

Cardgains Newsletter

May 2021

ART of Nature

BY NIGEL QUINEY PUBLICATIONS



A COLLECTION OF beautiful artworks
INSPIRED BY BRITISH WILDLIFE,
ILLUSTRATED IN AN ORIGINAL
contemporary style



- ✿ 12 BRAND NEW BEAUTIFUL ANIMAL DESIGNS
- ✿ CONTEMPORARY ART DESIGNS WITH GOLD FOIL
- ✿ A MIX OF BIRTHDAY AND BLANK DESIGNS
- ✿ CREAM ENVELOPES
- ✿ EXTREMELY GOOD VALUE AT C45 £1.75 RRP

FOR MORE INFORMATION, PLEASE CONTACT:



CLOUDESLEY HOUSE • SHIRE HILL • SAFFRON WALDEN • ESSEX • CB11 3FB
T: 01799 520200 • F: 01799 520100 • WWW.NIGELQUINEY.COM

At last!

It's absolutely fantastic news that by the end of April all Cardgains members who were classed as non-essential retailers across England, Scotland and Wales re-opened.

The relief was evident from our members, our suppliers and fortunately all the consumers when doors finally re-opened. We have had some very positive feedback with stories of happy customers and happy staff all glad to back face-to-face with customers, new and old alike. Some admitted to being a little 'retail rusty', but it didn't take long to get back into the full swing of daily life as an independent retailer with the delightful sound of money going into the till!, or should I say it's more than likely the tap of a credit card these days 😊

Back in the room!

We are now all back at work at Cardgains, with the office returning to normal staff levels and the sales team out on the road already contacting members with regard to your 2021 annual member visit. The team are armed with a great selection of trial packs, promotions, existing supplier information and, even though it sounds strange four months into the year, details of our 2021 new suppliers.

On behalf of everyone at Cardgains, I would like to thank you for your patience over recent months as, like many companies, we have had to operate with a small team working from home. I believe we managed to help everyone where needed and our member communication e-mails and website kept everyone up to date on what was going on.

#ShopLocal

It's now a time to rebuild and take advantage of the #ShopLocal feeling that we are currently witnessing. Although we are still not to the end of the Government's 'road map', confidence and optimism is high and we have a great platform to build from if we all continue to follow the rules. Obviously in store safety restrictions will continue for a while but won't be for ever. Trade shows will start again once it's safe and practical to do so, whilst in the meantime many supplier showrooms will be open to visit physically or virtually.



I am in no doubt that shoppers' confidence will grow even further as the weeks and months go by as we return to life as we remember it, in fact it may well return to higher levels than prior to the pandemic.

Should you need any support in the retail rebuild period, ideas on new suppliers/products, please feel free to contact one of the team and we will be only too pleased to assist. Enclosed is a (re)introductory letter from your rep in your area and all the details for the Sales & Marketing Team are below.

In the meantime, continue to take good care and keep the tills ringing and the customers happy!

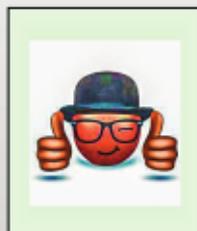
As always thanks for your continued support... *Chris*



Chris



Penny



Cyril



Jim



Alan



Ron

| Name | Cardgains Sales & Marketing Team | Email | Mobile |
|---------------|----------------------------------|--|---------------|
| Chris Dyson | Joint Managing Director | csd@bridewelluk.co.uk | 07802 802564 |
| Penny Shaw | Marketing Director | penny@bridewelluk.co.uk | 07810 510090 |
| Cyril Service | Cardgains Marketing Mascot | cyril@cardgains.co.uk | 0114 249 0333 |
| Jim Girvan | General Sales Manager – Scotland | jim@bridewelluk.co.uk | 07810 558926 |
| Alan Harwood | Sales Executive – South | alan@bridewelluk.co.uk | 07717 447450 |
| Ron Ritchie | Sales Executive – Midlands | ron@bridewelluk.co.uk | 07717 447451 |

UKG PLAN THE PERFECT DISPLAY...



