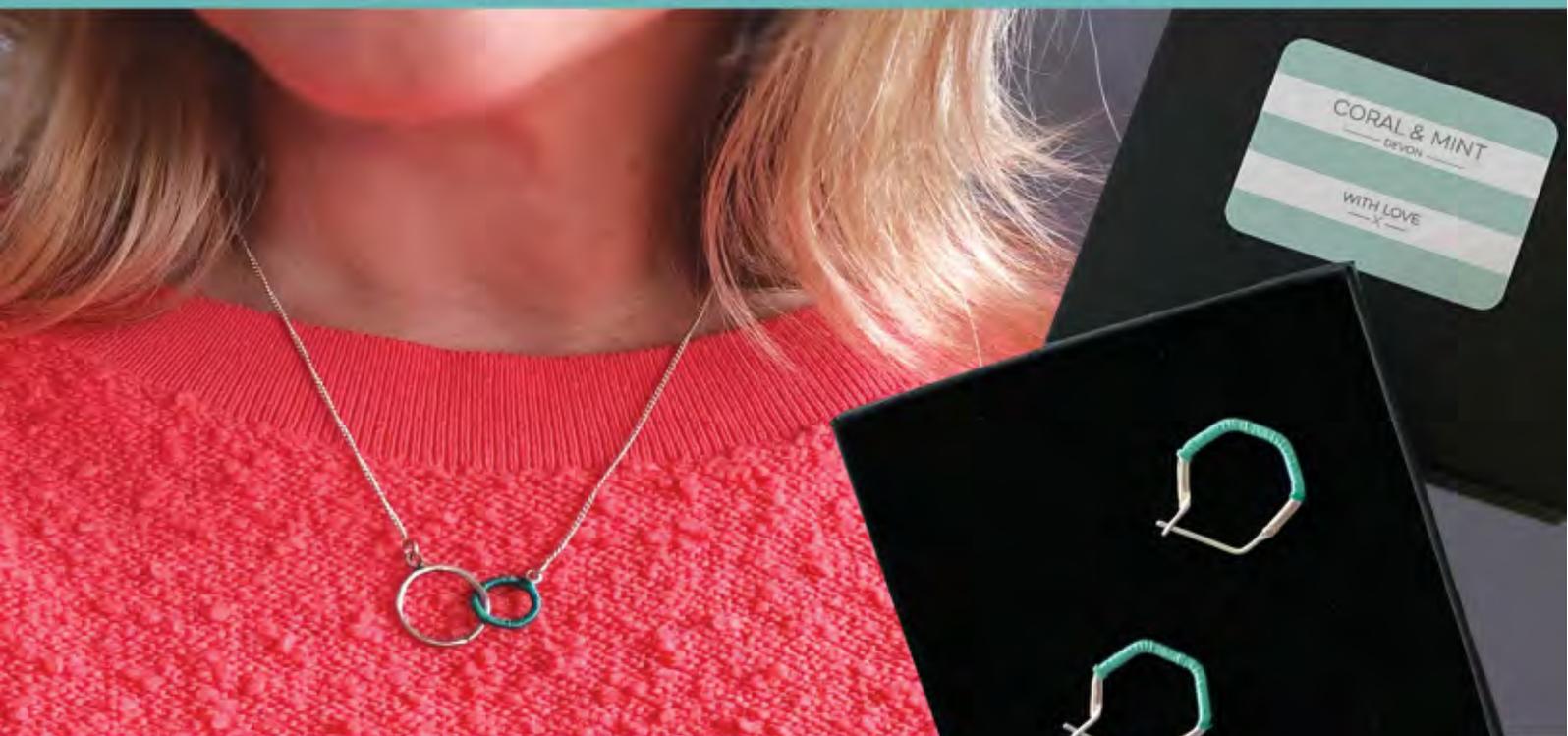
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New Cardgains Supplier: The Puppet Company & Wilberry Toys



The Puppet Company & Wilberry Toys: Committed to Cardgains

The Puppet Company Ltd and Wilberry Toys are delighted to announce they are now suppliers to the Cardgains Group and are looking forward to developing this partnership over the coming years. The largest wholesaler of puppets in Europe, our puppets and soft toys are sold in gift stores, toy shops and retail outlet around the world. We have built our reputation on our ability to create almost any animal or character into beautifully made, well-functioning puppets and soft toys at very competitive prices, working closely with our retailers to get them the right offering.

