

CARDGAINS

NEWSLETTER
DECEMBER 2023



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Welcome to December!

"It's Christmastime, there's no need to be afraid!" With only a couple of weeks until the big day, I'm sure I can hear the tills working overtime with Christmas sales across the country.

Finance Director

I am pleased to announce that Helen McManus has been invited to join the board of directors in the role of Finance Director and has accepted the position. Helen has already made some important changes to the financial systems in place at Cardgains and we will strive to continue moving forward with our positive strategy. Find out more about Helen inside the back page.

E-marketing

I am thrilled to introduce you to the latest member of the Cardgains Team. Sam Thornicroft has joined us in an e-marketing and social media role.

Sam has a wealth of knowledge and expertise in this field and has previously worked in the industry for many years. Sam will be working part-time remotely but is very much part of the team. Welcome Sam!

Our X (Twitter) name is now [@cardgains](#), Facebook is also [@cardgains](#) and we are on Insta [@cardgainsltd](#). If you were following Cyril Service please now add 'Cardgains' to your lists instead.

New Suppliers 2024

I'm excited to bring several suppliers to the portfolio, who are live and ready for your orders. The new suppliers so far are Letterbox Love, Ohh Deer, The Gifted Stationery Company, Sooshichacha, Pink Pig and rejoining us is Lucilla Lavender, with more in the pipeline.

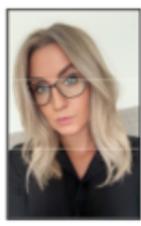
All the new suppliers have an introductory advert in this newsletter, with a full-page launch in January. Members can place orders straight away.

In your envelope is a 'New Supplier' form showing all the new suppliers during 2023 and for 2024. If you are trading with them and would like to transfer to Cardgains please indicate on the form. Similarly, if you would like contact from anyone, please also tick the box. The form can then be posted or scanned and emailed to Ian Powis ian@bridewelluk.co.uk

Word on the Street

Rachel, The Baobab, "Refreshingly busy!"
Stephen & Joanne, Signatures FTH, "We are still here thanks to help from Cardgains!"
Marion, Best Wishes, "We are lucky Garstang has regular local and tourist customers, so business is good!"
Lisa, The Wishing Well, "Very mixed and weather dependent. Overall, ticking along!"
Anna, Giftanza, "Trade is up this year and we are looking forward to a good Christmas!"
Michelle, Whickham Cards & Gifts, "Things are going OK at the moment!"
Sarah, High Tide, "Holding our breath! Sales are holding up!"
Tracey, Kado, "Slow & Steady!"

Thank you for reading and I would like to wish you all a very merry Christmas and a happy, healthy, and wealthy New Year! As always, "Thank you for your continued support"! Penny



Name	Cardgains Sales & Marketing Team	Email	Mobile
Penny Shaw	Managing Director	penny@bridewelluk.co.uk	07810 510090
Kerry Barrett	Marketing Assistant	kerry@bridewelluk.co.uk	0114 249 0333
Sam Thornicroft	E-marketing & Social Media		
Jim Girvan	Sales Executive - Scotland & NW	jim@bridewelluk.co.uk	07810 558926
Alan Harwood	Sales Executive - South	alan@bridewelluk.co.uk	07717 447450

New Suppliers December 2024

Following months of communication, meetings and planning we are thrilled to announce the new suppliers joining the Cardgains portfolio for 2024. You'll see there is a great mix of new products available now through your Cardgains account. More details will follow next month. You can trade with them straight away! Also, you can complete the contact/transfer sheet enclosed and we'll sort out a transfer or contact from them.

Pink Pig publishes bright cheery greeting cards on beautiful board to create a burst of colour on your shelves. The piggies will be celebrating **10 years** in business in January 24! They'll be celebrating with lots of gorgeous new designs at Exeter 'Giving and Living' and 'Scotlands Trade Fair'. With over 50 ranges, including Welsh, and Scottish titles, Christmas, Occasion, and Spring seasons- there are well over 1,000 designs to choose from.

Our best selling fun '**Three Up**' range includes cards featuring male and female sports and hobbies, and we have now extended these as a brand new range '**OneUpmanship**' with fun titles and silly puns for extra sellability!

