

2 ABOUT

Birthgay is a leading publisher of gay and lesbian greetings cards.

Become an authorised retailer, and you can share our success in providing suitable greetings cards for the 3.6 million people in Britain that are gay or lesbian.

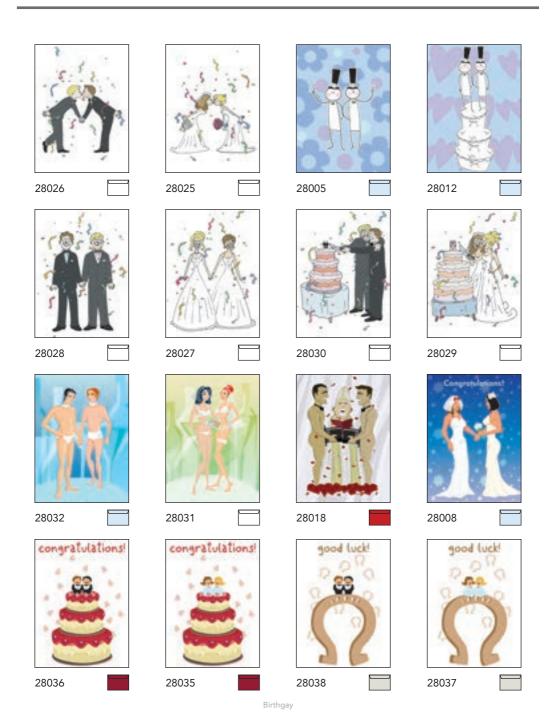
As a gay owned and managed business, we are best placed to understand this vertical market. We are members of the Greeting Card Association and the Gay Business Association.

Our customers enjoy the widest selection of styles from our team of creative graphic designers and illustrators. Our extensive range covers Anniversary, Birthday, Christmas, Civil Partnership, New Baby, Romance, Thank You, and Valentines. We have recently launched an art collection of cards, containing works from artists around the world.

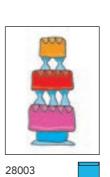
All our cards are produced on high quality silk art card and are supplied with luxurious, vibrant coloured, peel & seal envelopes. Card and envelope are individually presented in a high clarity display bag.

Our current authorised retailers include gift shops, high street stationers, specialist gay shops, garden centres and galleries across the UK.