.... SO, YOU CAN MAXIMISE SALES!

THE BENEFITS of having a stock control display - making your life easier while growing sales.

- guaranteed to improve the management of your plan
- offers the opportunity to increase efficiencies
- ensures a balanced offering of product across, captions, price points and styles.

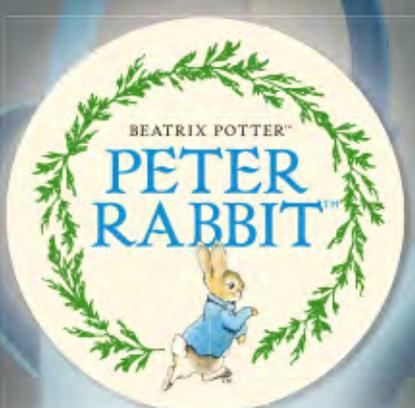
IN ADDITION....

- custom fit plans tailored to your store's specific requirements
- complimentary point of sale, navigating shoppers around the display
- merchandising support, to help maintain your display, is available
- automatic access to our customer account website, making re-ordering stock quick and simple
- guaranteed to have new products automatically swapped onto your plan to keep your display up-to-date
- bespoke sales analysis.

For further details contact our Customer Care on:

Northern: 01924 436377 Southern/Eastern: 01924 436339 Western/Ireland: 01924 436347

or email: salesandservice@ukgreetings.co.uk.



DESIGNS BY
JIM SHORE



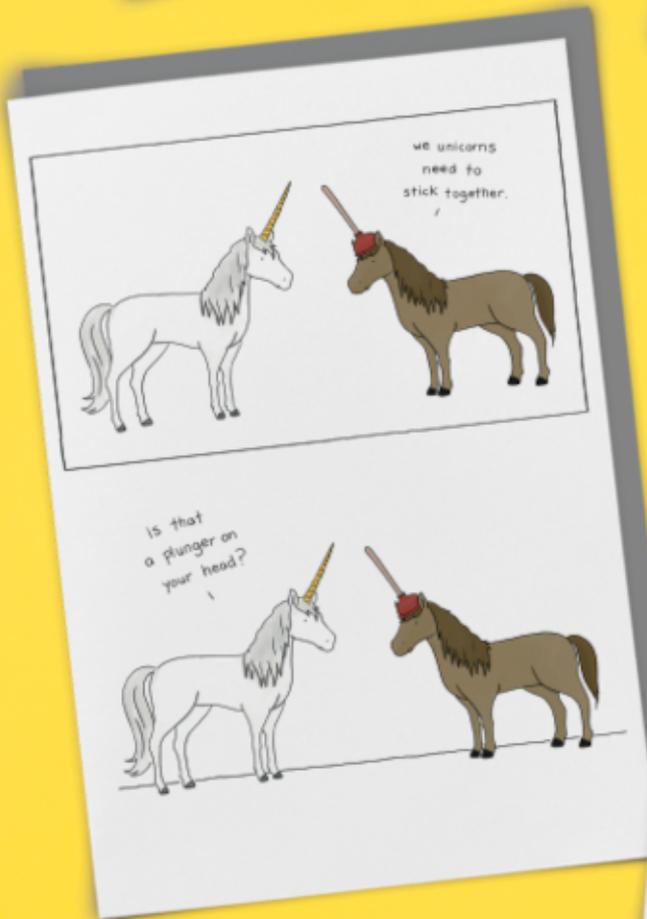
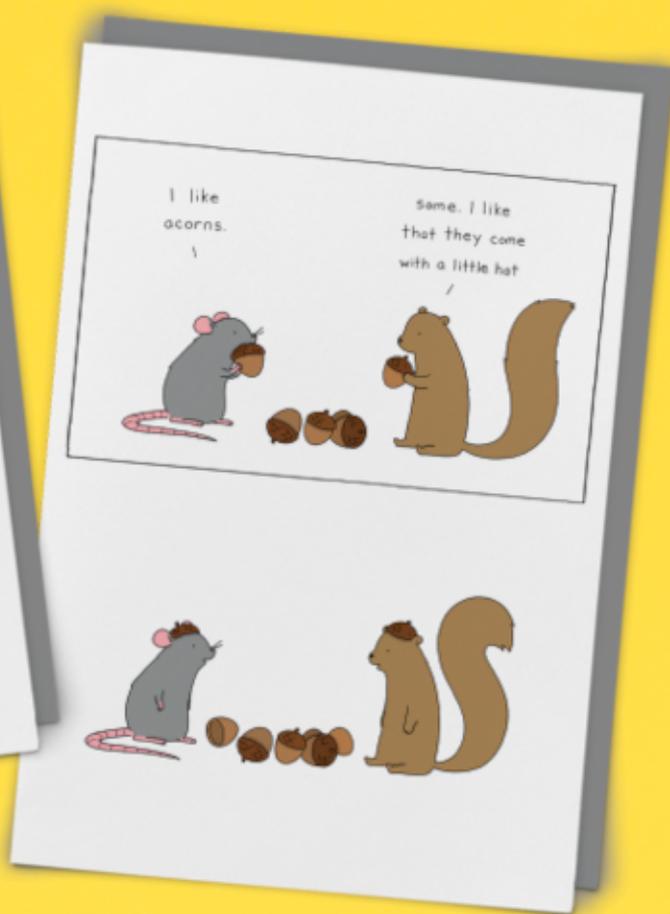
**Award-winning folk
artist Jim Shore**
brings his unique style
to Beatrix Potter's
beloved story
Stock available in June



