

# CARDGAINS

Newsletter July 2024

Introducing

our new, innovative  
& very sustainable  
shipper!



Vegetable inks  
kraft board & envelopes

Available  
to order  
NOW!

## Welcome to July!

Here I am again starting with the weather. My hopes of a good June were dashed early on, though it did redeem itself later in the month. July really does look much better, so we can all look forward to some sunshine. I'm writing this on Midsummer's Day, so it won't be long before the nights start drawing in again!! Such joy!!

### Annual member visits

Thank you to all members who have welcomed Charles and Alan into their stores for the annual visit. They enjoy meeting up with members, chatting about their business, learning about member experiences, and showcasing many supplier promotions. These promotions are designed to give members the opportunity to buy great product at very keen prices to trial a new offering in store. It's so important for customers to be engaged with new items.

### New suppliers

We're thrilled to announce a new supplier joining the Cardgains portfolio this month.

**Meg Hawkins** is a licensed and award-winning British watercolour artist. Based in Shropshire Meg set up Meg Hawkins Art from the kitchen table in 2015. Fast forward 6 years and the business has gradually gone from strength to strength. With a shop now in Shrewsbury Town selling her cards, prints, homeware, and multiple licensing agreements under her belt the Meg Hawkins brand is always growing, while remaining a family run business. See page 3 opposite for Meg Hawkins product and contact details.

Thank you again to all members who are embracing the new suppliers joining the Cardgains portfolio this year. Just in case you've missed them, please check the list to make sure you're maximising the fantastic and diverse product opportunities from Alandra Products, Alpha Packaging, Ashleigh & Burwood, Letterbox Love, Lily-Flame, Lucilla Lavender, Ohh Deer, Pink Pig, Sock Academy, Sooshichacha, The Gifted Stationery Company, Tilnar Art, Toyamics and Tracks Publishing.

### Cardgains Charity Challenge 2024 – It's NOT Grim Up North



At the time of writing, it's the day before our annual charity event, though by the time you're reading this it will all be over for another year, and we will hopefully all be walking properly again, and any sore feet will be healed.

Following some very generous donations, the total at the time of going to print stands at over £14,000, which is 40% of target, and I'm confident that donations will continue to arrive during and after the event. If you would like to donate to Mind, please visit: <https://www.justgiving.com/page/cardgains-itsnotgrimupnorth>.

### Trade shows, exhibitions, and events 2024

We had a lovely experience at PG Live at the beginning of June, and saw many of our existing members and suppliers, as well as making contact with new independent retailers and potential suppliers for the portfolio. PG Live is a really friendly show and a great opportunity to network and see product displayed at its best. If you didn't make it this year, it's certainly worth a visit if you can.

### The Retas

Again, this event will be over by the time you read this, though I'm sure the winners will still be on a high. There were over twenty Cardgains members as finalists for regional awards and for ideas and initiatives. This is testimony to the quality retailers who are members of Cardgains enjoying the many benefits of membership.

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



Name	Cardgains Sales & Marketing Team	Email	Mobile
Penny Shaw	Managing Director	<a href="mailto:penny@bridewelluk.co.uk">penny@bridewelluk.co.uk</a>	07810 510090
Kerry Barrett	Marketing Assistant	<a href="mailto:kerry@bridewelluk.co.uk">kerry@bridewelluk.co.uk</a>	0114 249 0333
Charles Dyson	Sales Manager – Scotland & The North	<a href="mailto:charles@bridewelluk.co.uk">charles@bridewelluk.co.uk</a>	07717 447451
Alan Harwood	Sales Executive – South	<a href="mailto:alana@bridewelluk.co.uk">alana@bridewelluk.co.uk</a>	07717 447450



*Meg  
Hawkins*

BRITISH WATERCOLOUR ARTIST  
*Over 300 designs available*

SHOP DIRECT ONLINE:  
[WWW.MEGHAWKINSLTD.COM](http://WWW.MEGHAWKINSLTD.COM)

EMAIL US:  
[HELLO@MEGHAWKINSART.CO.UK](mailto:HELLO@MEGHAWKINSART.CO.UK)

CALL US:  
[01746 787783](tel:01746787783)



