

BLUEPRINT

GREETING CARD RETAILING SOLUTIONS FROM

ABACUS
Cards

PROVIDING THE PERFECT CARD RETAILING SOLUTION



PUTTING YOU BACK IN CONTROL

- **Maximum Impact** constant refreshment of designs
- **Full Integration** of the publishers you choose
- **Top Class** merchandising
- **Reduced** stock
- **The Correct Mix** of bestsellers
- **Excellent** trading terms
- **Increased** sales

TIME TO CHANGE

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

By upgrading your available space into a planned card retail area you will be amazed at the improvement in sales and customer feedback!

BLUEPRINT IS THE ANSWER

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

STATE OF THE ART DISPLAY STANDS FOR YOU

Working with the UK's most progressive display manufacturers, we have created systems that deliver 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.



Supplied at
no cost to you!

BESPOKE FIXTURES in all colours & sizes

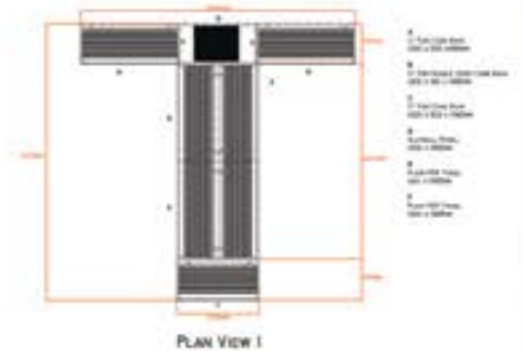


BESPOKE POINT OF SALE in your colours and logos



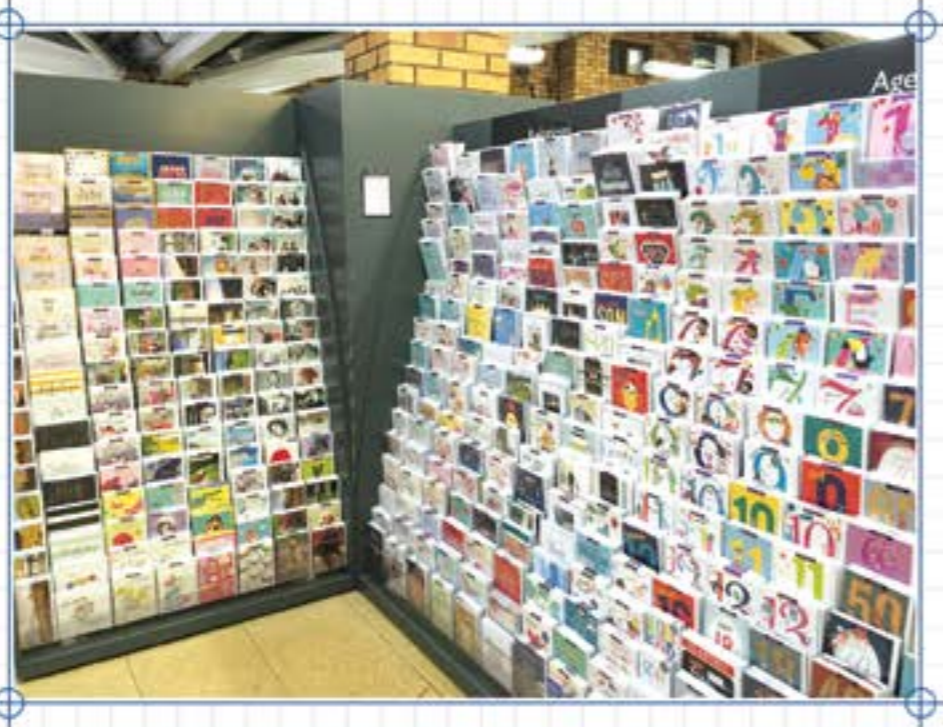
INDEPENDANT PLANNING FOR YOU

To ensure that you have only the best performing designs from your selected 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!

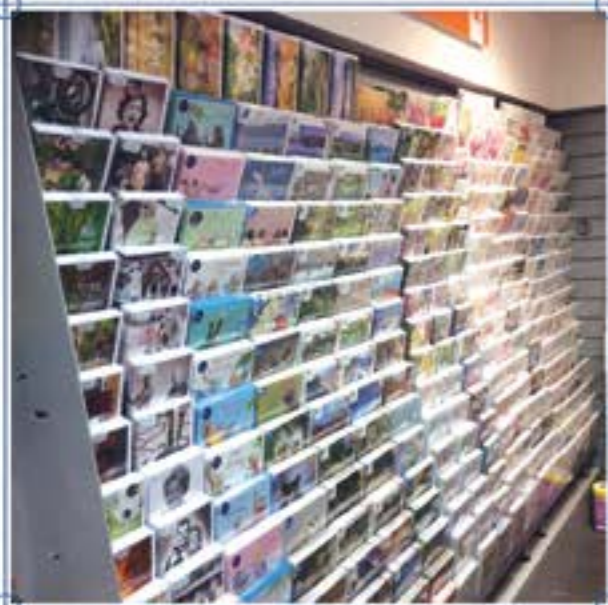


WORKING WITH OTHER PUBLISHERS FOR YOU

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



DIRECT ACCESS TO publishers best sellers and latest designs



FREE ON LOAN bespoke card racking

REDUCING YOUR stock holding



A BESPOKE CARD PLAN for your demographic



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FIRST CLASS SERVICE THROUGH SHARED MERCHANDISING FOR YOU

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 regularly to supervise the service provided and keep you up to date on our latest designs.



WHAT CURRENT 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 CARD PLANNING FOR YOU

Two brands to choose from:

ABACUS
Cards

CLARE
MADDICOTT

ABACUS IS ALREADY ONE OF THE
MOST SUCCESSFUL SUPPLIERS IN THE UK



Our designs can be found in most quality retailers 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 genres!

INTERESTED IN FINDING OUT MORE?

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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