

# herdy<sup>®</sup>

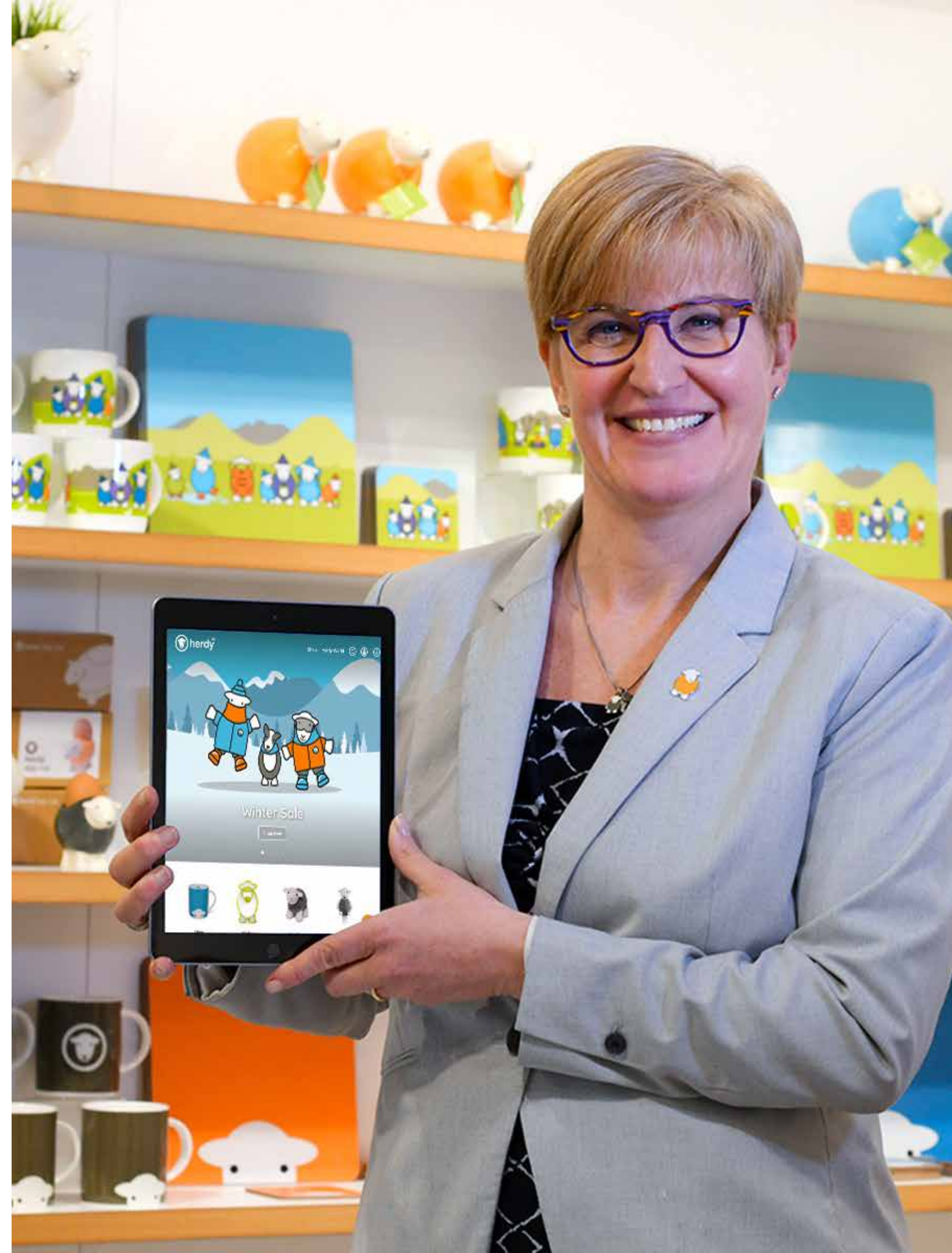
Introduction to Trade



# Hello !

Welcome to this introduction to our cute and lovable brand! I'm Giovanna (you're welcome to call me Gio if that's easier!) and I'm your Trade Sales Manager for Herdy. Please browse through this flipbook to get a little more familiar with the back story to the brand - and the all the many varied things that we do. Of course, I will look after you personally, and look forward to speaking with you very soon.