# NEW

## LICENSED TABLEWARE & BALLOONS

DISNEY PRINCESS • SPIDERMAN • MICKEY & MINNIE MOUSE  
PAW PATROL • PEPPA PIG • STITCH • BABY SHARK • MARVELS • CARS  
SPIDEY AND HIS AMAZING FRIENDS

**EXCLUSIVE 5% CARDGAINS  
MEMBERS DISCOUNT**

USE CODE 'PROCOS5'  
AT CHECKOUT

[WWW.GOINTERNATIONAL.CO.UK](http://WWW.GOINTERNATIONAL.CO.UK)



# INNOVATIVE POP-UP DESIGNS

available across our  
seasonal ranges



Wishing Well  
STUDIOS



SCAN TO ORDER

Order now by scanning the QR code or via your Business Development Representative,  
our Customer Service Team on 01243 792600 or online at [cbtrader.co.uk](http://cbtrader.co.uk)



pinkpig

Scotland's Trade Fair  
is nearly here!

18th-19th August 2024  
SEC Glasgow



Come and see our  
new designs stand G2



add your town Christmas - they sell out every year!

you can order online:  
[www.pinkpigcards.co.uk](http://www.pinkpigcards.co.uk)

[info@pinkpigcards.co.uk](mailto:info@pinkpigcards.co.uk)  
0779 557 4548

**7.5% discount**



@pinkpigcards

# Mugs & Coasters

Scentiment  
GIFTS

12 High quality ceramic mugs with vibrant designs and luxury foil and 48 coasters all covering Relations and General.

Pair one of our fabulous mugs with one of our gorgeous coasters to make a unique personalised gift for someone special.



RRP £9.99  
For Mug and Coaster



Presentation Gift Boxes



Luxury foil on the outer and a thoughtful message on the inside.



# Light Up YOUR LIFE

Natural Soy and Vegetable Wax Candles  
DESIGNED IN THE UK



SUPPLIED WITH NEW WOODEN DISPLAY UNIT



Create your own Sentiment Candle  
[www.scentiment.co.uk](http://www.scentiment.co.uk)

Choose your fragrance and select your lid to create the perfect personalised Christmas gift.

Scentiment Gifts Ltd, Tel: 01793 780722  
Email: [hello@scentiment.co.uk](mailto:hello@scentiment.co.uk) [www.scentiment.co.uk](http://www.scentiment.co.uk)

# Classy & Sophisticated Hen Party Accessories

*Alandra*

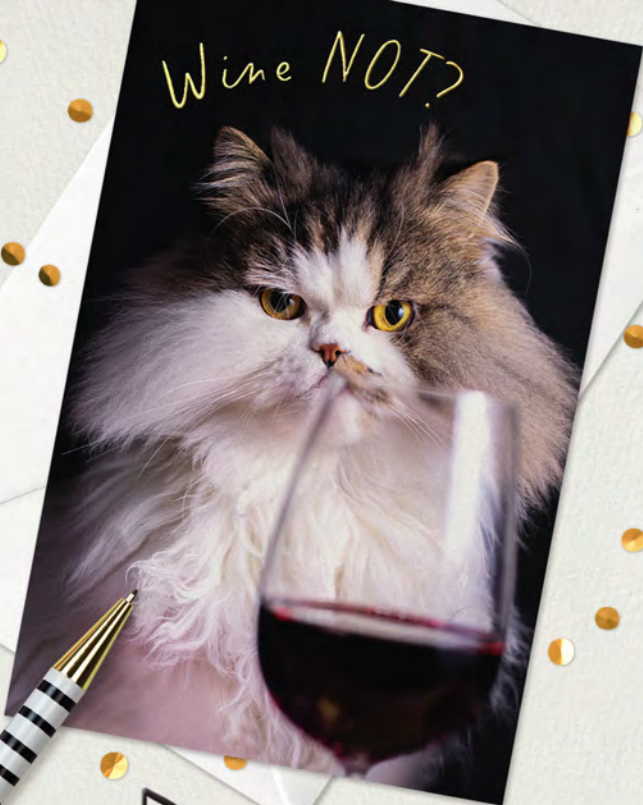
- Diamante Sashes
- Stunning Veils & Tiaras
- Spa Slippers
- Gifts & Games

Range Cost  
£295  
Less Cardgains  
Discount  
RRP £925





TWO BRAND NEW  
photographic pet ranges  
guaranteed to raise  
a smile!



