

Blue

Greeting Card Retailing Solutions

print

From

ABACUS

CARDS

Providing Top Garden Centres with the perfect card retailing solution!

The Real Alternative to Brokerage!



Tailored to your exact requirements



- Maximum impact
"State of the Art" Display Stands supplied free of charge!
- Full integration of the publishers you select
- Independent planning to ensure the correct mix of best sellers
- Top class merchandising on behalf of all participating publishers
- Excellent trading terms and promotional support



Why consider change?

Greeting card sales within garden centres can really benefit from the introduction of a professional, attractive and consumer-friendly department.

By converting your available space into a proper 21st century card retail area you will be amazed at the improvement in sales and customer feedback!

Why is **Blueprint** the answer?

Blueprint combines the most critical ingredients required to generate customer interest, choice, layout and service!

State of the art display stands

Working with one of the UK's most progressive display manufacturers, we have created a system that delivers more visibility per design, and more cards per metre! Tailored to your exact requirements and custom finished to match your retail interior these display stands incorporate lighting and graphics.



Independent Planning

To ensure that you have only the best performing designs from participating publishers, Abacus use a highly respected independent planner to construct the detailed layout of your card selection. In this way you can be sure that the correct balance and best designs across your preferred brands are included!

Working with other publishers

We recognise that no single publisher can meet all your customers' tastes and requirements. That's why we are happy to incorporate other publishers' designs of your choice, into the overall display.

First Class Service through Shared Merchandising

Working with the other participating publishers on a cost sharing basis, Blueprint will provide you with a sales merchandiser who will make sure that your display is in tip-top condition at all times.

Additionally, our Territory Sales Manager will call periodically to supervise the service provided and keep you up to date on our latest designs.



What other

Blueprint

customers say:

Robin Mercer,
Director of Hillmount Garden Centre says

We are delighted with our bespoke "Blueprint" card display. The blueprint concept card stands have allowed us to merchandise more cards on a smaller shop floor space. Customers have already commented how much easier the new integrated stands are to shop. Gone are the days of customers frantically shopping three sides of card stands looking for a card for a special occasion. Abacus co-ordinated the manufacture and installation of the stands and produced a customer friendly range and layout.

Jenny Dumigan,
Director of Creative Gardens says

We are delighted with our new "Blueprint" card display from Abacus. Abacus co-ordinated with the manufacturer to ensure we got the stand we wanted in the perfect size and colour - Brilliant!

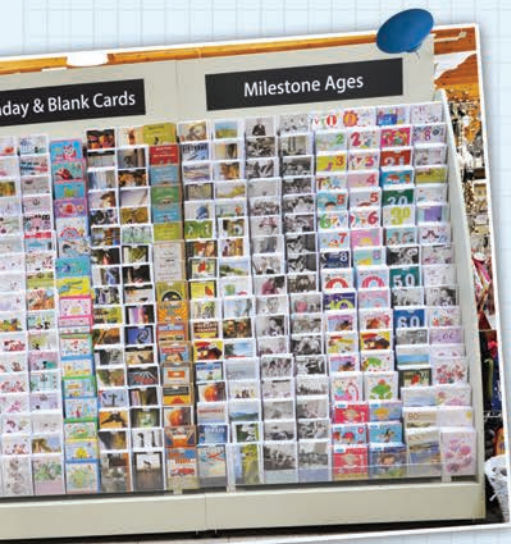
Karen Rankin,
Director of Hillside Nursery says

Our new Blueprint card display is a fantastic addition to our gift department. It provides us with a space effective and very attractive display which our customers love. Abacus co-ordinated the manufacture and installation of the stands and produced a first class range layout which has already proven increased card sales. A definite asset to any card department.

Perfect cards for quality Garden Centres & two brands to choose from

ABACUS
CARDS

Clare
Maddicott



Abacus is already one of the most successful suppliers to the Garden Centre sector.

Our designs can be found in most quality centres and, increasingly, retailers are stocking our second brand Clare Maddicott Publications!

Together we can offer you

1500 designs

across many styles and captions, catering for a very wide variety of tastes!

Interested in finding out more?

We would be delighted to discuss your exact requirements and explain the various options Blueprint can offer you.

To arrange a **“no obligation” Blueprint survey**, simply telephone our sales office on **01638 569050**, email us at **info@abacuscards.co.uk** or talk to your local **Territory Sales Manager**.



www.abacuscards.co.uk

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