



For the first time, the Enigmagram can be **sold in retail**


Previously, the Enigmagram had to be bought through the website, so the message could be uploaded. It's now been designed so customers can upload their message via a QR code on the packaging, making it available for retail for the first time.

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They buy in store

Off the shelf, ready to gift. Nothing for you to set up.
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Scan the QR code

On the back of the pack — links straight to personalisation.
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Upload a message

Text, photos or video. Editable any time, even after sending.
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Solve & reveal

Ten puzzles unlock the hidden message. Unforgettable.

WHY RETAILERS LOVE IT

-  **Stock immediately** — zero retailer setup required
-  **Around 50% margin** — a healthy, simple line
-  **Sells all year** — every gifting occasion covered
-  **Tiny footprint** — slim, flat, easy to merchandise

PERFECT FOR

Gift shops · Bookshops · Visitor attractions · Garden centres · Museums & galleries · Card shops · Farm shops · Homeware & lifestyle stores

RRP	WHOLESALE	MARGIN
£14.99	£6.25 <small>excl</small>	~50% <small>POR</small>
	VAT	

PROVEN ON SHELF

Already chosen by independent gift shops, bookshops, museums and visitor attractions across the UK — with **over 100,000 gifts sold** to date.