

# CARDGAINS NEWSLETTER

APRIL 2024



NIEDEREGGER  
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..AND IT'S AVAILABLE FROM THE GOOD PEOPLE AT SARUNDS

FOR MORE INFORMATION OR TO REQUEST A BROCHURE,  
PLEASE CONTACT US ON 01258 450200 OR EMAIL [SALES@SARUNDS.CO.UK](mailto:SALES@SARUNDS.CO.UK)

## SARUNDS



SPECIALISTS IN FINE CONFECTIONERY

## Welcome to April!

At last it feels like Spring has sprung, with the days becoming longer and warmer, not before time! We've got a busy few months ahead.

### Trade shows, exhibitions and events 2024

At Cardgains, we're committed to making continual positive changes and implementing new strategies for the benefit of members, shareholders, and suppliers.

With this in mind, we are really 'putting ourselves out there' this year and have signed up to various shows and events. After attending the Gift Association's fabulous 'Women in Gifts' event on the eve of International Women's Day last month, we are booked in for a busy year, kicking off with three events in May.

The first is the National Federation of Sub-Postmasters Show on the 12<sup>th</sup> May at Warwick University where we are hoping to meet lots of positive post office people, following the recent media frenzy.



The second is The London Stationery Show on the 14<sup>th</sup> and 15<sup>th</sup> May. This show was acquired by Max Publishing last year and we hope that this year's show will be packed with new ideas, suppliers and plenty of visitors. Once again, members will be able to collect their free month management charge voucher at each show.

Finally in May, we are attending The Gift Awards, incorporating The Greats gift retail awards & The Giftware Association's Gift of the Year (GOTY) awards, which take place on the 16<sup>th</sup> May.

Cardgains is sponsoring the 'Home Fragrance' category. Good Luck to all the finalists.

Please see inside this newsletter for more details and information.

Next month we will be at PG Live. Inside is a taster advert for you to peruse, and next month you'll have more details and your £50 voucher to spend with a supplier at the show.

### New suppliers

In addition to the three new suppliers introduced last month, we now have another supplier who has joined us in April.

Tilnar Art, which stands for 'This Is Life Not A Rehearsal', and Azeti Interiors have revolutionised the perception of home accessories from Africa and now India, into one that can be mainstream without losing its place in today's home.



Each product is carefully selected to ensure it is environmentally friendly, plastic free, handmade and Fair Trade. They have searched across the world to ensure that you receive a high-quality product that is beautiful, handmade, unique, plastic free and profoundly different to others in the marketplace.

All four new suppliers are advertising this month, so please make sure you check them out and request contact or transfer your account to Cardgains.

### New feature

Opposite this page, you'll see a new addition to the newsletter. I'd love to hear feedback from members who can help other members on any number of topics. If you feel you have an experience to share or just want to have your say, please email me your initial thoughts and I'll get in touch to have a chat and develop them with you. You can be named or anonymous! I hope the new 'Member To Member' feature will take off and be a 'go to' page for others to share in.

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



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## CALLING ALL MEMBERS!

How would you like to hear from other members on a regular basis?

Which topics interest you to talk about? Current or past?

What burning questions do you have for your fellow members?

Can you tell us about your own experiences and offer advice?

How would you like to be more involved in Cardgains?

What interesting events do you feel are valuable for other members?

Here is your chance to have your say!

Please email your thoughts to [penny@cardgains.co.uk](mailto:penny@cardgains.co.uk)

Alternatively give Penny a call at Head Office on 0114 249 0333.

We'd love to hear from you and share your thoughts and comments.

**PLEASE TALK TO US AND SHARE YOUR OPINIONS WITH OTHER RETAILERS!**

**We'd also love to hear your referrals! Who do you know who would also benefit from Cardgains membership?**

**There's a free month's management charge in it for you! \***



### Market Leading Suppliers

Over 90 suppliers covering all categories within greeting card and gift retail outlets.



### Preferential Trading Terms

Member exclusive discounts negotiated to exceed those normally available.



### Retro Bonus Scheme

In addition to discount, we offer a retro bonus scheme up to 2.5% of turnover.



### Marketing Activity

Monthly newsletter, special promotions, what's-hot updates, social media content.



### Operational Efficiency

Simple ordering and invoicing system operating on a monthly cycle.



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 0114 249 0333  
 [info@cardgains.co.uk](mailto:info@cardgains.co.uk)  
 [www.cardgains.co.uk](http://www.cardgains.co.uk)

Follow Us on Social



\* Following three month's successful trading for referral

**M2M**  
Member  
to  
Member

# THE GREATEST CARD SHOW ON EARTH



## Progressive **greetings** LIVE 2024

4-5 June

Business Design Centre London



Cardgains team will be at the show on Stand 441. Please go and say hello to Penny and Helen - and you will receive a month's free management charge for checking in with them!

