

CARDGAINS NEWSLETTER

October 2025

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WINNERS

FIRST CLASS PROMOTION
150 first class stamps



The Wild Card



Maple Gifts



Best Wishes



Welcome to October 2025!

It looks as though Autumn has swept in given the frosty mornings, though the sunny days are still hanging in there from time to time!

Christmas

Many product deliveries are complete as we career headlong into the Christmas trading period. Suppliers are reporting good Christmas sales and retailers are also confirming robust trading. I hope everyone has a great October with buoyant trading across all occasions, as well as the start of Christmas!

The Henries

By the time you're reading this the industry awards evening will be but a distant memory of Abba-tastic fun! I'm sure you will have seen all the winners on our various social media platforms and via Progressive Greetings.

Words from IC&G as they Celebrate First Class Retailers Across the UK

This festive season, IC&G is proud to celebrate the winners of our First-Class Promotion – a special initiative created to support independent retailers and their customers during what continues to be a challenging time for our industry. With ongoing pressures from Royal Mail and increasing demands on retailers at Christmas, we wanted to introduce a small but meaningful gesture of support.

The competition was simple but impactful: the first 150 customers purchasing an IC&G Christmas card in each participating shop would receive a first-class stamp completely free of charge - helping them spread Christmas cheer to friends and family without the added cost. This incentive not only rewards loyal customers but also helped drive footfall into shops during the busiest trading period of the year.

We're thrilled to congratulate our incredible winners:

Best Wishes, Ellon, Aberdeenshire. **The Wild Card**, Wokingham and **Maple Gifts**, Porthcawl, Wales

Each of these independent retailers has demonstrated remarkable dedication to their customers and local communities, helping keep the tradition of greeting cards alive. Their smiling faces can be seen on the opposite page.

At IC&G, we're passionate about supporting independents across the UK, not only through initiatives like the First-Class Promotion, but also by working closely with retailers to create eye-catching displays, deliver high-quality products, and provide resources that help shops thrive.

Simon at The Wild Card said:

"We're delighted to see - and of course win - IC&G's recent promotion, which has been designed to support both independent retailers and consumers alike. At a time when local businesses need strong, practical backing, initiatives like this not only drive sales but also strengthen the relationship between retailers and their communities. It's great to see a brand putting real thought into how it can benefit the entire supply chain, and we believe the industry needs more of this kind of forward-thinking approach."

Christmas is a vital season for our industry, and this campaign reflects our ongoing commitment to standing shoulder-to-shoulder with those at the heart of the greetings card trade. Congratulations once again to our First Class Winners - and a heartfelt thank you to every independent retailer who continues to support IC&G. Together, we're making this Christmas truly First Class!

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



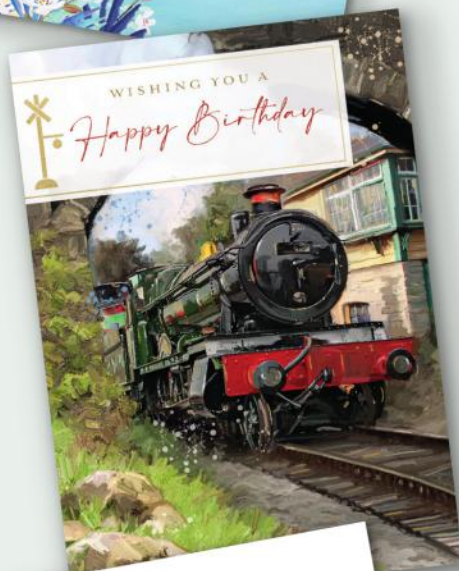
Name	Cardgains Sales & Marketing Team	Email	Mobile
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Kerry Barrett	Marketing Assistant	kerry@bridewelluk.co.uk	0114 249 0333
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Charles Dyson	Sales Manager – Scotland & The North	charles@bridewelluk.co.uk	07717 447451
Alan Harwood	Sales Executive – South	alana@bridewelluk.co.uk	07717 447450

