

# INTEGRATING THE TWO RANGES

For larger displays it is possible to integrate both ranges together to create a joint offering to customers. We separate each range by columns to maintain their range identity, giving them the best of both worlds



# CARD CONNECTION

Our Service Makes The Difference

## YOU ONLY PAY FOR WHAT YOU SELL



# DISPLAY OPTIONS

All display equipment can be supplied **FREE** on loan. Card Connection are experts at working with different space configurations



## CARD RACKS

Acrylic and traditional systems that can be configured to any size

## SPINNERS AND WALL PANELS

A space efficient way to display a wide range of product from a limited footprint



40 Pocket Spinner



Combi Spinner



Wall Panels

- All supplied on consignment - You only pay for stock once it's sold
- Regularly serviced by your local franchisee - Who understands your needs
- Variety of display equipment available **FREE** on loan - No capital outlay
- Extensive central billing agreements - Preferential terms for buying group members
- Displays refreshed at each visit - Fresh stock maximises your profits

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# TWO RANGES, ONE AIM

## the Collection

This up-market 'boutique range' that appeals to the discerning customer. The Collection satisfies their demands by delivering key styles in even the most compact displays



- Perfect for stores in more affluent locations
- Two compact card sizes featuring hand finished elements
- Eye-catching combinations of printing techniques
- Premium price points to maximise your margins
- Full seasonal ranges available
- The Collection includes gift bags and giftwrap to complement your card displays and encourage linked purchases

## THE CORE RANGE

Developed over the years specifically to perform strongly in the convenience sector



- Great value and our widest selection of cards
  - Simple price point structure
  - Wide range of captions to match all budgets
  - Bright colours
- All occasions covered - Birthday, Age, Relations and Occasions
- Valentine's/Mother's/Father's Day, Easter and Christmas ranges, too
- Linked sales of our gift & bottle bags, giftwrap & party products help maximise profits!