

Hello from us.

DCUK brand information.

Summer 2024



One | Two | Three

Brand introduction

Who are we?



Charm. Quality. Imagination.

These are our simple, but well-received brand values.

Plus, with your help, it's our mission to make life a little bit better... by helping everyone to smile with our characters.



dcuk.com/trade

For the honey lovers



There's a character in everyone

The Original Wooden Duck Company



Creating our characters

Handmade individually

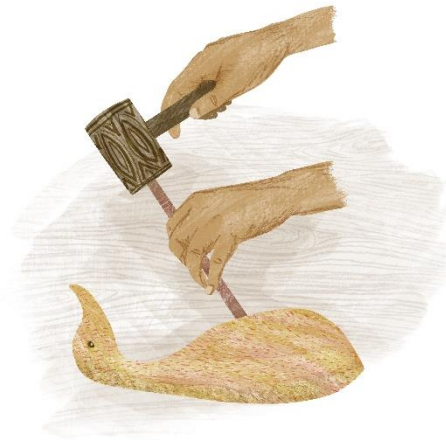
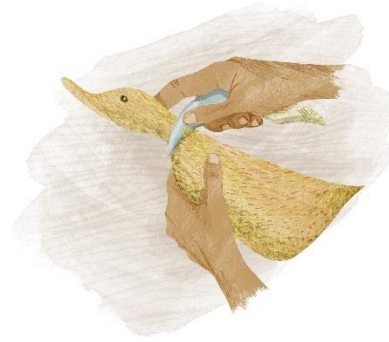
- When we discovered the Indian Runner Duck, we met a culture rich in storytelling and craft.
- The tradition of puppetry is deeply rooted in Indonesia, where generations of sculptors and artists have carved wonderfully expressive characters from the humble roots of bamboo.
- We work with craftspeople in Indonesia, providing stability and confidence to families and communities
- It's a partnership that means indigenous creative skills continue to be valued and enjoyed.



Creating our characters

Environmentally responsible

- Every DCUK piece is carved by hand, using locally harvested bamboo offcuts that would otherwise go to waste.
- Not only is bamboo root an environmentally responsible material, but its distinctive grain adds beautiful textures to our tail feathers.



Charm, Quality, Imagination.

With successful working relationships between DCUK and our Indonesian partners stretching back over 20 years, we're incredibly proud of our heritage.

We're proud of how far we've come, without straying from the original idea of working together, in the right way, to create something special.

We're also proud to be helping Indonesia keep generations-old traditional handcrafting and painting skills alive.

For a peek at what's involved, have a look at our short video when you get a chance – introducing you to the Indonesian side of our relationship.

www.druk.link/Indonesia



DCUK and Indonesia
Behind The Scenes Video (2:33 mins)



One | **Two** | Three

Our characters

Meet our Duck Family



Duck

Ducklet

Duckling

Ducky

Dinky Duck

Anatomy 101



Cotton name tag

All our characters are unique, but each one is given a name we think really suits them.

Names can also be personalised for FREE by your customers using a special link (UK only)



Natural bamboo root, expertly carved by hand

We are proud to work with skilled sculptors and artists in Indonesia, where each character is traditionally carved by hand.



A face to make you smile.

Thoughtful. Alert. Daydreaming. Happy. Relaxed. Wow, so many emotions, right?!



Hand-painted detail

People love the visuals and art on our characters. But they don't always know that every single part is painted by hand.



Authentic DCUK Pin

The mark of an authentic DCUK original. It also represents a gift of exceptional quality and personality for your customers.

For the snowball chuckers



There's a character in everyone

The Original Wooden Duck Company



For those who
make a splash



There's a character in everyone

The Original Wooden Duck Company



For the two
wheeled wonders



There's a character in everyone

The Original Wooden Duck Company



Brand strength

We're always creating customer demand

The most delightful little creatures with such wonderful characteristics. Each one is unique too! They bring joy to my heart and they bring joy to the hearts of others. Absolutely delightful

Margherita Corman
DCUK Customer



Beautifully made, with whimsical charm. These have made ideal gifts. Would highly recommend

Julie Atkins
DCUK Customer



We're always talking to DCUK fans and customers

93,345

Subscribers to regular DCUK e newsletters

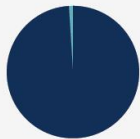


58%

tell us they have bought DCUK in a shop or garden centre

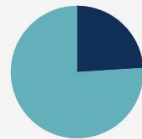
56,020

Unique views of DCUK YouTube channel



99%

of them are going to buy something DCUK related in next 12 months



24%

were not aware of the handcrafted approach and wanted to know more



We've got a passionate customer base

There is amazing enthusiasm to recommend DCUK, as proven by the recognised NPS satisfaction scoring scale. We are flying much higher than the average NPS in the sector and almost all others.