There is something magical about owning our puppets and soft toys as they capture the essence of what makes a really fine toy - allowing the user to be creative, to entertain and more than anything else - to have fun! Our sister company Wilberry Toys produces beautiful soft toys which complement our puppet collections and can be purchased as a combined order, with fast delivery and low minimum order quantities across both companies.

We are committed to our retailers and doing everything we can to support our customers during these extraordinary times. We are committed to Cardgains and fully believe that we are Stronger Together, please feel free to get in touch for a catalogue or to see how we can help.

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In 2020, we began **Looking on the Brightside** of the year's events, but this year we want to go further. 2021 is about **building towards the future**, reaching higher and beginning to really **dream** again. We're taking inspiration from **7 great innovators** who were unafraid to push through tough times and achieve amazing things. Using their inspiring words and actions to lead the way, we want you to join us as we get **Ready... Steady...**

Dream!

Showroom Show

5th January – 7th February

Webinars

Tuesday 5th Jan at 3pm – Launch
Tuesday 19th Jan – Home
Tuesday 9th Feb – Gift

Roadshow

Dublin Airport Crowne Plaza: 11th – 14th Feb
Belfast Crowne Plaza: 15th – 17th Feb
Glasgow Holiday Inn: 19th – 21st Feb
Hinkley Island Jurys Inn: 25th – 28th Feb
London Stansted Novotel: 1st – 3rd Mar
Dartford Doubletree by Hilton: 7th – 10th Mar
Southampton Hilton Ageas Bowl: 11th – 13th Mar
Exeter Mercure Rougemont Hotel: 14th – 16th Mar
Cardiff North Village Hotel: 17th – 19th Mar

Frida Kahlo



Presentation

Oprah Winfrey



Showrooms

Walt Disney



Content

Muhammad Ali



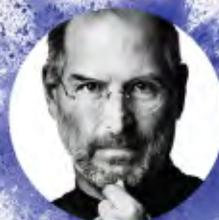
Events

Richard Branson



Service

Steve Jobs



Product

Elon Musk



Roadshow

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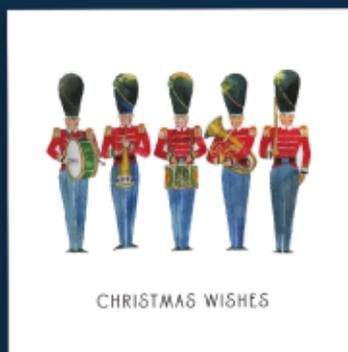


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This fabulous new initiative comes complete with **10 new card designs**. The customer curates their own selection while **supporting 6 amazing charities**.

Christmas



Christmas Gift Dressings 2021

All your Christmas gift dressing needs wrapped up with our wonderful range.

Covering all taste levels, our Christmas collection features our bold & graphic Essentials Collection, alongside our timeless and elegant Core classics – but not forgetting everyone’s favourite character Boofle. Looking for something nostalgic? Look no further than our Peter Rabbit range featuring beautifully hand drawn iconic imagery, and a soft winter colour palette perfect for recipients of all ages.

