



**W** SELECT

GREETING CARD  
CATEGORY MANAGEMENT

from

**Woodmansterne**



"Woodmansterne has been a family-owned, family-run business since 1953. We sell over 30 million of our published cards every year, which are designed and printed 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."

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

Seth Woodmansterne  
Managing Director

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

Paul Woodmansterne  
Chairman



# ABOUT US

There are over 150 of us that work for 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!





## CATEGORY MANAGEMENT

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 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.





# Cards and Giftwrap

## Photographic



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

# W SELECT

## SOURCING THE TALENT



Woodmansterne

Redback Cards

jamesellis



pigment

Emotional Rescue

PORT FOLIO



Paper Salad

Wendy Jones-Blackett Ltd



Words n' Wishes  
Thinking Of You



LOUISE TILER  
GREETING CARD PUBLISHER & PATTERN DESIGN STUDIO

CARDmix



paper rose

RUSH DESIGN  
HAND FINISHED GREETING CARDS

CARDOLOGY



GINGERBETTY



MARINA B  
FROM ME TO YOU WITH LOVE



Laura Sherratt Designs  
handmade in England with love

rosie  
MADEa  
THING.

Lola  
DESIGN LTD

GRUFF  
PAWTRAITS

BEXY BOO

THE  
LAURA WALLACE  
COLLECTION

HERITAGE  
Art and Design Ltd

WillSow

paperlink

TRACKS  
PUBLISHING LTD

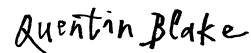




# Woodmansterne

At Woodmansterne, we strive to make cards that feed the soul, lift the spirit and reflect British culture, whether this is through the magic of Quentin Blake's illustrations, the beauty of National Trust images, the distinctive patterns of Emma Bridgewater, or the humour of Spike Milligan cartoons.

We have well-established partnerships with iconic British brands and revered charities whose values and ambitions we share. Our creative collaborations help create a unique portfolio that offers richness and variety across all sending opportunities, from Birthdays and Christmas to all of life's special moments.



Our exclusive brands sit side-by-side with our prestigious and recognised charity and licensed partners.



# 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.





# Woodmansterne

Buyers' Lounge  
International  
Buyers' Centre

## Humour

## Art



The Woodmansterne stand  
GLEE, Birmingham.









Woodmansterne Magna Park,  
Milton Keynes.



