



Tailored Planning Solutions (TPS) is a proven alternative for the category management of your greeting cards.

A customer focused collaboration between five of the UK's leading greeting card publishers, offering a perfect blend of genres, captions and price points.

## Introduction to TPS

With no dominant publisher requiring a large percentage of your display, **TPS** creates bespoke plans, tailored to your customer's requirements, offering a great mix of cards that are both exciting and varied. Plans are reviewed and refreshed on a regular basis to ensure ongoing changes, with instant access to over 6,000 everyday designs.

**TPS** is a 'one box' solution with all designs sourced direct from each publisher's own warehouse, managed, collated, and fulfilled by ICG, winners of the Henries Gold Award for 'Best Service to the Independent Retailer' for 6 of the last 7 years.

**TPS** also supplies bespoke display units, customer branded POS, all your seasonal requirements and, if required, backed up by regular merchandising calls. We are also a flexible company and work with other publishers. **TPS** is a fresh and exciting alternative for the supply of greeting cards, allowing for extensive choice, regular updates tailored to each customer's requirements and all backed up with award-winning service and support.



## The Publisher's catalogues you'll have access to...

**Abacus Cards** was established in 1990 and prides itself on great service and beautiful, innovative high quality cards. All designs are manufactured in the UK and their impressive portfolio is created by their accomplished in-house designers, plus talented freelance artists and photographers. The collection includes the licensed brands BBC Springwatch, Countryfile and Gardeners' World.



**International Cards & Gifts (ICG)** are one of the fastest growing UK greeting cards publishers. With over 2,000 everyday designs incorporating specialist niche captions and a comprehensive selection of seasonal designs, ICG provide customers with consistent award-winning customer service, exceptional quality and great value.



**Mint Group** incorporates three distinct and diverse brands: Museums & Galleries Ltd, the UK's leading producer of quality licensed art cards; M!NT, the refreshingly different publisher of fun and funny greeting cards; and Real & Exciting Designs, offering cutting edge contemporary designs.



**Paperlink** – the home of fabulous cards!

Est. in 1985 Paperlink are renowned for innovation and creation of top-selling humorous and contemporary art ranges - all cards are designed and printed in the UK. Paperlink are consistently nominated for the Best Service awards to independents, along with many awards for design and innovation.



**Second Nature** - are leaders in handmade / hand-crafted greeting cards with over 35 years experience, supporting large multiples and independent retailers in the UK and abroad. Specialists in fashion-led designs following the latest trends worldwide, producing award-winning designs. All major captions and seasons covered.





Before



After



Before



After

## Retail Development

**TPS** will undertake a site survey and propose various plans and fixture options to find the best solution for your individual needs. We organise and oversee the full installation process, ensuring minimum disruption, leaving you to get on with running your business.

## Planning

With an in-house planning service, **TPS** creates bespoke displays for each customer, ensuring your plans are tailored to your customers' requirements. Plan and product performance is reviewed on a regular basis and with stock being sourced direct from each publisher's warehouse, these changes can be made almost instantly.

## Point of Sale

**TPS** has an in-house design team, who create and produce all your bespoke POS requirements. This includes Everyday and Seasonal POS headers, price cards and wall signs.

**For more information contact** [sales@tailoredplanning.co.uk](mailto:sales@tailoredplanning.co.uk) [www.tailoredplanning.co.uk](http://www.tailoredplanning.co.uk)  
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## Reasons you should consider using TPS

- A great mix of genres and captions from five of the leading UK publishers
- An even mix on plans with no dominant publisher
- Tailored plans for each customer and each store
- Instant access to over 6,000 Everyday lines, including minor captions
- Immediate access to new designs from all publishers
- Regular reviews and refreshes
- Tailored fixture solutions including bespoke Point of Sale
- Order consolidation by award winning ICG, renowned for their exceptional service levels
- Flexibility to work with additional publishers
- Comprehensive Christmas offer including singles, cello packs, boxes, wrap and bag plus Advent Calendars
- An extensive offer for Spring Seasons with supporting display stands

### What our customers say ...

“ We always thought we did well with our greeting cards, however since **TPS** have been involved, the uplift in sales has been *incredible*. We initially did a trial on our existing fixtures, so we had a true like for like comparison. It's hard to believe, but we saw an *83% uplift* in our retail sales between 2020 and 2021 so it was an easy decision to let **TPS** install some new fixtures last year. Their choice of product is *excellent*, helped by the fact the space is shared between the participating publishers. All we do is keep the display tidy as **TPS** look after the rest, which allows us to concentrate on other areas of the business. ”

**Nick Haydon -**  
**General Manager Fakenham Garden Centre**  
*(A member of the Choice Marketing Group)*

“ We started working with **TPS** in 2019 after we bought Newton-le-Willows. It was a *great success* and we decided to move our other four centres over to **TPS** in early 2020. Our business is so complex these days it's great having a supplier that just looks after everything. *Sales are excellent*, margins have improved and stock levels have reduced significantly, all in all an *excellent partnership*. ”

**Jon Bottomley -**  
**Commercial Director,**  
**Newbank Garden Centres**