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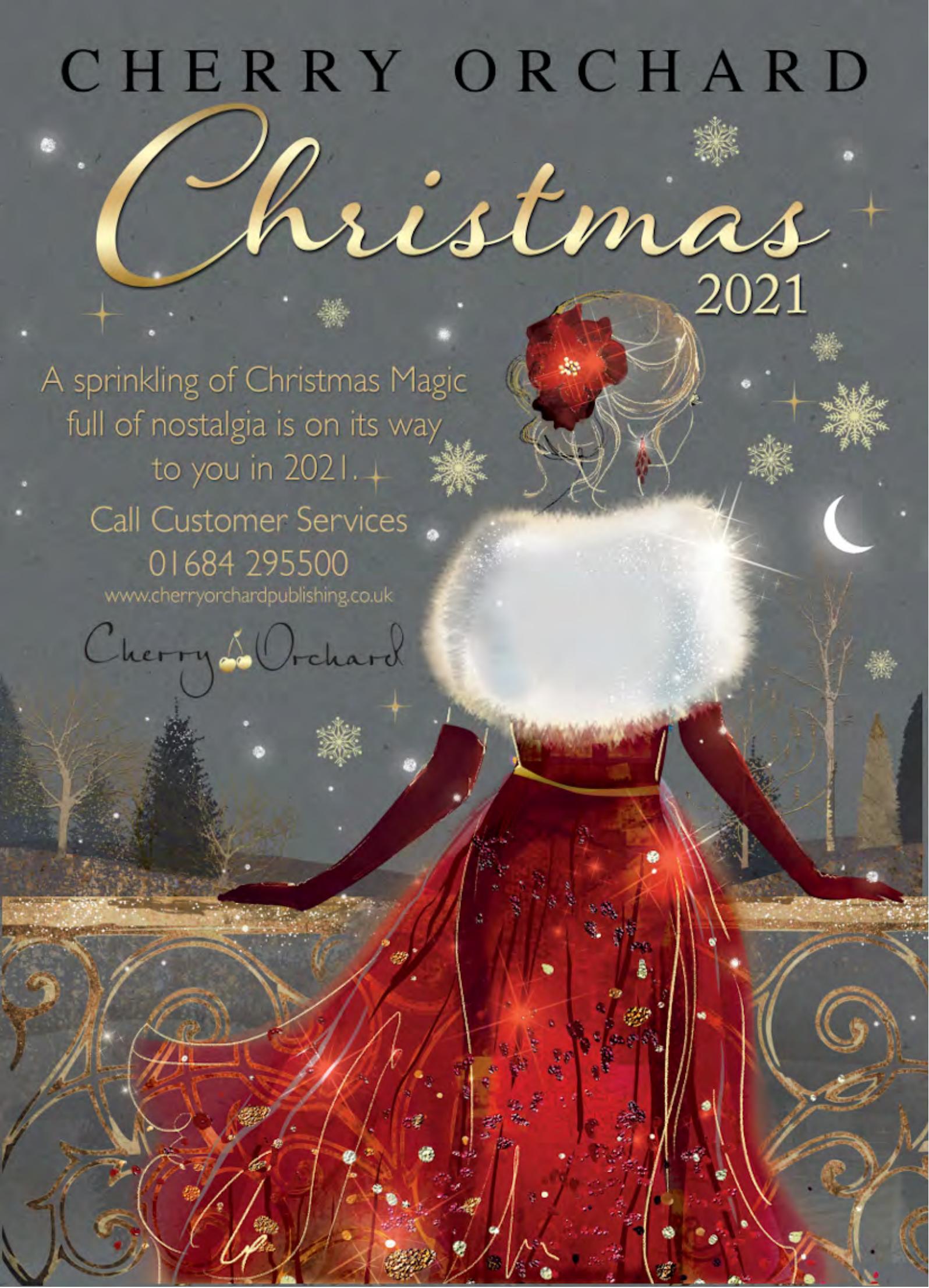
Christmas
2021