Kind Regards  
Giovanna



Born in the  
Lake District



Made to  
make you  
smile

Established in 2007, inspired by the beauty of the Lake District and the cute and characterful Herdwick sheep, Herdy has grown from a seed of an idea into a highly respected, inclusive, lovable, lifestyle brand. Herdy giftware, homeware and accessories are designed with a simple mission in mind - to make you smile.



# Our character values



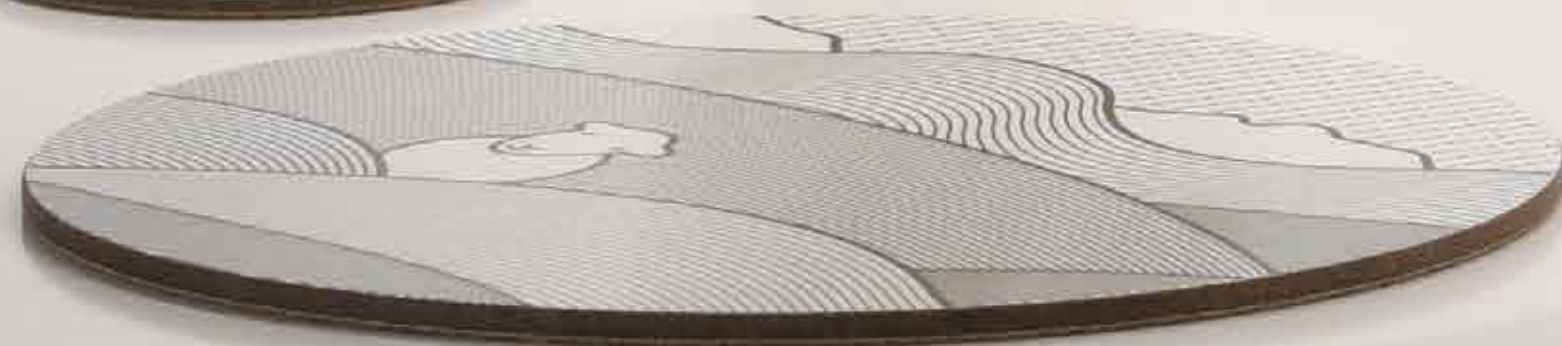
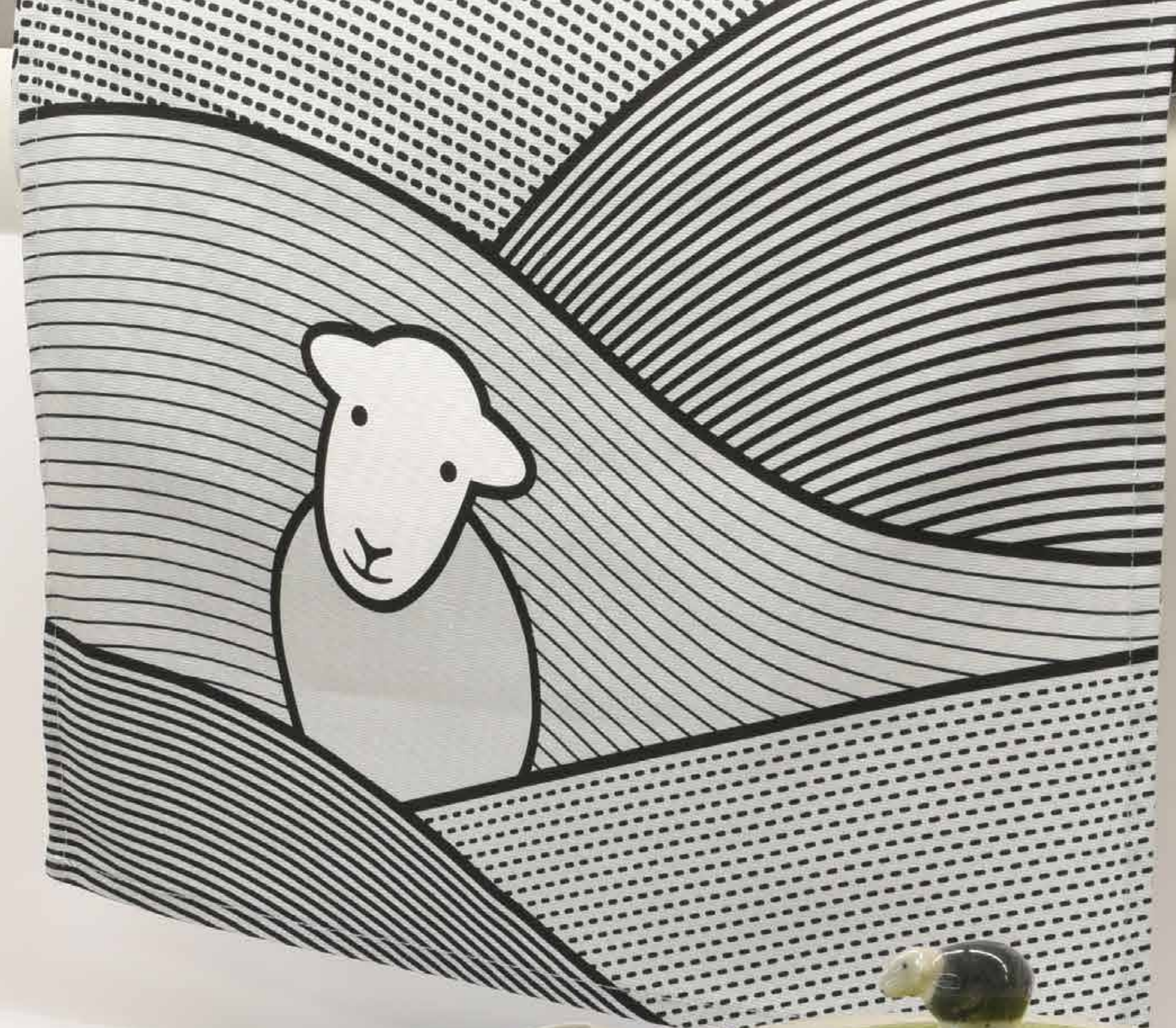
Lovable  
Funny  
Cheeky  
Curious  
Kind  
Responsible  
Determined  
Inclusive

