



SELECT

Woodmansterne

at your
Service





Woodmansterne

There are over a hundred of us that work at Woodmansterne and every day we try to keep to the five principal values we live and work by:

Relationships First – whether you're a customer, a colleague, or a supplier, it's the rapport we build that sustains us

Be Authentic – we are quite plain-speaking; we tell it as it is; with us you know where you stand

Make it Brilliant – we know what we do is generally pretty good, but we never sit on our laurels. We're always seeking a better way

Grow or Die – pruning is an essential part of gardening to create room for growth, and so it is in business

Fun and Enthusiasm – perhaps this deserves to sit at the top of the list, because every day goes better with a smile!

"Woodmansterne has been a family-owned, family-run business since 1953. We sell in the region of 30 million of our published cards every year, which are designed and printed entirely by us on our premises in Croxley, Hertfordshire.

Whether it's full category management you are looking for or just one element (display planning, merchandising, brokerage), you can be assured that every service we offer receives the same dedicated attention to detail as our publishing."

Seth Woodmansterne
Managing Director

Paul Woodmansterne
Chairman



W SELECT

OUR CATEGORY MANAGEMENT

What is our W-Select all about?

It's about keeping in stock top-selling cards from the best publishers in the UK, arranged in eye-catching and logical order, on the shelves at all times.

It's about giving you a hassle-free way to look after and grow your greeting card sales, while minimising the time your team needs to devote to it.

It's about looking after and improving your bottom line.

And, above all, it's about making your card department into the biggest magnet for miles, ensuring your highest-spending customers return again and again to spend time and money in the whole of your store.



Pugh's, Radyr
Award-winning garden centre





Birthday for Her

Photographic

Sympathy

Photographic

Humour

Anniversary

Code	Price
CC	£1.19
DD	£1.49
EE	£1.69
FF	£1.89
GG	£2.15
HH	£2.25
II	£2.49
JJ	£2.79
KK	£3.19
LL	£3.25
MM	£3.79
NN	£3.99
OO	£4.36
PP	£4.49
QQ	£4.79
RR	£5.29
SS	£5.59
TT	£5.79



W SELECT

PROTECTING THE ENVIRONMENT

We are committed to using sustainable materials and practices wherever possible. As a third-generation family business, we understand the importance of protecting our environment and safeguarding it for the future:

- Since 2019, we've replaced the polypropylene bags around our cards with a simple Smart Seal that saves up to half a million pieces of throwaway plastic from being sent to landfill every week
- All W-Select publishers' cards are now plastic-free
- Woodmansterne cards are printed by us in Croxley, Hertfordshire
- We print with vegetable inks on FSC paper from sustainable forests
- All our envelope paper is made especially for us from 100% recycled post-consumer waste
- We have removed all glitter and microplastics from our products, as of December 2020



OUR RETAIL PLANNING

You need displays that set you apart from the rest. Our approach to planning is based on years of experience and knowledge matched with your understanding of your customer base.

Fabulous variety – we devote the highest percentage of space of any category manager to other winning publishers, giving you the very best selection of British publishing today.

Clarity and simplicity – specially created colour printouts provide an instant reference for you to sign off, review and maintain your displays.

Credible offering – our unique caption calculator ensures we provide the optimal number of card choices per caption in the space available. Our expert team ensures the best variety of styles.

Easy ordering – the most recent ticketless electronic re-ordering system keeps things accurate, fast and efficient.

SOURCING THE TALENT

We bring together the very best leading independent publishers, including:

pigment

RUSH DESIGN
HAND FINISHED GREETING CARDS

Emotional Rescue

Woodmansterne

Paper Salad

Redback Cards

PORT FOLIO

Think of Me

Nigel QUINEY
Publications

CARDMIX

THE PROPER MAIL
COMPANY

Words 'n' Wishes
Thinking Of You!

HERITAGE
Art and Design Ltd

Wendy Jones-Blackett Ltd

Laura Sherratt Designs
handmade in England with love

ABACUS
CARDS

ICON

LUCILLA
LAVENDER

Lola
DESIGN LTD

TACHE

Rachel Ellen
DESIGNS

Molly Mae



W SELECT

OUR MERCHANDISING

You need a hassle-free, streamlined system that keeps you in stock at all times. Our single-source supply chain brings everything together – one order, one delivery, one invoice.

Re-ordering – whether you work EDI, choose manual re-ordering, or just want to keep tabs on our merchandising, the W-Select app allows the quickest, most accurate way to replenish stock.

Reviewing – regular reporting and analysis enables us to amend and improve your displays. Lesser-performing cards are replaced with new designs. As a result, you will benefit from the highest stock-turn performance of any card category manager.