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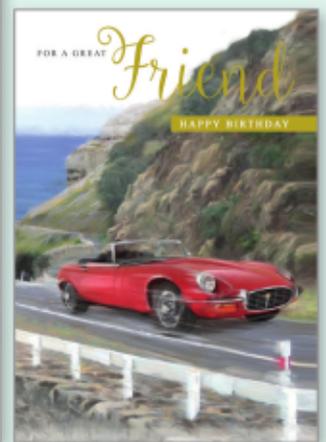
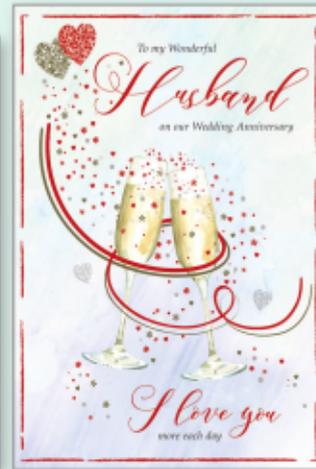
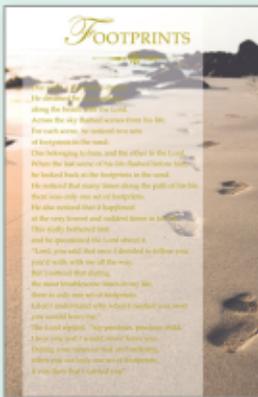
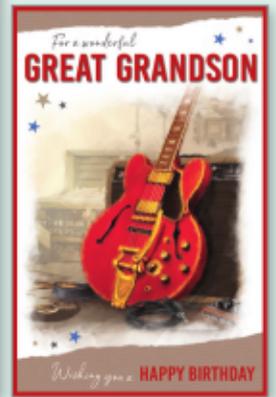
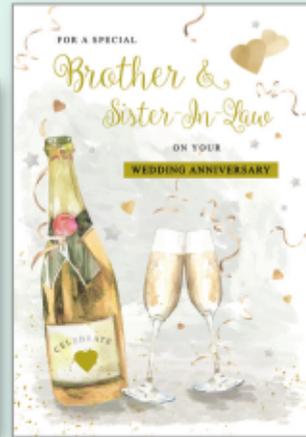
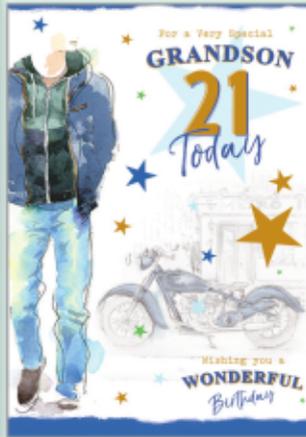
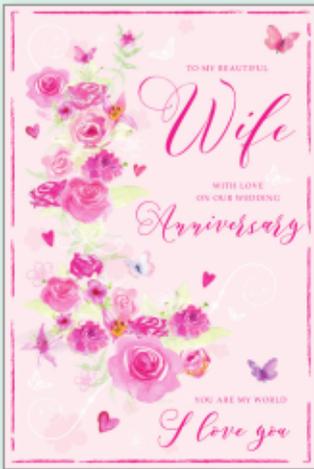
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Introducing 38 New Designs

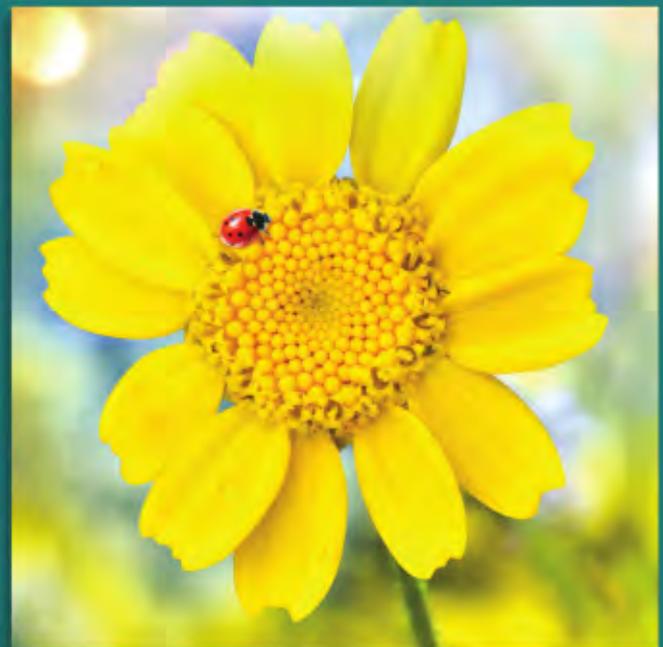
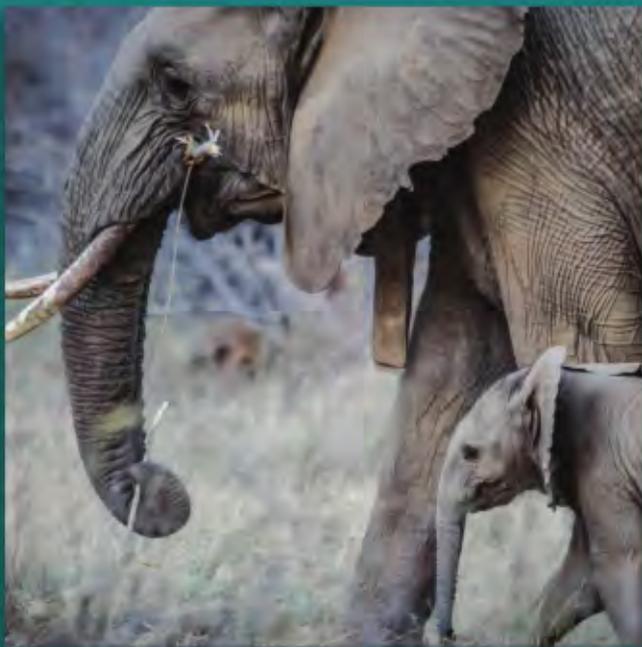