Nine  
Lives

Oh My Dog!  
♡

visit our  
website to  
see both  
collections



# CHRISTMAS SOCKS

Following the success of our much-loved everyday range, we have launched a range of *Eco Chic Christmas Socks*. Featuring amazing designs of snowmen and Father Christmas amongst others.



**FREE DISPLAY UNIT**  
when you purchase combined Christmas/Everyday deal

\* The free on-loan double-sided counter spinner will feature two sides holding 18 designs and will cater for men and women combined.



Our Eco Chic super-soft socks are breathable and lightweight, making them ideal for leisure and sport activities. They will keep you cool in summer and warm in winter. Made from the finest quality materials, they are kind to sensitive skin, yet durable enough to endure the wear and tear of everyday use.



- Machine Washable
- Durable
- Moisture Absorbing
- Super Soft
- Odour Reducing

# DOG ACCESSORIES

A brand-new range of stylish accessories in a variety of fun designs. Perfect for furry friends and good for the planet too!



The Dog Accessories that are a little different. The collection consists of the four main ranges you would expect; Dog Leads, Dog Collars, Dog Harnesses and Bandanas. All available in the typical Eco Chic style.



- Dog Leads**  
2 SIZES AVAILABLE
- Bandanas**  
1 SIZE AVAILABLE
- Dog Collars**  
3 SIZES AVAILABLE
- Harnesses**  
3 SIZES AVAILABLE



Secondnature®

LONDON

# Our Spring collection

is NOW AVAILABLE  
for pre-order

Featuring  
**SUPADUPA**




Register  
on our

## Brand new webshop

to explore our collections  
and so much more!

# SECONDNATURE.CO.UK

 cosmopolitan



## Cosmopolitan is “Golden Painted Perfection”

Eight beautiful hand-painted watercolour designs combined with the most intricate textured gold foil to give a truly stand out finish.



Browse & order online:  
[paperlink.uk/cp](http://paperlink.uk/cp)

  
lemonade

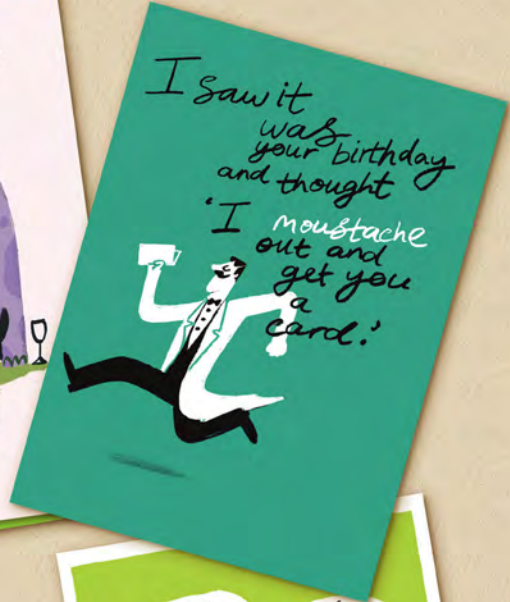


## Celebrating Milestones

Nine beautiful new designs featuring hand-painted floral patterns and lavishly embossed with luxurious gold foil finish.



Browse & order online:  
[paperlink.uk/pl](http://paperlink.uk/pl)