**Tour our virtual showroom from the comfort of your home office.
Speak to your Area Sales Manager or visit www.enesco.co.uk.**

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Heart-warming animal antics from the little world of liz...



Wedding Season is back!

From silver-plated keepsakes to on-trend accessories and gifts, WIDDOP & Co. has an extensive collection of items sure to make that special day unforgettable. Whether you're looking for a gift for the newlywed couple, a way to show gratitude or a few decorative features, there's something for everyone's taste.



Amore

BY JULIANA®

Taking inspiration from the romance and elegance of Italian style, AMORE BY JULIANA® combines contemporary design with sentimental touches to offer an array of beautiful keepsakes. With a simple yet stunning theme, this range of gifts keepsakes and accessories make perfect additions to any wedding day.

LOVE STORY WEDDING COLLECTION

Employing a muted colour palette of greys, creams and pinks, often with distressed wood designs, Love Story contains a range of accessories perfect for both the home and wedding day. From photo frames to plaques and storage items, these chic accessories can inject a subtle touch of a country cottage or can be used to adopt an entire shabby chic theme.



NO ACCOUNT OPENING PROCEDURE | £200 CARRIAGE PAID | MOST LINES AVAILABLE IN SINGLES

T: +44(0)161 688 1226 | F: +44(0)161 682 6808 sales@widdop.co.uk | www.widdop.co.uk
Broadgate, Broadway Business Park, Chadderton, Oldham OL9 9XE

WIDDOP AND Co.



'Deja New' 2021!!!

Retailing 2021 is finally underway again and early feedback from members is very positive as customers stay loyal to independent retailers, embracing their local community and continuing to #ShopLocal.



In January (just a few days before the closure of non-essential retail), we introduced seven new suppliers to the Cardgains portfolio for 2021. They barely got a chance to show you their wares, so here is a reminder of the suppliers and their fabulous products.

Over the next few pages, there is some information and images so you can have another look at these great new suppliers...

Mulberry Studios, ArtPress, Coral and Mint, Marina B, Scentiment Gifts, The Puppet Company & Umбра.

Mulberry Studios, the home of personalised gift products.

We are delighted to become a supplier to Cardgains and look forward to serving you with our ranges of unique and beautifully designed named gift items. With a programme embracing jewellery, stationery, novelty and children's lines we truly have something for everyone. Moreover, our UK based creative teams are constantly bringing new lines to market.

Personalised products have a proven track record of generating excellent revenue streams for retailers, representing the ideal impulse-buy gift for oneself, friends or family members. Everyone is looking for that special present and what better than a named offer.