We've a brand new range of **giftwrap** in the most gorgeous zingy colours- the quality is fabulous! Best of all – you can order in single sheets to try out.

Our cards are printed in **UK** on beautiful 350gsm board – (FSC accredited).

Available in packs of 6 with eko clasp, naked, or with cello wrap. **7.5% discount** for Cardgains members.

Ask for a brochure or order direct online. info@pinkpigcards.co.uk www.pinkpigcards.co.uk

Telephone: 07795 574548



From our base in the beautiful city of Bath, *The Gifted Stationery Company* create a wide range of stationery that people love to buy.

As a team we have many years of publishing experience, bringing great ideas to retailers that are on trend and in high demand. Each year we introduce new, on-trend designs, developed by our in house team and produce over 500 new products across stationery, calendars and diaries.

We love meeting new customers & presenting our brilliant ranges so call us on 01225 442608 or drop us an email and we'll arrange a meeting with you.



Lucilla Lavender Ltd was established in 2008, and is focused on creating popular and memorable greetings card designs that people love. We currently offer 24 everyday ranges, together with a varied selection of children's and adult age ranges and some wonderful occasions designs. Our efforts are focused on extending our best-loved ranges (such as Human Bean, Little Quirks, Anna, Shiny Happy and Thrills and Spills), and on developing a number of new everyday ranges each year to maintain our constantly-evolving offering. In 2023 we also launched a collection of five ranges of smaller-sized cards (108 x 148mm) under the 'Petite' brand umbrella and we also offer a selection of smaller-sized spinners to accommodate them. Our minimum order for carriage paid is 150GBP and our cards are printed in the UK on FSC accredited board. They are individually cello-wrapped, unless requested otherwise. Telephone 0203 405 1410 or our wonderful agent network. www.lucillalavender.com



Letterbox Love is a jewellery gifting business run by a husband and wife team, founded during the first national lockdown. Fast forward to today, and they are proudly stocked in gift shops all over the world. Letterbox Love is known for their affordable and meaningful jewellery gifts, with a special focus on wish bracelets. Each bracelet comes with a heartfelt poem, written by co-founder Kerry, making each bracelet truly unique. Letterbox Love is excited to introduce new collections for 2024, including a brand-new seeded wish bracelet range and dazzling earrings. Cardgains members can receive an exclusive 7.5% discount across all loaded stands and collections with Letterbox Love. For a free trade catalogue, please email info@letterbox-love.co.uk or call Kerry & Liam on 01773 475760



We are an independent 5-star rated greeting card and stationery publisher based in the UK.

Come to us for humour and contemporary designs, exclusive licenses with fantastic artists and great collaborations with brands like Cath Kidston.

What's more, our stationery game is on point with best-selling ranges of daily planners, notebooks, diaries and the new luxe *Kaleido* range.



Telephone: 01509 812075
www.ohhdeerwholesale.com

Scan to see our catalogue.

OHH DEER

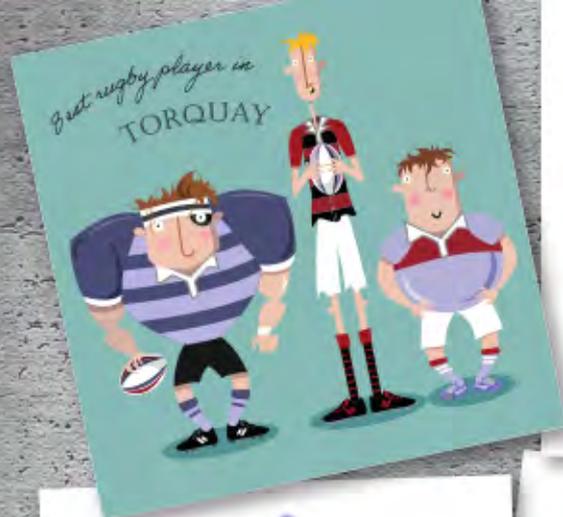
HELLO DAHLINGS! I'm Philip, and my wife, Lucie and I founded Sooshichacha in 2008. We've been supplying retailers with greeting cards, gift wrap and gifts for the last 15 years and we're delighted to announce we've now joined the Cardgains Supplier Portfolio and look forward to introducing our products to YOU, all the 'Absolutely Fabulous' Cardgains members.