## Some very good reasons why you, as a Cardgains member, should go to PG Live...

**The Products...** be inspired by the thousands of fabulous new designs from over 200 companies.

**A Free £50 Voucher...** This year all Cardgains members will receive a £50 voucher to spend with any Cardgains' suppliers exhibiting at the show! (The actual voucher will be included in next month's newsletter, so look out for it!)

**The People...** meet the people behind the brands, catch up with fellow retailers, agents and reps.

**The Vibe...** enjoy the great buzz of this super friendly show, with free lunch, refreshments and an opening night party.

Progressive  
**greetings**  
LIVE 2024  
4-5 June  
Business Design Centre London



Your name: \_\_\_\_\_  
Shop name and location: \_\_\_\_\_  
Cardgains number: \_\_\_\_\_  
Email: \_\_\_\_\_

# £50

Your Cardgains Voucher

This voucher entitles every Cardgains member to £50 off an order placed at PG Live with any of the official Cardgains suppliers who are exhibiting.

These include: Abacus Cards, Bexy Boo, Carte Blanche Greetings, Deva Designs, GBCC, Grass Roots, Letterbox Love, Ling Design, Lucilla Lavender, Marina B, Nigel Quiney Publications, Ohh Deer, Pango Productions, Paper Rose, Paper Salad, Paperlink, Penny Kennedy, Rainbow Designs, Redback Cards, Sooshichacha, Special Editions, Tracks, UK Greetings, Widdop & Co and Woodmansterne.

\*Orders can be placed at the show with the 'Verbs in' Wishes salesperson on the stand.

Note to supply: This voucher must be redeemed during the show, by presenting it at the organiser's office before the show closes at 4:30pm on Wednesday 5 June 2024.

### The Cardgains suppliers exhibiting at PG Live 2024 include...

Abacus Cards, Bexy Boo, Carte Blanche Greetings, Deva Designs, GBCC, Grass Roots, Letterbox Love, Ling Design, Lucilla Lavender, Marina B, Nigel Quiney Publications, Ohh Deer, Pango Productions, Paper Rose, Paper Salad, Paperlink, Penny Kennedy, Rainbow Designs, Redback Cards, Sooshichacha, Special Editions, Tracks, UK Greetings, Widdop & Co and Woodmansterne.

## SAVE THE DATE

### Don't miss PG Live 2024

Tuesday 4 June - Wednesday 5 June  
Business Design Centre, London  
+44 (0) 7734 111633  
www.progressivegreetingslive.com  
@PGLiveLondon  
#pglive2024

A fabulous exhibitor line-up, from brand new start-ups to well-loved brands  
An upbeat vibe, newness galore - and free refreshments, lunch and opening night party  
CELEBRATING THE BEST IN OUR INDUSTRY - THE PRODUCTS AND THE PEOPLE  
Registration is now live at:  
[www.progressivegreetingslive.com](http://www.progressivegreetingslive.com)

# LONDON Stationery SHOW

ARTS • CRAFT • PAPER • WRITING

14-15 MAY 2024

**BUSINESS DESIGN CENTRE**  
ISLINGTON, LONDON

‘Greetings retailers cite stationery as a top product area for their diversification in 2024.’

*PG Retail Barometer*



## Register Today!

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

To discuss exhibiting, please contact Chantelle White: [chantellew@max-publishing.co.uk](mailto:chantellew@max-publishing.co.uk)



Max Publishing, United House, North Road, London, N7 9DP

LONDON  
Stationery  
SHOW

## CELEBRATING 10 YEARS

When Sienna Glass Ltd kicked off a decade ago, it wasn't a grand plan but a stumble upon some striking glass pieces during a search for another project. The allure of these exquisite glass products was undeniable, and before we knew it, we were knee-deep in the glassware business. The idea for our venture sprouted during a hiatus from regular work to care for elderly parents. With time on my hands and a flurry of product concepts swirling in my mind, I delved into a mail-order business for glass giftware. Eventually, with the help of my daughter Hanna, fresh from her business studies, and our fabulous team, Sienna Glass Ltd came to life.

Since those early days, we've navigated the typical hurdles of growth, from commandeering the kitchen table as a small mail order business to moving into our own warehouse and becoming a wholesale business offering the Sienna Glass brand globally. Factor in the Brexit saga and the curveball of Covid, and it's been quite the rollercoaster ride.

Our product line is a testament to the artistry of our skilled artisans, with each piece meticulously crafted. From signature items like friendship balls and hearts to an array of gifts for every occasion imaginable, we aim to provide timeless keepsakes that resonate with our customers.

In terms of design, we're constantly brainstorming and staying abreast of home and garden décor trends. Collaboration is key, so if anyone has suggestions, we're all ears—just drop us an email.