All ranges are supported with attractive stands and point of sale that are designed to draw attention whilst being highly space efficient.

We work closely with our retail partners to ensure they achieve strong sales, healthy margins and efficient management of inventory. Our field sales force offer a variety of service levels designed to meet the needs of each individual retailer and our warehouse and head office teams are set up to ensure ease of interaction and speed of order turnaround.

For more information or to arrange a sales visit please contact us at sales@mulberrystudios.co.uk

MULBERRY STUDIOS
• *Innovators of personalised gift products* •

For further information about our full range of products or a sales visit please contact us at
info@mulberrystudios.co.uk
tel: +44 (0)1392 423839

Mulberry Studios Ltd, Ide Village Road, Ide, Exeter, Devon, EX2 9FB. UK
Tel: +44 (0)1392 423839 • Fax: +44 (0)1392 424262 • email: sales@mulberrystudios.co.uk

artPRESS

ArtPress are proud to introduce many new and exciting ranges to Cardgains members, including a fabulous range of notecard wallets featuring our most popular artists.



www.art-press.co.uk

Tel: 0207 231 2923 email: info@art-press.co.uk

©ArtPress Publishing Limited 2021

ArtPress publishes beautifully designed contemporary greeting cards, featuring the work of new and established printmakers, illustrators, fine artists and photographers.

With over 800 everyday designs to choose from, we have cards that appeal to a wide audience. We have designs in both square (6 x 6 inches) and standard (7 x 5 inches) format and have a specially designed spinner option that incorporates both sizes.

In addition, we have the exclusive license to produce cards and notecard wallets on behalf of the Royal Academy of Arts. This is an incredible eclectic mix of artwork spanning over 250 years, featuring timeless imagery from artists such as Turner and Constable, right up to cutting edge artists like Tracey Emin and Grayson Perry.

We have an extensive collection of Spring Season and Christmas ranges and the full range is available to be viewed in catalogue format or online at www.art-press.co.uk

Our portfolio of quirky and eminently stylish designs – all feature the signature ‘eccentric’ style for which ArtPress is becoming synonymous.

[To contact ArtPress, call 0207 231 2923](tel:02072312923)

Launched in 2020 **Coral and Mint** are an affordable, contemporary jewellery brand.

Included within their initial collection is a range of gift boxed greeting cards adorned with minimalist earrings and necklaces.

Currently there are over 100 designs to choose from all of which carry the signature fun and vibrant style with numerous occasions and sentiments covered.

Colour is key to Coral and Mint – hence the name choice - and this flows throughout everything they do, be that in terms of a pop of colour on the Jewellery itself or the gift packaging.

There is no minimum order value and carriage is free on all opening orders for Cardgains members. Display stand packages are also available.

Should you like more information on the collection or would like to receive any samples please contact Kate on 07739 580975.

Alternatively, products can be viewed on the website - for a trade login please get in touch. www.coralandmint.com

NEW CARDGAINS SUPPLIER

CORAL & MINT
DEVON
JEWELLERY CARDS
WITH GIFT BOX

BOXED JEWELLERY GIFT CARDS

WOOHOO!

CONTACT US FOR A BROCHURE

INTRODUCING THE NEW COLLECTION...
STERLING SILVER THREADS

CORAL & MINT
— DEVON —

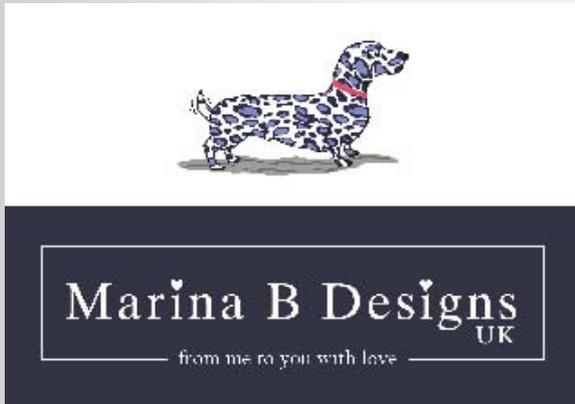
WWW.CORALANDMINT.COM KATE@CORALANDMINT.COM

Marina B was founded in 2014 and since then has been producing bright and unique designs. Each one is made with love by Marina herself from her studio, quietly nestled in the picturesque village of Great Bowden in the heart of Leicestershire. The collections boast some beautiful stockists and are even distributed internationally, showcasing their universal appeal.