If you haven't worked with us before we're a 'Henries' multi award winning publisher and produce colourful, quirky and humorous cards which still appeal to the mainstream but have a unique look that adds a striking visual point of difference to any retailer's display. We're offering a 10% discount to all members and if you'd like a copy of our latest catalogue, please email us at info@sooshichacha.com.

You also need to check out our cool range of Tattoo Cards. Do you remember the tattoo transfers we used to stick on our arms and wet the backs of when we were kids? We've launched a range of cards each of which comes complete with a tattoo transfer attached to the front to be removed and worn with pride. There are children's ages tattoos and some cheekier, fun ones for us grownups.

Bye for now!





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Pink Pig is so excited to join Cardgains!



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To order: www.lucillalavender.com or call 01773 495 7472



We're thrilled to introduce Letterbox Love to the Cardgains community. As passionate creators of meaningful jewellery gifts designed to celebrate, comfort, and empower, we're excited to offer something special for your shops.

Here's what you can look forward to:

- An exclusive 7.5% Off discount just for Cardgains members!
- Meaningful & Affordable Jewellery Gifts
- A low MOQ of just £100, making it easy to get started.

Request a trade catalogue

01773 123456 | info@letterbox-love.co.uk

www.letterbox-love.co.uk



fabulous

NEW COLLECTIONS
FOR 2024



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FOR FURTHER DETAILS ON ANY OF OUR
COLLECTIONS CONTACT YOUR BUSINESS
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Case Studies - Qualatex® Balloons

Store Name & Location:

Wishes - Cockermouth, Cumbria

Manager:

Victoria Robinson

Tell us about your store

Our store is situated on the high street in our market town of Cockermouth. Our main product and speciality is greetings cards, but we also sell gifts and balloons.

What are the benefits of selling balloons, for your business?

Selling balloons does bring in customers who might have picked up a card elsewhere. We have also built up a reputation with our balloons, we try very hard to differentiate our balloons from the average supermarket or Card Factory.

What prompted you to work with Pioneer Europe / Qualatex balloons as a partner?

Qualatex was recommended to us by other businesses and the Qualatex Balloon Boutique package and training was the perfect entry point when starting retailing balloons from scratch.

Would you recommend adding balloons to your store to other Cardgains customers?

Absolutely! Adding balloons to your business can increase transaction value and draw in new customers. It's a product you can build on over time, introducing new designs and grow with your customers.

The key is offering a point of difference from other balloon sellers in your area, which was achievable with the product and support we received from Qualatex.



Store Name & Location:

Reflections - Nantwich, Cheshire

Owner:

Maxine Nield

Tell us about your store

We are a high street card and gift shop, offering cards, candles, gifts and balloons. About 10% of our store space is given over to balloons.

What prompted you to start selling balloons?

Market trends!

What are the benefits of selling balloons, for your business?

Balloons are fairly important to us now, with around 10% of our sales coming from balloons directly. Adding balloons helped to grow our overall business by adding interest to the shop, and increasing footfall.

What are the key selling seasons for you?

Birthday is our main sales area. Other occasions and seasons are a bonus!

What do you like about the Qualatex range of balloons?

Qualatex offer direct delivery and have a good product range to choose from. The training and marketing materials available also help us keep up to date with trends.



Interested in finding out more? Contact Kevin at kevin.thain@qualatex.com to arrange an initial chat!