What sets us apart is our retail-centric approach. Understanding the challenges retailers face, we've tailored our packaging to be both eye-catching and protective, with low minimum orders and individual item purchases to facilitate quick restocking.

To celebrate our 10th year in business we are running a variety of promotions throughout the year. The time has flown by. I don't think we could ever have imagined with those first few products, that we would grow to have a catalogue of over 400 products supplying outlets globally. We have met some lovely people along the way and value each and every one of our customers.

We look forward to the future and envision an evolving range of high-quality glass giftware, offering retailers an enticing opportunity to boost sales and profits.



### WE OFFER:

- NO MULTIPACKS
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@SIENNAGLASSUK

WWW.SIENNAGLASS.COM



# CHRISTMAS TOWN CARDS 2024



**NEW**  
Sustainably Sourced  
Board

Choose your own  
Town Name



Full colour inside.

**Only 46p per card plus VAT**  
**Minimum order only 6 dozen**  
**Gold foil caption**

- Carriage Paid on Town Cards orders on 1 gross or over (orders less than 1 gross will be subject to a £8.50 carriage charge)
- Additional delivery charge may be levied for deliveries outside UK Mainland and Scottish Highlands
- Cards are delivered flat packed and unwrapped



## Gift Packaging Collection

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CARDS LTD



# Sympathy & Get Well

A brand new collection of Get Well and Sympathy designs covering Relations and General titles.

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All designs supplied with luxury foil and full colour inserts.



Featuring designs from our award winning range.



New 2024 brochure available now!  
Over 1300 designs.



All designed and manufactured in the UK.

# Tilnar Art

I thought before I bought ✓

♻️ Eco-friendly - recycled & recyclable

♻️ Fairtrade & handmade by Indian craftsmen



## NEW SUPPLIER TO CARDGAINS

Tilnar Art is excited to be a new supplier to Cardgains, Tilnar Art is a supplier of fair trade and handmade products which include new Funky Mini Heart Bowls & Dishes, Hearts and beautiful Keyrings in a vast array of wonderful colours and shapes!

### 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)

# LILY-FLAME

New to Cardgains- Lily-Flame's Feelgood Fragrances, are loved and trusted by Stockists and Customers alike, Since 1994. Vegan, Recyclable and Made in the UK by Real Candlemakers.



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# TOO GLAM

TO GIVE

*a damn!*



# Rapture

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# NEW DESIGNS FOR 2024



Fabulous new designs on tried and tested products, designed with you and the planet in mind.



## 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!

### Dog Leads

2 SIZES AVAILABLE

2 of each size x 6 Designs:

Trade £5.00 SSP £11.99

Trade €5.81 SSP €13.95

AVAILABLE  
IN JUNE!

### Dog Collars

3 SIZES AVAILABLE

2 of each size x 6 Designs:

Trade £3.33 SSP £7.99

Trade €3.73 SSP €8.95

### Bandanas

1 SIZE AVAILABLE

2 of each size x 6 Designs:

Trade £2.08 SSP £4.99

Trade €2.48 SSP €5.95

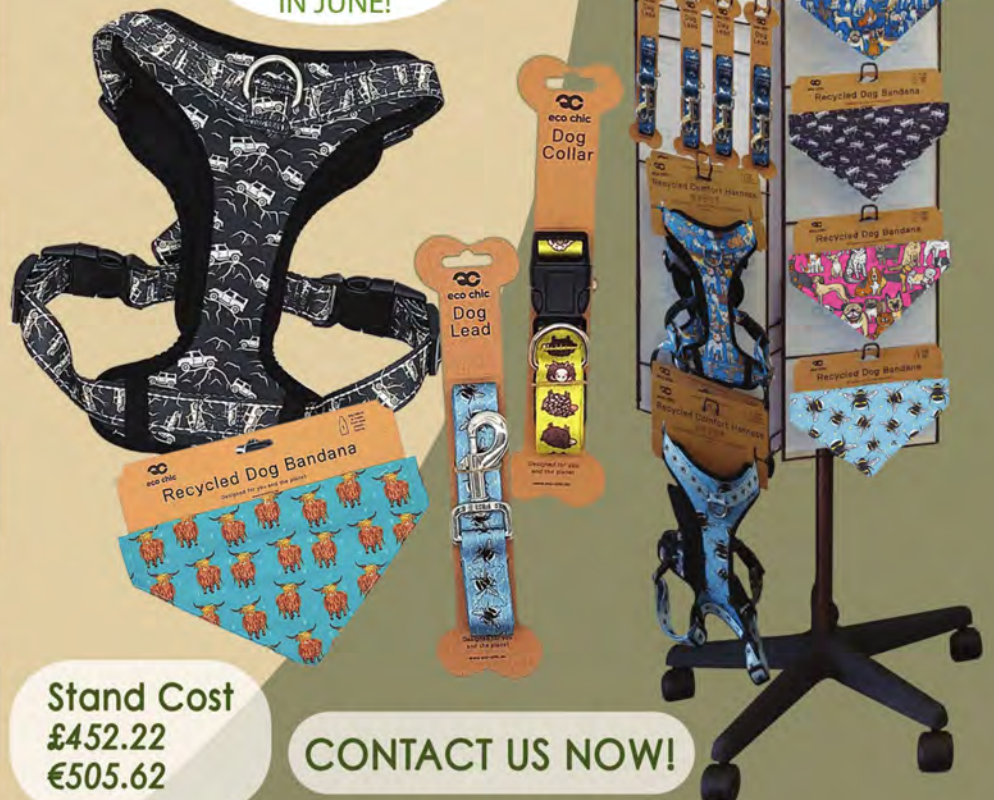
### Harnesses

3 SIZES AVAILABLE

1 of each size x 6 Designs:

Trade £10.41 SSP £24.99

Trade €11.23 SSP €26.95



Stand Cost  
£452.22  
€505.62

CONTACT US NOW!

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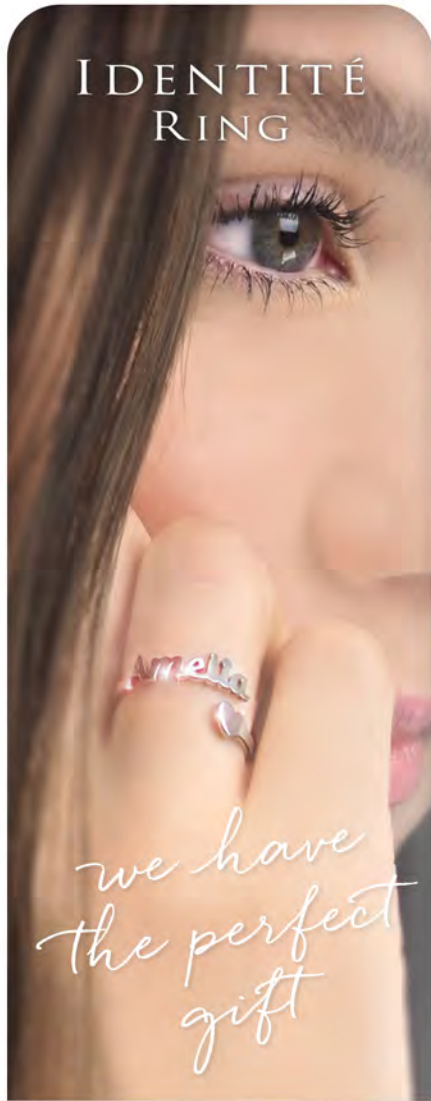
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Gold Winner 2023



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icgcard fb



A collection of 13 action filled designs for Birthdays

# HOTCHPOTCH

— love from london —

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INTRODUCING



# HOTCHPOTCH

— love from london —

NEW

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PLACE YOUR ORDER ONLINE: [WWW.CBGTRADER.CO.UK](http://WWW.CBGTRADER.CO.UK)

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

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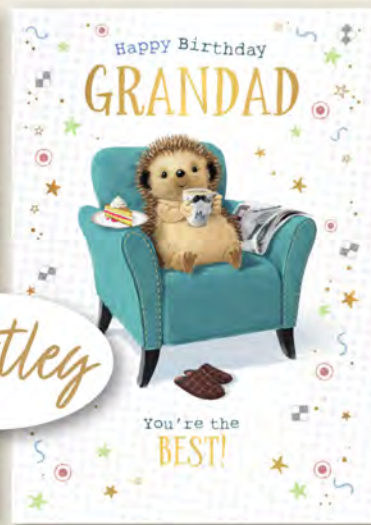
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**Cardgains Accounts Team**

We are here to help with any of your account queries.

Please email (our details are shown below) or call 0114 249 0333 and press 1 for Accounts!

The team is here from 8.30 – 5.00 on Monday to Thursday and 8.30 – 1.00 on Friday.

**Member Bonus**

All member bonuses have now been allocated to the members account or paid as instructed.

For members who have requested shares, these will be issued when more shares become available.

**Management Charge**

Member management charge will be increased by £1 from April. This is shown on member statements.



Helen



Debbie



Nicola



Melanie



Deborah

Name	Accounts Team	Email	Telephone
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Melanie Craine	C002 – C1399, C2381 onwards	<a href="mailto:mela@bridewelluk.co.uk">mela@bridewelluk.co.uk</a>	
Deborah Beedham	Credit Controller	<a href="mailto:deborah@bridewelluk.co.uk">deborah@bridewelluk.co.uk</a>	

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