Birthdays and weddings, new arrivals and sad goodbyes, are all events that stir emotion and Marina designs each card to reflect those personal, unique occasions.

Contact Marina B on 01858 434462 or email marina@marinab.co.uk.

Please visit the website www.marinab.co.uk



Marina B Designs UK

from me to you with love



for more information on latest offers
email marina@marinab.co.uk, tel 01858 434462
or visit www.marinab.co.uk

Light Up YOUR LIFE
Natural Soy & Vegetable Wax Candles

Thanks a Million
Mothers hold their children's hands for a while - Their hearts Forever

Scentiment GIFTS

Candles to fill your home with a cosy glow and aroma, topped with a personalised message to treat yourself or as a gift for someone special.

Available as packages for your everyday collections in floor stands and counter displays.

DESIGNED IN THE UK

CHEERS MATE!
A new collection of beer glasses with foil trim featuring adult ages.

Celebrate in style with these beautiful handblown crystal glasses for that special birthday. A selection of wine and pint sized glassware that will dazzle in any display.

Chen Chen!
A classic selection of beautiful handblown crystal wine glasses with foil trim and gems.

Supplied in a FREE presentation gift box

Scentiment Gifts Ltd. Unit 4 Shrivenham Hundred Business Park, Watchfield, SN6 8TZ.
Tel: 01793 780722. www.scentiment.co.uk

Welcome to **Scentiment Gifts**, we are delighted to be joining Cardgains and offering you our new concepts.

We launched our business in January 2020 and the great news is, when we were open for business, sales were great, so exciting times lay ahead. As a new business there is only one way to go and sharing our success with Cardgains members is an exciting development in our young Company.

Sentiment Candles

The options here could not be easier – select the candle fragrance of your choice and then the lid to fit the relation or occasion to make that perfect sentiment gift. With a choice of 6 amazing fragrances, there is something for everyone.

Salut Glassware

Our hand-blown Crystal Glasses are a little different from others. With our own unique designs tastefully finished they are a perfect gift for the price. Offering key age collections in both wine and beer glasses and a small statement range to complement.

With a carriage paid order value of £75 and 24 hour turnaround we are also easy to deal with and with national sales cover – we are only a call away, please call 01793 780722 .

Here's looking forward to a great 2021 ☺

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.



info@thepuppetcompany.com | info@wilberrytoys.com
www.thepuppetcompany.com | www.wilberrytoys.com
Tel: +44(0)1462 446040 Fax: +44(0)1462 446041

The Puppet Company are now the largest wholesaler of puppets in Europe with them also being used all around the world.

There is something magical about owning our puppets and Wilberry soft toys, as they capture the essence of what makes a really fine toy, allowing the user to be creative, expand imagination, to entertain and more than anything else – to have fun!

We have built our reputation on our ability to create almost any animal or character into a beautifully made and well-functioning puppet at a very competitive price.

We also create beautiful soft toys through our sister company, Wilberry Toys, which complements our puppet collections and can be purchased as a combined puppet and soft toy order.

With a newly established socially distanced showroom at our office headquarters in Hertfordshire, we would be happy to take you through the ranges at your convenience.

Our friendly and experienced team are happy to assist with any queries, orders or talking you through the ranges.

We know these are extraordinary times and we are doing everything we can to support our retailers.

Please feel free to get in touch to see how we can help on 01462 446040, email info@thepuppetcompany.com or info@wilberrytoys.com

Our websites are www.thepuppetcompany.com and www.wilberrytoys.com

Umbra are a leader in ORIGINAL design across multiple homeware categories. The company was founded over 40 years ago by two boyhood friends who had a passion to make originally designed household items affordable for everyone. Those same principles are as relevant to Umbra today as they were at the beginning.