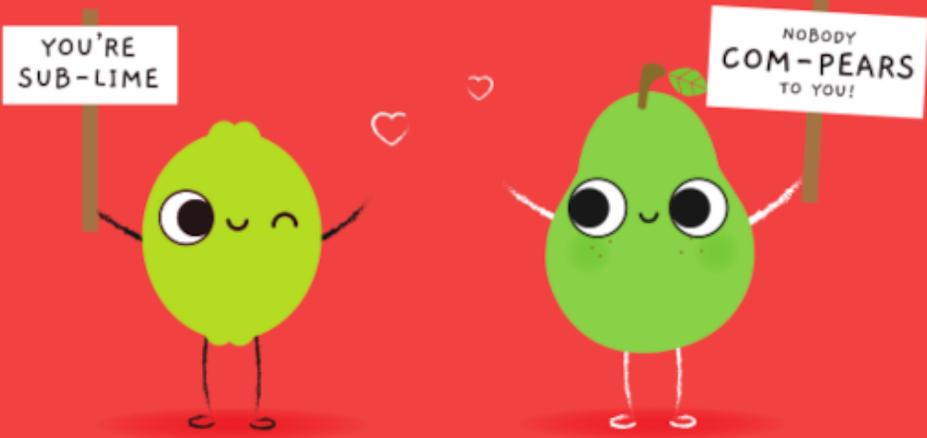




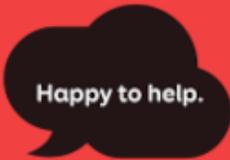
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Thursday 25th January

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Spring 2024

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£500 ono (over £1300 new).

Please ring 01925763583 or 07753 109235

Finance Director

We are thrilled to announce that Helen has been promoted to Finance Director with immediate effect.

Helen has brought a wealth of knowledge and financial acumen to our company and has already made some significant changes to the systems at Cardgains.

Helen says, "I joined Cardgains in May this year and have had such a warm and welcoming introduction into the card and gift industry. Everyone I have met at the trade shows and events has been generous, positive, and welcoming. I started on my journey in accounting more than 30 years ago and have a wealth of experience in assisting small and medium sized businesses with their accounting processes and pride myself on being able to interpret the numbers into English for the benefit of less numerate stakeholders.



I am delighted to be able to bring this expertise to Cardgains and look forward to working closely with Penny, the Bridewell UK Directors, and the friendly team here in Sheffield in order to continue to manage the finances for the benefit of our members and shareholders.

Please feel free to email me directly should you wish to reach out."

Cardgains Accounts Team

The team is here to help with any of your account queries. Please email or call 0114 249 0333 and press 1 for Accounts!

Christmas Closure

We will close at 1pm on Friday 22nd December and reopen on Tuesday 2nd January 2024.

We wish all readers positive continued trading and a very Merry Christmas and a Happy New Year!



Debbie



Nicola



Melanie



Deborah

Name	Accounts Team	Email	Telephone
Helen McManus	Finance Director	helen@bridewelluk.co.uk	0114 249 0333
Debbie Levick	Manager + selected accounts	deb@bridewelluk.co.uk	
Nicola Buck	C1400-C2380	nicola@bridewelluk.co.uk	
Melanie Craine	C002 - C1399, C2381 onwards	mela@bridewelluk.co.uk	
Deborah Beedham	Credit Controller	deborah@bridewelluk.co.uk	

EVENT SHOWCASE

Spring 2024 Launch

at the Widdop and Co. Showroom



We have created our very first seasonal newsletter, which showcases a taste of what to expect to find, we hope it inspires you to make a trip to our exciting showrooms this January 4th. Our doors will be open from 9 am where the sneak peaks showcased in the newsletter (scan QR code below for the full newsletter) will be available to view and order.

4th Jan
SPRING '24

As the market moves ahead and trends develop, so do our brands. We have some really exciting developments that you won't want to miss! We have catered for the seasonal peaks of Mother's Day and Confirmation season with newness across our sentiment and occasion showroom.

Our brand development team are continuously refreshing our Everyday Gifting collections. We particularly love the homeware additions to our Best of Breed range, whilst our Country Living collection will now take us beyond the garden with new outdoor textiles and picnic accessories.

"We have some really exciting developments that you won't want to miss!"

Our fantastic licensed portfolio continues to expand and we are incredibly proud to introduce the most intricate and considered gifting around, under the licenses of Baby Shark and Peppa Pig. And we haven't stopped there! Our most celebrated category, Clocks, has received an overhaul and we're confident you will love our new brand launch.

Come along to find out what all the fuss is about! See below for event perks, and book in today using the QR opposite.



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