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Great News! The Greeting Card Association have revamped their membership structure, and we've negotiated a fantastic exclusive deal for Cardgains Members! The GCA is the voice of the British greeting card industry, promoting the healthy growth of the sector by sharing the joy of sending and receiving cards, and providing advice and support to members as they build their businesses.

The GCA is an independent organisation, wholly owned by its members.

The usual membership fee for retailer members is £50+VAT for Basic membership or £250+VAT for Premium membership, which includes the Annual GCA Market Report (usually sold separately for £750+VAT). However, Cardgains members can now join at a 50% discount, bringing the price down to £25+VAT per year - and the discount remains in place each year, as long as you remain part of Cardgains!

To register, follow these steps:

1. Go to www.gca.cards
2. Click the Join Now button (top right)
3. Select the "I am a retailer" option (the discount only applies to retailer membership).
4. Choose between either Basic or Premium membership and then click the "Join Now" button at the bottom.
5. On the checkout screen enter the coupon code **CARDGAINS50** in the "I have a coupon" box and click apply - this will get you your exclusive Cardgains membership rate.
6. Complete the checkout process - you can now pay by Direct Debit or Credit/Debit card.
7. Once registration has completed successfully, you'll see a "Take a Tour" button to give you an overview of what you can do with your membership. Remember to complete your profile in the Members' Directory to help promote your business.



Once you've registered, head over to the GCA Library where you'll find all the resources available, including the 2021 Spring Seasons toolkits, with free downloadable POS.

Lost Suppliers 2020

As mentioned last month, there have been some suppliers who will no longer be trading through the Cardgains system. The final list is: Amscan, Arabesque, Brandwell, Brown Trout, Colonial Candle, Dyson Signs, Espree, From You to Me, Indigo Worldwide, Nemesis Now, Opticaid, Pubstops, Really Good, Really Wild Cards, Retro Vintage Wholesale, Sixtrees and Soul.

There are other suppliers in the portfolio who can pick up on most of this business. We will be actively working with members to find replacement supply to ensure the business is kept within the Cardgains suppliers where possible.

As a reminder, although Arabesque have ceased trading, the new company CD Card will be taking over their business. They can be contacted on 0208 993 5966. In addition, Grass Roots will also be available on a direct basis once again, not via Paper Rose. You can call 0115 986 0115 for Grass Roots as well as Paper Rose.

Amscan products are now available through the wholesale sector, including CAPS, GO International, Jacksons & PJW. Please check with your wholesaler to ensure you can still offer Amscan products in your store.

If you need any help when considering replacement products for those lost through these suppliers, please have a look through the trading terms booklet or give your local salesperson a call. Their details can be found on our website www.cardgains.co.uk. You can also speak to anyone at head office on 0114 249 0333.

Name	Cardgains Accounts Team	Email
Steve Grocott	Joint Managing Director	steveg@bridewelluk.co.uk
Debbie Levick	Accounts Manager	deb@bridewelluk.co.uk
Pam Kirk	C002-C1799	pam@bridewelluk.co.uk
Nicola Buck	C1801-C2279	nicola@bridewelluk.co.uk
Melanie Craine	C2281 onwards	mel@bridewelluk.co.uk
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