Our in-house design team create products for many categories; gifts for him, gifts for her and gifts for the home are all in our portfolio and can add increased revenue & profit opportunities for your store.

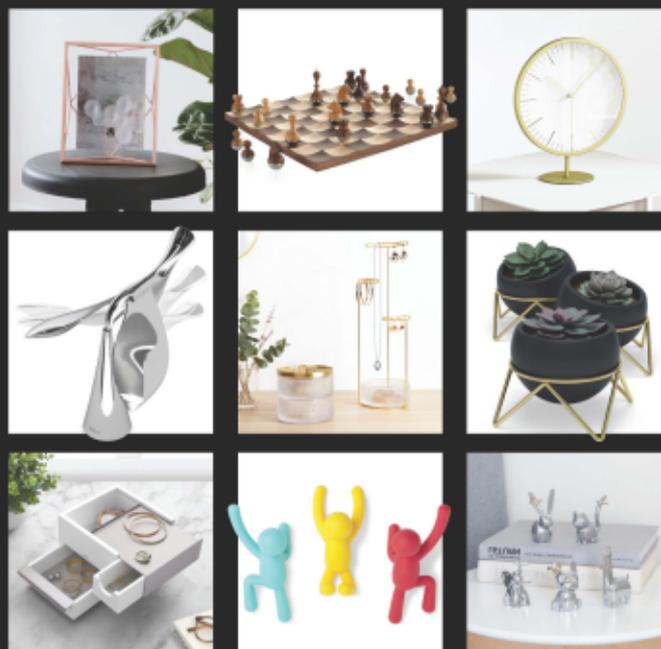
We have a nationwide sales team ready to support your business, who can advise on best sellers, show you best in class merchandising ideas and help with any queries you may have.

We look forward to working with the Cardgains family bringing new ideas and products to your store.



You can CONTACT US on 0031 365 495 522 or e-mail eu.customerservice@umbra.com or visit our website www.umbra.com

We will be more than happy to talk you through our ranges and find the best products for your store.



Umbra was born out of passion for original design and the desire to create products for every home. Driven by innovation, Umbra draws inspiration from the global marketplace, to push the boundaries of original design.

Contact: eu.customerservice@umbra.com
www.umbra.com | Tel: 0031 365 495 422



BRAND NEW
DESIGNS FOR 2021!



15%
DISCOUNT
FOR CARDGAINS
MEMBERS

Pretty and feminine, Daisy Patch is filled with fabulous floral patterns and charming characters in a beautiful colour palette.

Each card is accented by delicate highlights of silver foil. The range includes Open, Occasions and Relations designs.

OUR WEBSHOP IS OPEN
24HRS / 7 DAYS A WEEK

Avocado Designs

paper rose

the art group

For more information please contact: Paper Rose Ltd, Riverside House, Centurion Way, Nottingham NG2 1RW
tel: +44 (0)115 986 0115 | fax: +44 (0)115 986 0116 | email: customerservices@paperrose.co.uk | www.paperrose.co.uk

A
FESTIVE
Wish

 **Jackson's**
www.jacksons-crs.co.uk

Winner of FOUR
RETAS Awards



CHRISTMAS TOWN CARDS 2021

Choose your own
Town Name



Full Colour Inside



New, Sustainably Sourced
FSC Board

Only 43p per card plus VAT
Minimum order only 6 dozen
Gold foil caption

- Orders can be placed Online, via Customer Services, or with a member of our Sales Team.
- Carriage paid on Town Card order of 1 gross or over (Orders less than 1 gross will be subject to an £8.50 carriage charge).
- Additional delivery charges may be levied for deliveries outside the UK Mainland and Scottish Highlands.
- Cards are delivered flat packed and unwrapped.