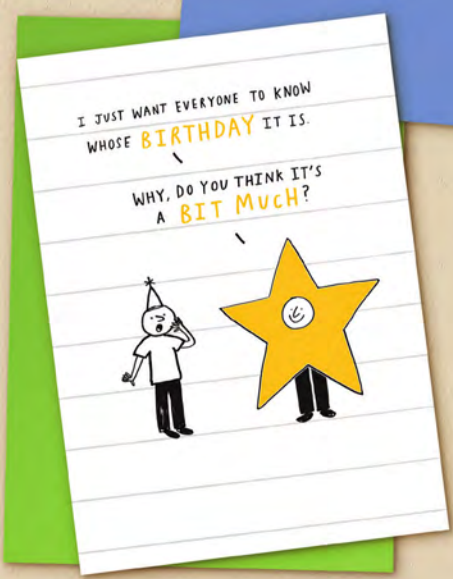
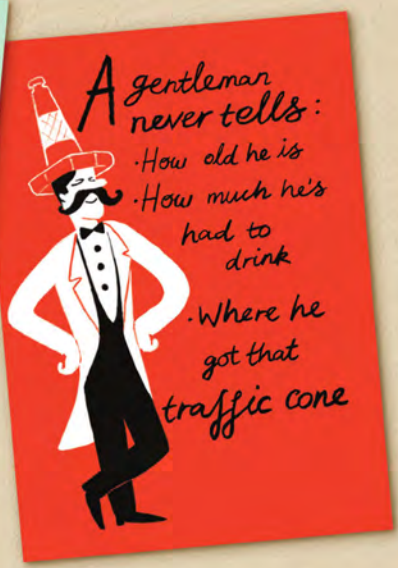
## Modern (a)Musings

Sixteen bold new designs, across a wide range of themes and styles. Something for everyone and a card for every occasion!

**HUMOUR COLLECTIVE**



Browse & order online:  
[paperlink.uk/ha](http://paperlink.uk/ha)



**paperlink**



WnW

WORDS 'N' WISHES

# Spring 2025

A Fresh mix of 41 exciting new designs!

Covering: Valentine's Day, Mother's Day, Easter & Father's Day.



42  
**NEW** designs  
AVAILABLE NOW!

To find out more or to place an order, please call us on: **T** 01942 233201 **E** info@words-n-wishes.co.uk  
or Order Online at: [www.words-n-wishes.co.uk](http://www.words-n-wishes.co.uk)

# LOLITA®





NEW RETAIL DISPLAYER  
free of charge with  
promotional pack  
AVAILABLE NOW!



Come and see the Lolita collection and more at  
Harrogate Home & Gift, 21 — 24<sup>th</sup> July, Hall A Stand A05



Enesco Limited, Brunthill Road, Kingstown, Carlisle CA3 0EN  
UK Customer Services: Telephone: 01228 404022 Email: [uksales@enesco.co.uk](mailto:uksales@enesco.co.uk)  
Overseas Customer Services: Telephone: +44 (0) 1228 404066 Email: [eurosales@enesco.co.uk](mailto:eurosales@enesco.co.uk)

Join us on     /ENESCOLIMITED

© 2024 Designs by Lolita. All rights reserved worldwide. © Enesco, LLC.

# WIDDOPFEST '24

July 1st - July 26th 2024  
inc. Sat 20th and Sun 21st

SHOWCASING  
700 BRAND NEW PRODUCTS

including Say it with Songs, Celebrations, Bambino  
Hestia, Country Living and Naturecraft

Plus star attractions including:

New product categories incl. greeting cards range  
from Say it with Songs

Show only promotions with 20%+ discounts

Special guests and seminars to be announced  
Gourmet lunches, accommodation and travel

20,000 SQ FT luxurious showrooms with 10,000  
products on show



BOOK  
NOW AT  
[www.widdop.co.uk](http://www.widdop.co.uk)

WIDDOP SHOWROOMS  
BROADWAY BUSINESS PARK,  
OL9 9XE





# HOTCHPOTCH

— love from london —



INTRODUCING OUR NEW HUMOUR RANGE



NEW

FOR FURTHER DETAILS ON ALL OUR COLLECTIONS  
CONTACT YOUR BUSINESS DEVELOPMENT REPRESENTATIVE,  
EMAIL: [CUSTOMER.SERVICES@CBG.CO.UK](mailto:CUSTOMER.SERVICES@CBG.CO.UK) OR  
PLACE YOUR ORDER ONLINE: [WWW.CBGTRADER.CO.UK](http://WWW.CBGTRADER.CO.UK)

# HOTCHPOTCH

— love from london —

[WWW.HOTCHPOTCHLONDON.COM](http://WWW.HOTCHPOTCHLONDON.COM)

[Instagram](https://www.instagram.com/hotchpotchlondon) @HOTCHPOTCHLONDON

[Twitter](https://www.twitter.com/hotchpotchcards) @HOTCHPOTCHCARDS

# Spring 2025 from



Over 120 BRAND NEW designs  
across all four seasons.