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Unwrap Your Next
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123 NEW DESIGNS
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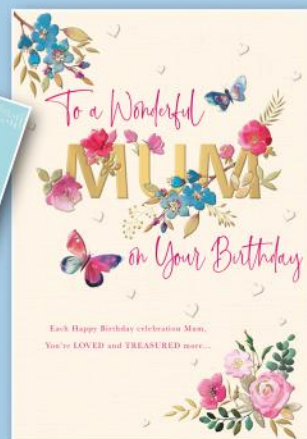
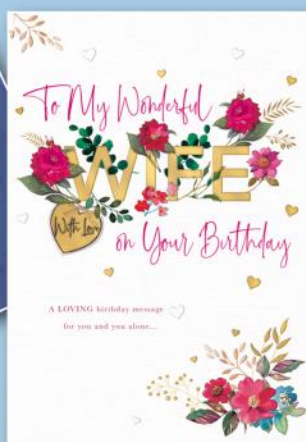
W n W
WORDS 'N' WISHES



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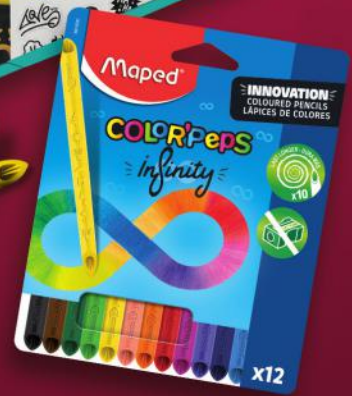
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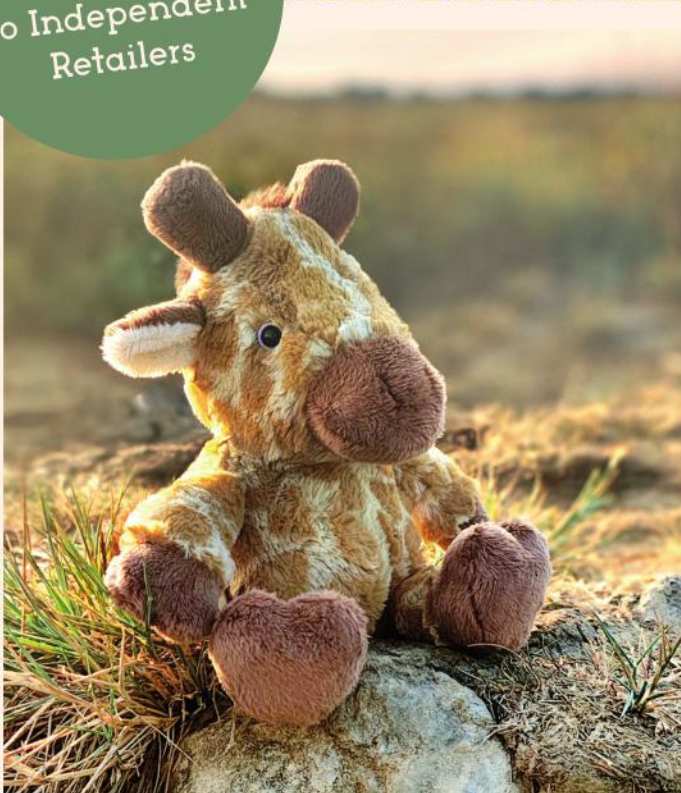
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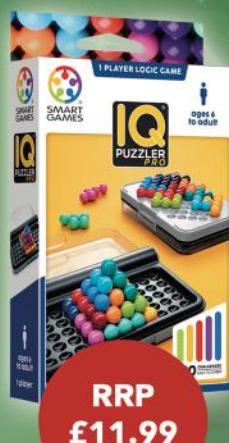
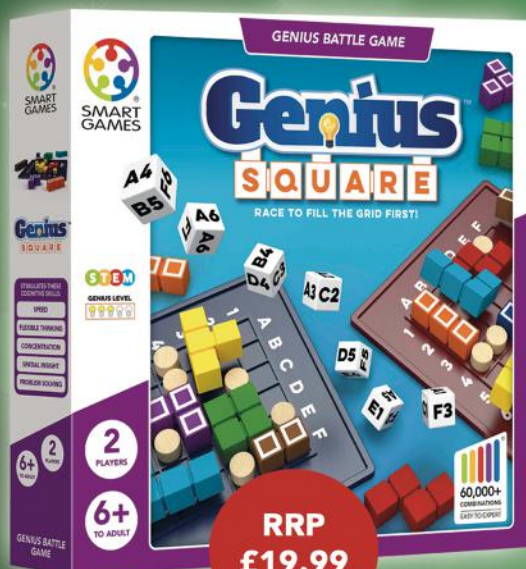