 **Jackson's**
www.jacksons-crs.co.uk

Head Office: Surbiton Street, Attercliffe, Sheffield S9 2DN Tel: 0114 243 3912 Fax: 0114 242 6840
Free Fax Orderline: 0800 781 4284 www.jacksons-crs.co.uk
Customer Services Direct Line: 0114 280 0555 Email: Info@jacksons-crs.co.uk



ALL FEATURED DESIGNS & LOGOS ©2021 CBG LTD

FREE GIFT DRESSINGS PACK*

CODE:
HPDRESS

*WITH EVERYDAY ORDERS WORTH £250 OR MORE WHILST STOCKS LAST. ONE CODE PER CUSTOMER. AVAILABLE 1ST - 31ST MAY 2021. T&C'S APPLY.

FOR FURTHER DETAILS EMAIL: INFO@CBG.CO.UK OR PLACE YOUR ORDER ONLINE: WWW.CBGTRADER.CO.UK

HOTCHPOTCH
— love from london —

WWW.CARTEBLANCHEGREETINGS.CO.UK

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

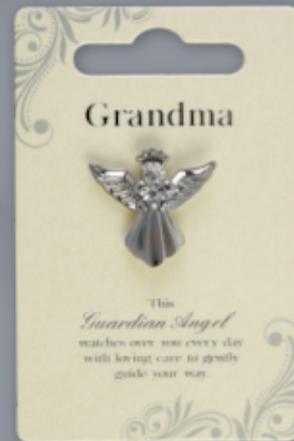
[FB @HOTCHPOTCHCARDS](https://www.facebook.com/hotchpotchcards)



Your own Guardian Angel



New lines
and designs
available!



Spinner
Available!



Say thank you to our
HEROES
with our new lines



To become an official Guardian Angel stockist get in touch with our sales representative today!

+44(0) 20 8756 7793 | sales@xpressionsgifts.co.uk | <https://www.xpressionsgifts.co.uk>

Follow us on social media Facebook - XpressionsGifts Instagram - xpressions4u_uk

IDS CONSULTANTS LIMITED – RETAIL ADVISER TO INDEPENDENT RETAILERS

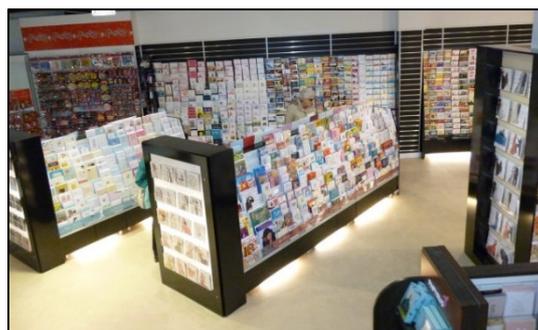
As a Cardgains member, could you use the services of a retail consultant?

Are you thinking of a partial or full refit for your shop?

Are you perhaps looking to open a new outlet?

Could you use a fresh pair of eyes in your shop?

Would you like help and advice on Cardgains suppliers, product mix or your shop layout?



Early projects with Cardgains included the 'From The Heart' concept, helping to bring the idea to a reality. This included all aspects from the drawing board stage to store opening.

25 years of experience has delivered over 500 projects, with over 50 of those being 'From The Heart' stores.

For further information and retail advice, contact Ian on 07836 595207 or ian@i-d-s.co.uk



Cardgains Accounts Team are available from 8.30am until 5.00pm Monday to Thursday and 8.30am until 1pm on Fridays. Your statement shows you who your designated book-keeper is, and they can all be reached on 0114 249 0333.



Steve



Debbie



Pam



Nicola



Melanie



Deborah

| 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 |
| Deborah Beedham | Credit Controller | deborah@bridewelluk.co.uk |

carte blanche
greetings ltd®

All Wrapped Up!

Spend **£250** on Everyday products during May to receive a **FREE** **ME to You**® dressings pack worth **£50.40** RRP or a **FREE** **HOTCHPOTCH** dressings pack worth **£63.00** RRP*



*T&Cs apply. Available on Everyday Orders worth £250 or more whilst stocks last. One code per customer. Available 1st – 31st May 2021.

Use code **MTYDRESS** or **HPDRESS** at cbgtrader.co.uk or speak to your Business Development Executive for more details.

carte blanche
greetings ltd®

www.cbgtrader.co.uk

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