Our visual display plans
Aid replenishment, review and re-order





W SELECT

OUR FULFILMENT

Of course, you need to be able to sleep easy at night knowing that your category partner is looking after every detail.

Stock management – behind the scenes, our W-Select team is in constant contact with each supplier to maintain background levels of stock to meet your every demand. We work closely with their lead times and this enables us to maintain a published fulfilment rate that exceeds 97% in full and on time.

Accuracy – we set up our own distribution centre in 2012, devising and engineering from scratch a beautifully simple greeting card fulfilment facility, that is not only the fastest operation of its kind in the UK, but boasts 99.98% pick accuracy.





W SELECT

OVER TO YOU...

Say goodbye to time-consuming sales calls and endless negotiations with numerous suppliers.

Hold onto your money – we hold stocks, so you don't have to. Just call off what you need, when you need it.

Check up on us whenever you want. We gather sales data automatically, line by line, from shipments or from your own EPOS, giving you regular analysis and reviews.

Make it simple to shop – consistent pricing across the whole estate brings a clear price structure for the shopper and guarantees the same margin for the retailer.



Many retailers choose full-faced card displays to bring a little more impact and theatre to their store



CASE STUDY: FRON GOCH GARDEN CENTRE

Kati Taylor, Head of Retail & Marketing at Fron Goch Garden Centre in Carnarvon, North Wales, told us that they were looking for an improved greeting card department because of exciting developments at the award-winning centre.



About Fron Goch. Our centre has evolved over the last decade, from a trip for a couple of plants to a chosen destination for a relaxed shopping and dining experience. Strengthening our developing departments of houseplants, well-being, cards, books and clothing alongside the introduction of new departments was the driving force behind the new £1.5m improvements project started at the beginning of the year.

Why did you move to W-Select? As part of the overhaul of department cards was an area that we felt needed a revamp. Sales had stagnated over the last few years and the ageing looking area no longer fitted the customers expectations in range. Changing the area, installing new fixtures and tailoring the range has had immediate results. After extensive research and visiting various suppliers at Spring Fair we decided Woodmansterne had the range, quality and look we were desiring.



What was your experience of working with Woodmansterne?

Throughout the whole process the team remained easy-natured and professional. From the initial conversation at Spring Fair, communication throughout to the installation Woodmansterne have proven to be both professional and collaborative.

How's the new department? Since the new department was installed the feedback from both customers and team have been incredibly complimentary. The merchandising support has proved invaluable and despite it being such a short period of time we have seen an instant increase in sales of by a third. The fresh range, clear signage and the ability to include a large selection of welsh cards into the collection meant we now have a unique display that we are proud off. I'd highly recommend W-Select, the whole process has been a joy.

WHAT OUR CUSTOMERS SAY

"Changing over Bents' main card supply was made so straight forward by Woodmansterne. The new card range certainly now offers something for everyone and has gained very positive feedback. Thank you so much for a very simple and effective transition!"

Jenny Nairn, Senior Buyer, Bents Garden & Home

"Haskins chose W-Select as we were keen to move the department forward, whilst it wasn't broken there was an opportunity to improve the selection, sales, and get greater visibility of what we were selling. We also felt it was time to give the department a fresh, new look.

Woodmansterne were very accommodating through the whole process, quick to respond to queries and questions. During the changeover and installations, Woodmansterne managed the process extremely well in order to make the transition seamless. Since the installation we have had very positive feedback from customers. The focus on the selection and placement of genre's has also had a impact, resulting in positive sales growth in all stores since the installation."

Michelle Martin, Gifts and Seasonal Buyer, Haskins Garden Centres

"We consistently review areas of the business and realised we were spending way too much time on the admin and buying within our card department. So after much research we chose W-Select as the best way forward.

W-Select's experience in greeting card design has enabled them to create a great range of own-brand cards that are regularly refreshed and they have attracted the very best publishers as partners.

We have a great relationship with the W-Select team and using their planogram and sales information effectively, we know we have the right amount of stock and that every line is selling. We know we made the right decision in choosing W-select as our category manager."

Ian Richardson, MD, Garsons, Esher, Surrey

We'd love to explore how W-Select can help your business.

Please call us on 01923 200 600 or
email sales@woodmansterne.co.uk

We look forward to hearing from you!



Easter

Mother's Day

Humour

Geographic

Art

Birthday for her

Kids ages

Call Kipling

Call Kipling

Kipling



Haskins Snowhill
Felbridge, Crawley





National
Trust

This cover design
is part of our
National Trust
Harmony range.



Woodmansterne

*because feeling special
really matters*

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