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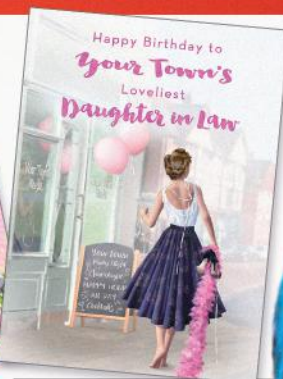
DAILY SMILE

OCTOBER 2025

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FlashBack

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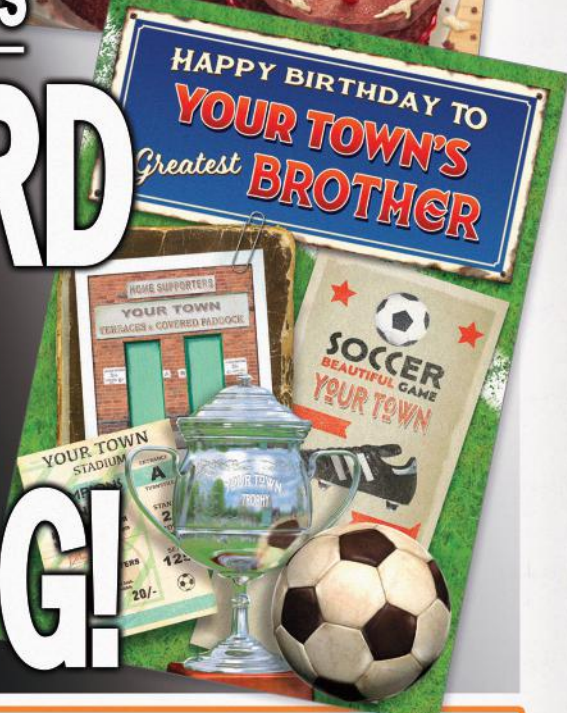
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Noel Tatt

