

Oh, hello there.



Who are we?



**We're ambitious and altruistic.
Creative and caring.
Exciting and engaging.
Fashionable and forward-thinking.**

**It's our mission to make life a little bit better
... by helping everyone to smile with our characters.**

dcuk.com

A wooden duck character is the central focus, dressed as a pilot with a brown leather cap and goggles. It stands on a solid blue background. Surrounding the duck are several white line-art icons: a paper airplane, a jet, a pair of wings, a globe, and a map with a path. The text 'For the high fliers' is written in a white, cursive font at the top. At the bottom, the slogan 'There's a character in everyone' is written in a white, cursive font. The dcuk logo is in the bottom right corner.

For the high fliers

There's a character in everyone

The Original Wooden Duck Company **dcuk**
The Duck Company

All about character

Anatomy of our friends...



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.



Earth-kind bamboo 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. So many emotions.



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.

Brand strength

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



Our characters are more popular than ever



6,278

5-STAR REVIEWS FOR THE DCUK RANGE SINCE 2019

DCUK Reviews

4.91 ★★★★★
Based on 5,973 reviews



We're always talking to DCUK fans and customers

63,170

Subscribers to regular DCUK e newsletters

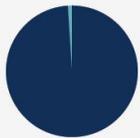


58%

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

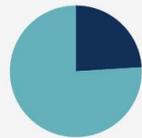
52,330

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.

Brand strength

But, don't just take our word for it...

We're proud to say that our retail partners (and trade customers) are just as enthusiastic and passionate about our original DCUK characters as we are.

Here are a couple of quick exclusive examples from our latest Trade Duckumentaries campaign.
(click on them to view or visit www.dcuk.link/duckumentaries)



Three Wishes Cards and Gifts
Trade Duckumentary (2022)
1:56 mins



Bill and Bert's Gift Shop
Trade Duckumentary (2022)
1:38 mins

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 866 316 to discuss options or to get some advice - just ask to speak to Natalie or Louise.

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