For comparison, NPS scores of 20-30 indicate far more happy customers than unhappy ones. Any score of 70+ means that customers really love you, with your brand generating a lot of positive word of mouth from their referrals. Anything over 90? Incredibly rare but it means they are pretty much doing the selling for you. Every day.

Our characters are more popular than ever



9,126

5-STAR REVIEWS FOR THE DCUK RANGE SINCE 2019

DCUK Reviews

4.91 ★★★★★
Based on 5,973 reviews



One | Two | **Three**

Engaging displays for the win

Creating engaging displays

The three Cs of effective displays

For maximum effect, we encourage customers to consider our three approaches to display stock on each table, shelf or custom display area:

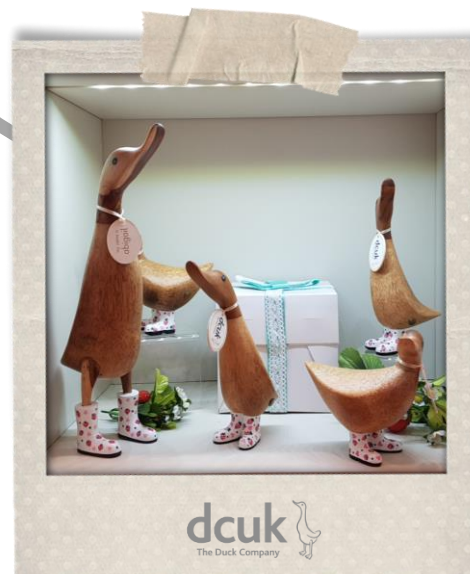
Complementary

Displayed alongside non-DCUK products



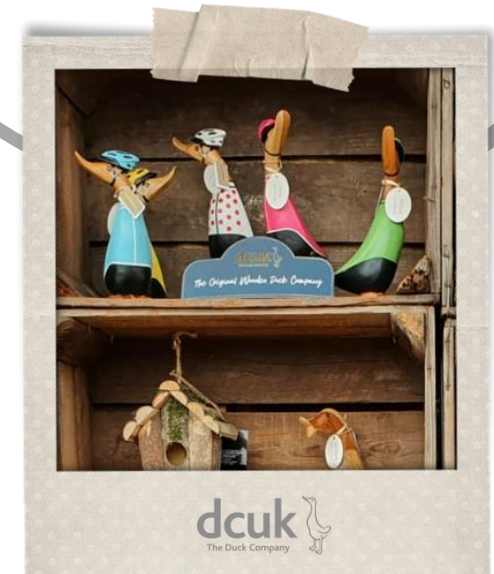
Coordinated

Displayed by primary colour, pattern or style



Collections

Displayed as a themed range, or family group





People always love discovering dcuk

Complementary
Displayed alongside non-DCUK products



dcuk complements other brands



On-trend colours help dcuk stand out

Coordinated

Displayed by primary colour, pattern or style



dcuk offers a consistent display style



dcuk is very appealing for collectors

Collections

Displayed as a themed range, or family group



dcuk

The Duck Company



Invite shoppers inside with dcuk



People love *discovering* DCUK in-store





People love *discovering* DCUK in-store





dcuk
The Duck Company















Next steps

Keen to find out more?



We're The Original Wooden Duck Company.
Or as our friends call us, DCUK.

Every DCUK original is hand carved from earth-kind bamboo and carefully painted individually, making each one unique.

Arriving with their own name tag, the DCUK Pin is added to each character who passes our smile and quality tests - our visible promise of a gift of exceptional quality and charm.

Our friendly trade team would love to talk to you about the benefits of offering DCUK characters to your customers. They can clarify the best stock combinations and price packages, share retail customer insights - and provide access to engaging visuals and display assets.

Please give us a call on **01803 866316** to discuss options or to get some advice - just ask to speak to either Jacqui, Louise, or Lisa.

Jeff, our UK Sales Manager, is also happy to drop in and see you in person if that's easier. After an initial chat, he can arrange a time to look at what's right for your own specific store or shop.

You can also request access to our trade website at dcuktrade.com, or email mail@dcuk.com.