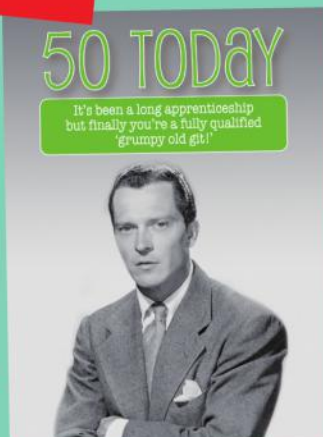
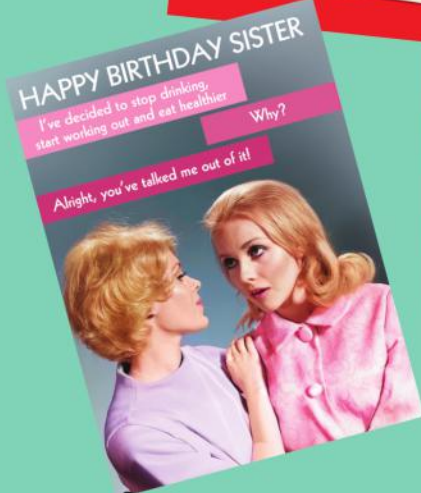
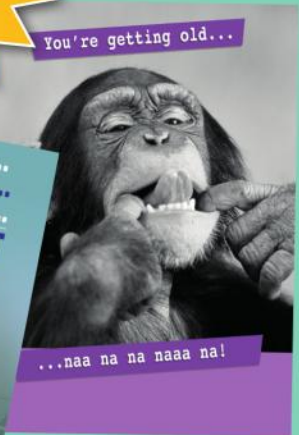
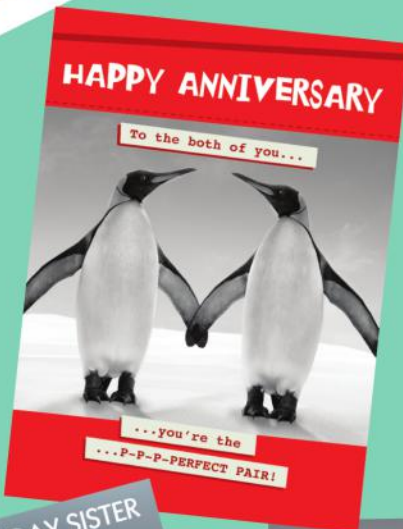
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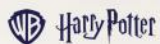
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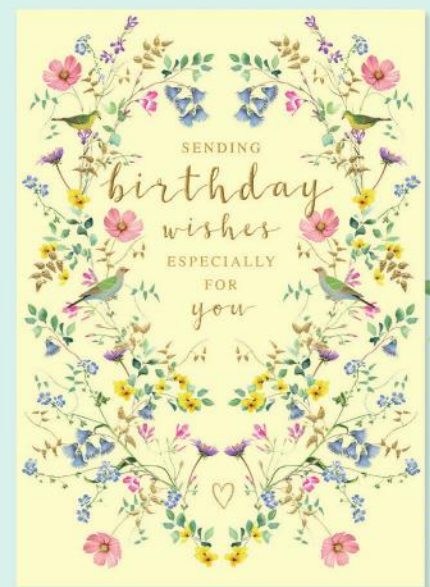
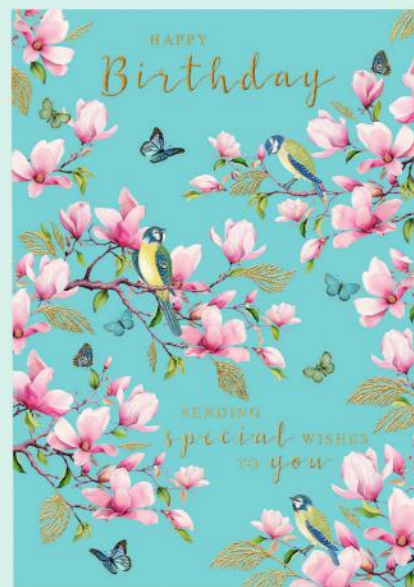
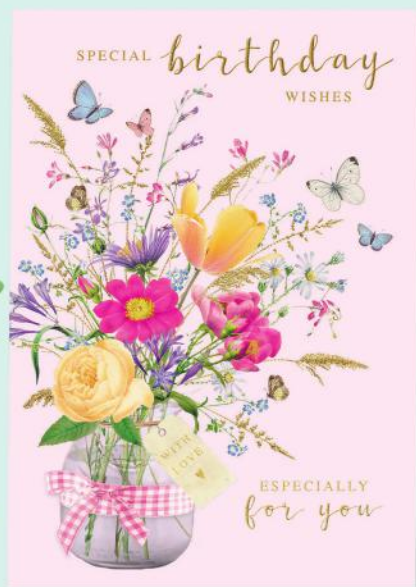
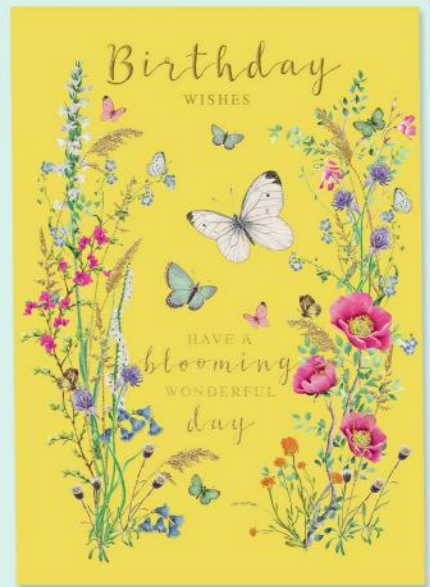
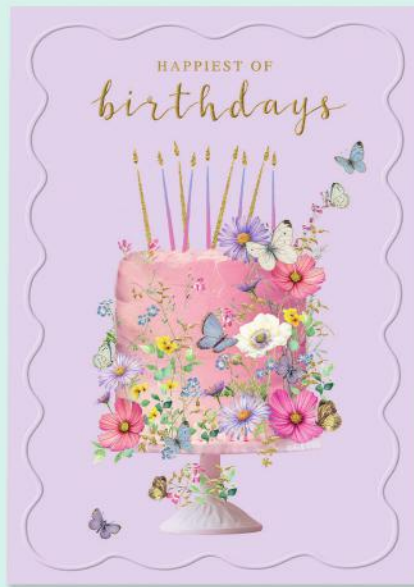
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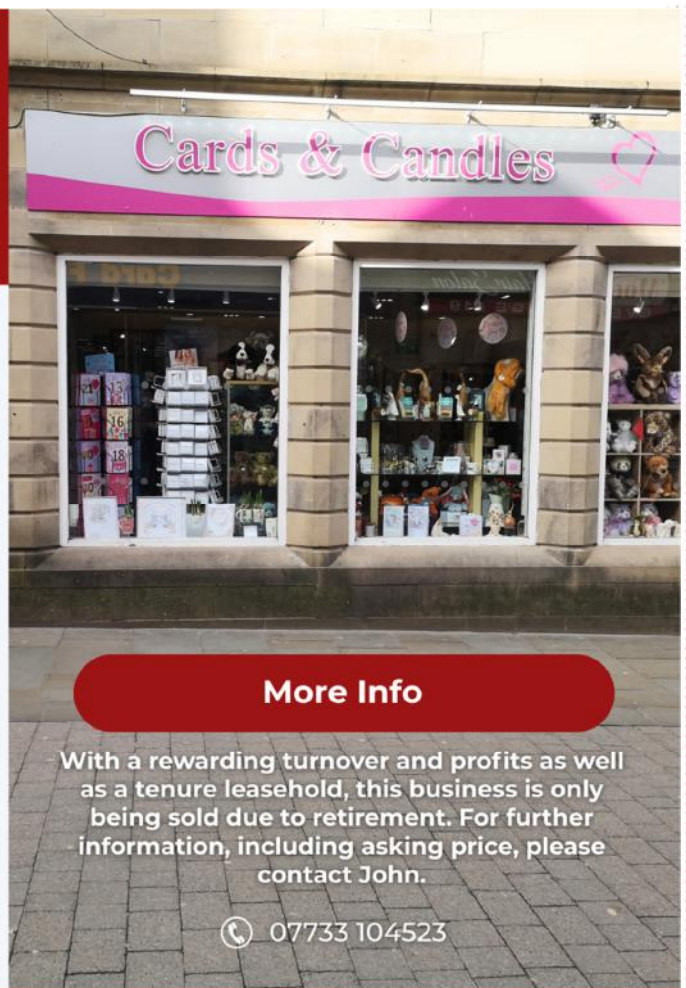
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After 20 years in business the store has built up a loyal customer base and a strong reputation for being the go-to place in Lancaster for quality products and excellent customer service. It also benefits from established suppliers, fully trained staff and a marketing strategy in place via the Lancaster bid enabling engagement with the local community, University and surrounding areas.