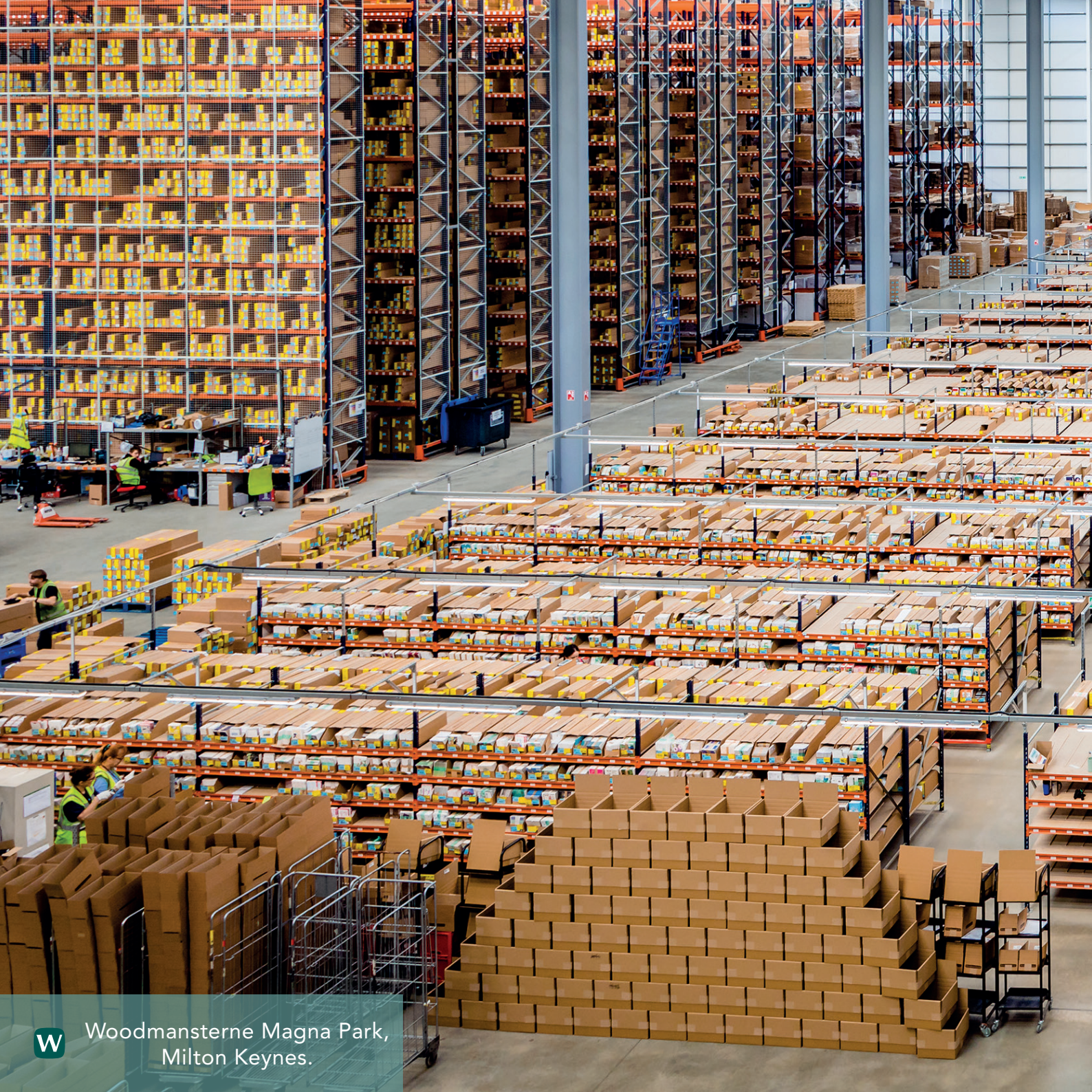
## FULFILMENT & DISTRIBUTION

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.





Woodmansterne Magna Park,  
Milton Keynes.









## A SUSTAINABLE FUTURE

At Woodmansterne, we are committed to using sustainable materials and practices wherever possible. As a third-generation family business, we understand better than anyone the importance of protecting our environment and safeguarding it for the future. By working closely with the best suppliers and investing in skills and technologies, we have been at the forefront of sustainable change in our industry. We are always looking to learn, adapt and improve:

- We only use environmentally accredited materials, and continually look for ways to innovate and improve.
- We have eliminated all plastic packaging from our product for both retail and shipment of goods to store.
- We pride ourselves on manufacturing the majority of our products through UK manufacturing and supply - working only with European and Far East suppliers who adhere to both environmental and ethical standards.



## HIGHFIELD GARDEN WORLD

Tim Armstrong, General Manager & Director.

Winner of Best Independent Garden Centre Retailer of Greeting Cards at The Retas Awards 2023.

### **Why did you move to W-Select?**

Our visit to Glee 2022 was a real turning point for us, after receiving a hand-written card from the team we visited the Woodmansterne stand and were blown away! Tim Greenway (the owner of Highfield) and I took a look round and we were so impressed by the whole offer, from the quality of the products and fixtures, to the way they had been merchandised – the whole thing just made us want to buy a card!

### **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.

### **How have things been since the department was installed?**

It's certainly exceeded my expectation, the proof is in the sales really, and they've been fantastic! We were fortunate enough to be open during lockdown so saw a big increase in card sales due to the pandemic, but even with big figures against us we're still comfortably up year-on-year. Something else I've noticed since the change is a huge uplift in sales of Mother's Day and Easter cards, we've never sold so many!



**Would you recommend W-Select?** Definitely! It has been a seamless transition between our old supplier and Woodmansterne. After we had agreed the new layout and card stands it was no time at all from them coming in and only taking a day to change the whole department around.

Tim Armstrong,  
General Manager & Director.



## FRON GOCH GARDEN CENTRE

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



### **Why did you move to W-Select?**

As part of the overhaul of our 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. 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, 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 has 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 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 of. I'd highly recommend W-Select, the whole process has been a joy.

## ELPHICKS DEPARTMENT STORE, FARNHAM, SURREY

Sandie Jenkins, Group Buyer

Winner of Best Department Store Retailer  
of Greeting Cards at The Retas Awards 2023.



We have a terrific relationship with Woodmansterne and we were all determined to create something that would move the department on which I truly believe we have. What is great about our new department layout is that it has allowed us to increase the stock densities and expand our selection, while ensuring that there is still a feeling of space which encourages customers to browse. The space between the display stands is 20% greater now than previously, this may seem a luxury, but we have seen the average sale value increase as customers buy several cards at a time, so it is clearly working.

Having enjoyed a “record Christmas” last year at the store as a whole, Elphicks has high hopes for this year’s all important festive season, including on the greeting card front with the new department expected to really come into its own.

Greeting cards have always been important to us, sales wise they are the biggest product category within homewares.

Alan Bushnell,  
Group Managing Director, Elphicks.





## 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 genres 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.**



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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.**



# W SELECT











W

A full-faced card display offers greater impact and theatre.



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.

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](mailto:sales@woodmansterne.co.uk)  
We look forward to hearing from you!

Andy Paterson and the Team  
at Woodmansterne.





**Woodmansterne**



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