



W SELECT

GIFT PACKAGING
CATEGORY MANAGEMENT

from

Woodmansterne



"Woodmansterne has been a family-owned, family-run business since 1953. Selling over 30 million of our cards in the UK every year, we are now delighted to have branched out into Gift Packaging."

Following the success of our W-Select programme for Greeting Cards, we now offer a one-stop solution for the planning and category management of your Gift Packaging display. You can be assured that every service we offer receives the same dedicated attention to detail as our publishing.

A handwritten signature in blue ink that reads "Seth".

Seth Woodmansterne
Managing Director

A handwritten signature in blue ink that reads "Paul".

Paul Woodmansterne
Chairman

ABOUT US

There are over 150 of us that work at Woodmansterne and every day we try to keep 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.

MAKE IT BRILLIANT

We know what we do is generally pretty good, but we never rest on our laurels. We're always seeking a better way.

BE AUTHENTIC

We are quite plain-speaking; we tell it as it is; with us you know where you stand.

GROW WITH KINDNESS

Pruning is an essential part of gardening to create room for growth, and so it is in business.

ENTHUSIASM & FUN

Perhaps this deserves to sit top of the list, because every day goes better with a smile!



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WHY CHOOSE CATEGORY MANAGEMENT?

- It's about keeping top-selling products in stock, 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 Gift Packaging 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 gift department into the biggest magnet for miles, ensuring your best customers return again and again to spend time and money in the whole of your store.

"In W-Select we've found an experienced partner we trust to keep our sales figures up and our costs down."

Ian Richardson,
Garsons Garden Centre, Esher.





Our 5 metre
Gift Packaging display.







A SUSTAINABLE FUTURE

Our Gift Packaging Collection is made from the highest-quality, sustainably-sourced materials. Furthermore, every item in the collection is made entirely from paper - a first in the UK.

We are particularly proud of our Gift Wrap, where we have found a way to protect the rolls from wear and tear in-store without plastic or multiple sticky tabs. The Gift Bags have handles made from woven paper and even the Tags fasten with paper string. All are sustainably-sourced and fully recyclable.

- Our Gift Tags are made from sturdy paper and can be fastened with our 100% paper string.
- Each roll of wrap is protected by a paper sleeve (rather than plastic film) which can be easily opened using the pull down kraft tab.
- Our Tissue Paper and Gift Tag Multipacks are sustainably packaged in kraft paper for easy recycling (and they look pretty smart too).
- Every Gift Bag in the collection features beautiful and surprisingly strong woven paper handles.



Woodmansterne

At Woodmansterne, we strive to design products that feed the soul, lift the spirit and reflect British culture, whether this is through the magic of Quentin Blake's illustrations, the distinctive patterns of Emma Bridgewater, or the sophistication of Sanderson's heritage designs.

We have well-established partnerships with iconic British brands whose values and ambitions we share. Our creative collaborations help create a unique portfolio that offers richness and variety, alongside best-selling ranges from our in-house studio, across all gifting opportunities, from Birthdays and Christmas to all of life's special moments.

**Emma
Bridgewater**

Sanderson

Quentin Blake

PEACH &
Prosecco

MAMBO

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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 time and care to ensure you have the best mix of products to suit all occasions, through our Woodmansterne designs, iconic licensed brands, and best-selling ranges from our partner publisher Stewo.

CLARITY & SIMPLICITY

Specially created colour printouts provide an instant reference for you to sign off, review and maintain your displays.

CREDIBLE OFFERING

We use sales data to ensure you have the best mix of products in the space available. Our expert team ensure the very best variety of styles.

EASY ORDERING

The most up-to-date ticketless electronic re-ordering system keeps things accurate, fast and efficient.



INTRODUCING OUR PUBLISHING PARTNER STEWO

Based in Wolhusen in Switzerland, Stewo's mission is to make giving presents more enjoyable. This has been the foundation of their success since 1860.

Stewo produce beautiful Gift Wrap and Tissue Papers, and exclusive Gift Bags. Colour-coordinated ribbons and bows complement their extensive offer.

Producing more than 30 million metres of Wrapping Paper each year, Stewo have sustainability at the heart of everything they do.

- Recyclable raw materials
- Swiss hydropower
- CO2 reduction
- FSC® certified products
- Short transport routes
- Wraps using Grass and Sugar Cane Paper



Woodmansterne





Woodmansterne

- BLANK & BIRTHDAY

Genre

B&B - QUIRKY

B&B - PHOTO

B&B - CONTEMP

B&B - HUMOUR

B&B - ART

B&B - CHILDREN

Grand Total

B&B Pockets

B&B Sales Vs Space

48

1.39

142

1.09

344

1.05

299

1.01

109

0.99

10

0.93

952

1.05

Blank and Birthday is performing as it should, with an overall sales vs space at 1.05.
Consistency across the different genres is what we are looking for.



OUR DISPLAY PERFORMANCE

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 utilise EDI, choose manual re-ordering, or just want to keep tabs on our merchandising, the W-Select model 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.

“Woodmansterne regularly analyse the sales then use that insight to make decisions around removing any slow-selling ranges and replacing them with different designs. It keeps the display looking fresh and offers something new but expertly tailored to our customers who clearly enjoy spending time browsing the displays to choose their favourites.”

Tim Armstrong,
Director, Highfield Garden World.









FULFILMENT & DISTRIBUTION

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.







WHAT OUR CUSTOMERS SAY ABOUT US

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 genres has also had an impact, resulting in positive sales growth in all stores since the installation.

Michelle Martin, Gifts and Seasonal Buyer, Haskins Garden Centres.

What was your experience of working with Woodmansterne?

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

Kati Taylor, Head of Retail & Marketing at Fron Goch Garden Centre in Carnarvon, North Wales.

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

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 by choosing W-Select as our category manager.

Ian Richardson, MD, Garsons, Esher, Surrey.

What was your experience of working with Woodmansterne?

Woodmansterne were fantastic, each element of the transition was seamless, from planning right through to installation. While we were a little daunted by the thought of changing category manager, the process was made simple by Mark and his team, everything was carefully planned and managed. Even when we made last minute changes to the location of the space the team made things easy for us.

Tim Armstrong, General Manager & Director, Highfield Garden World.



W SELECT

OVER TO YOU...

ONE STOP SHOP

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

CHECK UP ON US

We gather sales data automatically, line by line, from shipments or from your own EPOS, giving you regular analysis and reviews.

HOLD ONTO YOUR MONEY

We hold stocks, so you don't have to. Just call off what you need, when you need it.

MAKE IT SIMPLE

Consistent pricing across the whole estate brings a clear price structure for the shopper and guarantees the same margin for the retailer.

Contact your local sales representative about joining our W-Select programme and enjoy the convenience of receiving Greeting Cards and Gift Packaging in one delivery, with one invoice.

Get in touch 01923 200 600 or hello@woodmansterne.co.uk

Andy Paterson and the Team
at Woodmansterne.



Woodmansterne



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