More Info

With a rewarding turnover and profits as well as a tenure leasehold, this business is only being sold due to retirement. For further information, including asking price, please contact John.

📞 07733 104523

Cardgains Accounts Contact

Our team are working hard to ensure member queries are dealt with quickly and efficiently.

As we have a number of different working patterns, here's a reminder that the quickest and easiest way to contact the accounts team is via the shared mailbox accounts@bridewelluk.co.uk

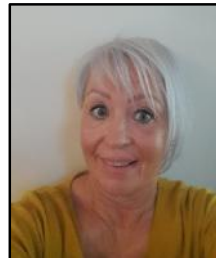
Our team all have access to this email address and can all respond to accounts queries.

Share opportunities.

As an existing member, we're sure you know about the benefits of membership, including access to our fabulous portfolio of suppliers with preferential trading terms, easy monthly account reconciliation, annual bonus payment and more! In addition, we have shares available for members to buy. The shares are currently valued at £10.54. If you would like to invest in your future and in Cardgains by becoming a shareholder of our parent company, Bridewell UK Limited, please email Helen and let her know how many shares you would like to buy. Dividends are paid annually in August.

Cardgains Accounts Team

Name	Job role	Email	Telephone
Helen McManus	Finance Director	helen@bridewelluk.co.uk	0114 249 0333
Debbie Levick	Manager	deb@bridewelluk.co.uk	
Deborah Beedham	Credit Controller	deborah@bridewelluk.co.uk	
Nicola Buck	Accounts contact	nicola@bridewelluk.co.uk	





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