Bright  
and fun





Clean and  
Contemporary





# Collections



- Kitchen and home
- Clothing
- Out and about
- Herdy Country
- Bags and accessories
- Stationery, soft toys and games
- Herdy Baby

Kitchen  
and home



# Clothing



GOTS certified  
organic cotton  
leisurewear range.



Out and  
about



Head for the fells  
and Roam Free  
with Herdy



# Accessories



# Stationery, soft toys and games



# Herdysleep



Traditional pocket sprung mattress filled with Herdwick wool, sourced at fairly traded rates direct from farms in the Lake District.

**Platinum  
Trusted  
Service  
Award**  
For consistently  
delivering excellence  
★★★★★  
2021 feefo<sup>es</sup>

# Licensing Dean's of Huntley



National and  
International, three  
year licensing  
agreement.



# Collaboration

**herdy<sup>®</sup> + SIGG<sup>™</sup>**





# herdy®



## Sales channels

Herdy is a multi-channel retailer selling to both UK and international customers.



Herdy website - shipping to over 40 countries globally with 300,000+ annual users.



Herdysleep website, shipping UK wide.



Over 200 independent UK stockists, including National Trust, Booths Supermarkets and Closs & Hamblin with growing export trade in Europe, US, Canada, Australia and Japan.



Four, wholly owned stores in the heart of the Lake District – Bowness, Grasmere, Kendal and Keswick. Rated excellent on Google Business, Trip Advisor and Trustpilot.