Available with a free temporary stand  
and headers if you order stock  
for ALL four Spring seasons.



For more information please contact  
your local IC&G representative  
or contact our award winning  
customer service team  
using the details below.



Gold  
Winner  
2023



[icgcards.com](http://icgcards.com)



[icgcard insta](https://www.instagram.com/icgcard)



[icgcard fb](https://www.facebook.com/icgcard)

*glick*  
LUXURY GIFT WRAP  
AND ACCESSORIES

INTRODUCING OUR  
*Spring 2025*  
COLLECTION

ORDER NOW  
FOR DELIVERY  
FROM JAN 2025

Contact your  
sales agent or  
our office to  
order



Cardgains members enjoy 15% off!  
New customers receive first order on sale or return.

*glick*  
LUXURY GIFT WRAP  
AND ACCESSORIES

01274 655980 sales@glick.co.uk  
glick.co.uk trade.glick.co.uk

    
@glickgiftwrap

# Tilnar Art

I thought before I bought ☑



♻️ Eco-friendly - recycled & recyclable

♻️ Fairtrade & handmade by Indian craftsmen

Tilnar Art has been at the forefront of an influx of innovative products that are not only fair trade and handmade but also recyclable, reflecting a growing consumer demand for ethical and sustainable goods. Tilnar Art has been ahead of this curve for nearly 20 years with each product being meticulously handmade, ensuring uniqueness and high quality, while supporting fair wages and safe working conditions for the artisans.



Additionally, their recyclable nature means they can be repurposed or returned to the earth, making them an excellent choice for environmentally conscious consumers. This blend of ethical production and environmental sustainability represents a significant step forward in the creation of products that respect both people and the planet.

## TRADE SHOWS 2024

Harrogate Home & Gift - Harrogate – 21-24 July 2024 – Hall/Marquee DP4 Stand DP4-76

Autumn Fair - NEC – 1-4 September 2024 – Hall 6 Stand J30

GLEE - NEC – 10-12 September 2024 - Hall 9 Stand D04

[sales@tilnarart.co.uk](mailto:sales@tilnarart.co.uk)

[www.tilnarart.co.uk](http://www.tilnarart.co.uk)



This latest launch of **Artisan** is a beautiful collection of cards developed by **Clare Tupper**, inspired by her love for nature and in particular her dogs, Noodle & Muzzy. These cards share inspirational and fun sentiments as well as stunning collages of intricately designed borders.



**WE'RE EXHIBITING, COME VISIT US AT:**  
HOME & GIFT, HARROGATE,  
STAND: B-B34



# The Perfect Gift for Christmas!

The  
**Snowman™**  
AND THE SNOWDOG

Plays  
Walking  
in the  
Air



The  
Snowman  
Musical Toy



The  
Snowman Baby  
Bean Toy



The  
Snowdog Bean  
Toy

Call **01329 227300** or visit [www.rainbowdesigns.co.uk](http://www.rainbowdesigns.co.uk)

email [sales@rainbowdesigns.co.uk](mailto:sales@rainbowdesigns.co.uk)

inspiring kids' imaginations for over **50 years**



**BOC**  
A Linde company

## Important Information About Your Balloon Gas Filling Kit

Dear Customer,

As a responsible supplier, the safety of our customers is a priority. Therefore, we advise that in accordance with the Pressure Safety Regulations it is not permitted to use a balloon gas filling kit after a 5 year period and we suggest that you replace it.

You can identify the date of production of the filling kit by checking the date stamp as shown in the photo opposite.