### Trustpilot review

*“Fantastic customer service with humour. Great Products. I had a small problem with an item. I emailed Herdy and Richard wrote back to me. The response was done with humour and professionalism. Exactly how customer service should be done. We love Herdy and have lots of products. I’m typing this sipping from a Herdy mug and wearing Herdy socks. Great company to deal with.”*

# Social media

Herdy has been present on social media since 2011. We have a highly engaged audience of over 100,000 followers and a community in the true sense of the word. Content reach and engagement levels consistently outperform industry averages and much larger, more established brands.



- Average engagement rate is 0.36% against an industry average of 0.02%.
- Average post reach is 19.4% against 5.2% global business average.
- 68000 followers.



- Average engagement rate is 2.28% against an industry average of 0.33%.
- Average post reach is 32% against 25% global business average.
- 19000 followers.



- Average engagement rate is 0.281% against an industry average of 0.018%.
- 11000 followers.



- Over 25000 subscribers.
- 24.7% growth in Newsletter subscribers in the past 12 months.
- Open rate is 50% v 18.9% industry standard.
- Click through rate is 8% v 2.25% industry standard.
- Unsubscription rate is 0.13% v 0.25% industry standard.
- Conversion rate of 3.4% v 1.9% retail benchmark



# Social media wow facts

- 32.3 million Giphy views.
- Most Liked Post has 29k Likes.
- Most successful post has a reach of 4.1 million.
- 17500 pieces of unique UGC per year.



# Social purpose

Herdy has been committed to giving back to the community from day one. Each year the company donates a percentage of company profits to The Herdy Fund which helps support upland fell farmers, rural communities and the Herdwick sheep. As well as giving financial support, the Herdy Fund brings people together to create innovative and ambitious solutions to the problems facing farmers and rural communities.

The Herdy Fund became a registered charitable fund managed by the Cumbria Community Foundation in 2017. To date we have contributed over £200,000 to good causes.

“We were delighted in 2017 when Herdy chose to make the Community Foundation the home for their Herdy Fund. As well as donating significant sums of money to the Fund they use their platform and creativity to raise funds in support of the community, most recently with the Herdy Heroes tea towel, raising £30,000 with some of the proceeds going to the Foundation’s Coronavirus Response Fund. In addition to the money donated, both Spencer and Diane are active in the community sharing their skills, creativity and enthusiasm in support of local businesses and young people.” Andrew Beeforth OBE, Chief Executive, Cumbria Community Foundation





herdy<sup>®</sup> heroes 2020

We are delighted to hear that you have been fundraising for us as part of your “Herdy Heroes” campaign. To have raised £7,500 for NHS Charities together and £30,000 overall is phenomenal and we are so grateful for your kind support.

Your donation to NHS Charities Together will enable the health service to go above and beyond what would otherwise be possible and help fund projects that improve services for patients, as well as supporting NHS staff and volunteers both practically and emotionally so that they can continue with their vital life-saving work.

Faye Knight  
NHS Charities Together



# Awards



2010

Herdy  
Small Company of the Year  
Business In The Community



2012

Herdy  
Small Company of the Year  
Reaccredited 2011/12



2012

Herdy  
Best Commercial  
Bradford Animation Festival



2014

Herdy  
UK's Cool Brand  
Cool Brands Council



2017

Herdy  
Retailer of the Year  
Cumbria Family Business Awards



2018

Herdy  
People's Choice North England  
Family Business of the Year



2022

Herdy  
North West Family Business Awards  
Winner. Best Social Impact



2017

HerdySleep  
Best Eco Living Solution  
Daily Express Home & Living Awards



2019

HerdySleep  
Best Rural Business  
Countryside Alliance Awards



2021

HerdySleep  
Feefo Platinum Trusted Service  
Independent seal of excellence that  
recognises exceptional experiences  
rated by real purchasing customers



2017

HerdySleep  
Best Rural Start Up  
Rural Business Awards



The Herdy Company Limited  
13-15 Stramongate  
Kendal  
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