Best regards,  
BOC Helium Product Team



**BOC Limited**

Customer Service Centre, Priestley Road, Worsley, Manchester M28 2UT, United Kingdom  
Tel 0800 111 333, Fax 0800 111 555, [boconline.co.uk](http://boconline.co.uk)

BOC Limited registered office, Forge, 43 Church Street West, Woking, Surrey GU21 6HT, England. Company number 337663 - English Register. Authorised and regulated by the Financial Conduct Authority, register number 715528. BOC is a company name used by Linde plc and its affiliates. The BOC logo and the BOC word are trademarks or registered trademarks of Linde plc or its affiliates. Copyright © 2024. BOC Ltd. BOC/705195/CS1/0624

Thank you to another member for sending through some thoughts for this month.

As you're aware some suppliers run competitions throughout the year for the best window displays for both Everyday products and Seasonal occasions.

There are some great prizes to be won but, more importantly your window display is a key marketing tool to attract customers in.

Here are a few tips to consider:

## WINDOW DISPLAYS

- Ensure all windows are well lit with no bulbs out!
- Try to switch up your window displays regularly, according to seasons and products available.
- Be creative! Even when there are no specific seasons to display, think about a baby window, wedding window, adult / kids ages, licenses, film releases e.g. Paddington in Peru etc.
- Keep your window area clean – there's nothing worse than dust and dead insects to put people off!
- Don't overcomplicate your display. Make it easy for customers to see your theme and the products you sell.
- Colour themes are also a great idea and give you the chance to display various products along that colour theme.
- Try to dress your window according to your target market. You probably know many of your customers so plan to target them through your window display utilising your 'best sellers'.
- Ask customers to comment on the window display. Did it attract them to come inside?
- Use props to display products at different levels and to hang from the top. Bear in mind the average eye level looking from outside.
- Don't block the view to the inside of the store if the window doesn't have a back; customers will want to see inside and come in! And, if possible, have your door open!!!

### Cardgains Accounts Team

The team are available to answer any member queries. Please give them a call between 8.30am and 5pm, Monday to Thursday or 8.30am to 1pm on Fridays.

### Cardgains Cumulative Turnover

Remember that your statement shows your cumulative turnover so you can see how you are performing in relation to the Cardgains member bonus bands.



Helen



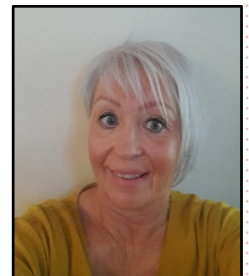
Debbie



Nicola



Melanie



Deborah

Name	Accounts Team	Email	Telephone
Helen McManus	Finance Director	<a href="mailto:helen@bridewelluk.co.uk">helen@bridewelluk.co.uk</a>	0114 249 0333
Debbie Levick	Manager + selected accounts	<a href="mailto:deb@bridewelluk.co.uk">deb@bridewelluk.co.uk</a>	
Nicola Buck	C1400-C2380	<a href="mailto:nicola@bridewelluk.co.uk">nicola@bridewelluk.co.uk</a>	
Melanie Craine	C002 - C1399, C2381 onwards	<a href="mailto:mel@bridewelluk.co.uk">mel@bridewelluk.co.uk</a>	
Deborah Beedham	Credit Controller	<a href="mailto:deborah@bridewelluk.co.uk">deborah@bridewelluk.co.uk</a>	

ABACUS  
Cards  
INCORPORATING  
CLARE  
MADDICOTT

GREAT  
GIZMOS

Pioneer  
Europe

Noel  
Tatt

THE  
GREAT BRITISH  
CARD COMPANY (GBCC) LTD

Woodmansterne

WPL  
GIFTS

paper rose

the art group  
Avocado Designs

Cherry Orchard  
LOVINGLY PICKED FOR YOU

Club

Nigel  
QUINEY  
Publications

Jackson's  
Comprehensive Retail Supplies

LING DESIGN

carte blanche  
greetings ltd

glick

icg  
INTERNATIONAL  
CARDS & GIFTS

W<sup>n</sup>W  
WE... THINKING OF YOU!

SARUNDS



SPECIALISTS IN FINE CONFECTIONERY

30  
years

enESCO  
Bringing Joy Every Day

Xystos  
Well-Being • Flame & Fragrance • Gifting

Second Nature<sup>®</sup>  
LONDON

uk greetings

WIDDOP AND Co.  
Established 1883

35 CARD  
GAINS  
2024

The buying group celebrating 35 years  
of supporting independent retailers!