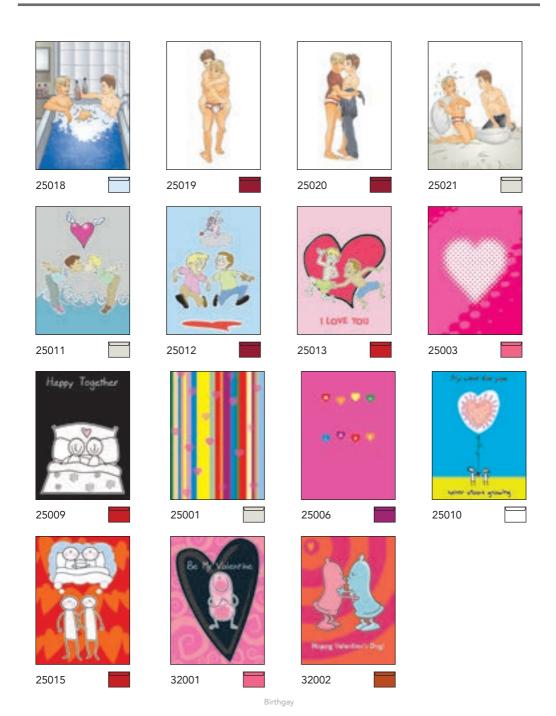




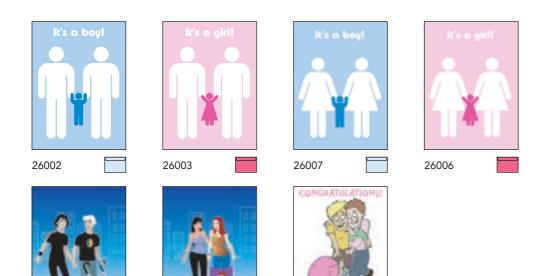




ROMANCE 9



10 NEW BABY



26001

26005

26004

CHRISTMAS 11



12 BIRTHDAY



BIRTHDAY 13



14 BIRTHDAY









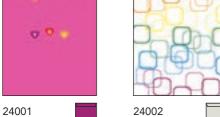






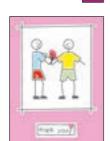






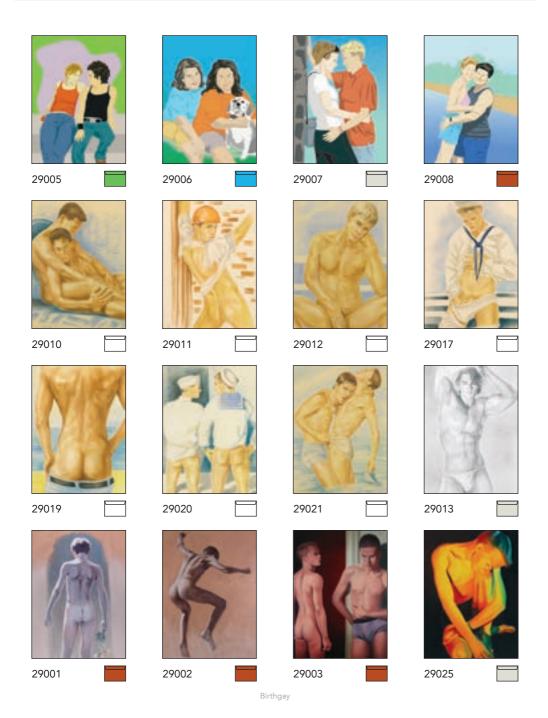




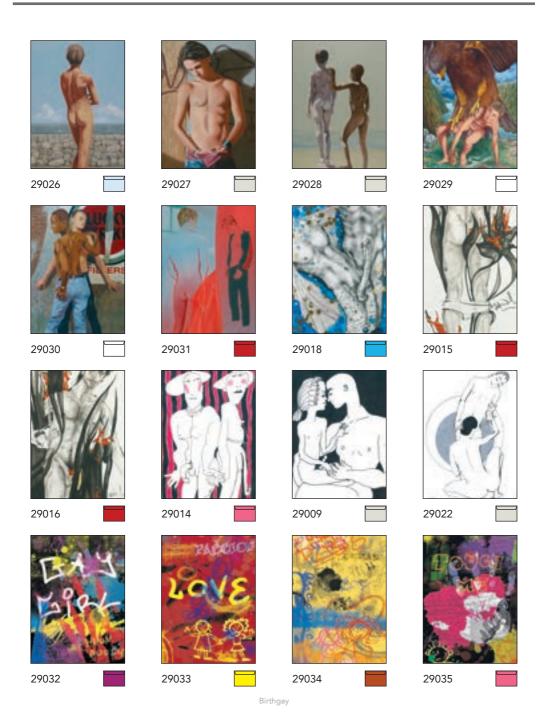


24005

ART 17

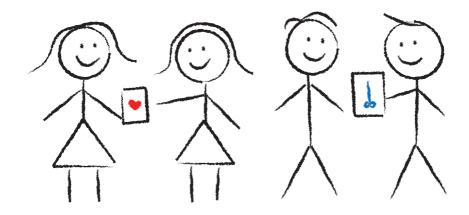


18 ART



ART 19





- professionally printed A6 cards, 250gsm matt board
- supplied with vibrantly coloured 120gsm diamond flap peel and seal envelopes
- cards with envelopes just £1 each (RRP £2.50), allowing for excellent retailer margins
- P+P to mainland UK is FREE, your cards will arrive in a week!
- custom design service for cards and other products
- payment can be made by BACS or cheque, with a credit account available subject to status.
- cards have subtle branding on the reverse, and do not display a price code
- card designs must be ordered in multiples of 50

Warwick Gallery, established over thirty years ago, is situated in the affluent town of Leamington Spa, and is known locally for its vast ranges of greeting cards.

A varied range of customers pass through Warwick Gallery's doors; people of all ages and backgrounds shop there to find gifts and cards, and also jewellery, handbags, glass, ceramics, and even clocks.

After identifying consistent local demand for gay and lesbian greeting cards, through requests and enquiries from



Newlywed Boys, bestselling Birthgay card at Warwick Gallery. (28002)



customers, managers Jov and Judith decided to contact a specialist gay and lesbian greeting card publisher. Joy told us, "For some time our customers have enquired about greeting cards to send to gay couples for anniversaries, and with Civil Partnerships being introduced, I could see a growing demand for cards specifically aimed at gay and lesbian people".

Warwick Gallery

placed a confident first order with Birthgay, choosing not only the Anniversary and Civil Partnership cards demanded by their customers, but also selecting other gay and lesbian cards from Art, Birthday, Thank You, and Romance.



Pass the Soap, a cheeky card very popular with customers. (22018)

"Existing customers have found more to spend their money on!"

Birthgay was given a prominent position in store with a large area of premium sales space, and Warwick Gallery are now known to be the only store in the area selling gay cards. This has created new sales opportunities from positive word of mouth advertising, Joy stated, "People who already shop here have friends who are gay, or know gay couples, and so existing customers have actually found more to spend their money on!".



Joy's favourite card, Sexy Bums. (26004)

Joy's favourite card is naughty Sexy Bums, "We need a bit of cheek!"

Alongside extravagant birthday cards with a price tag of up to £15, Birthgay cards are selling fast at Warwick Gallery; the top sellers being Newlywed Boys, Pass the Soap and Hot Tub. Joy's favourite card, however, is our



naughty Sexy Bum card, which features 30 naked bottoms; Joy exclaimed, "We need a bit of cheek!".



Hot Tub, Warwick Gallery's fastest selling lesbian card. (25008)

If you would like to stock cards for the 3.6 million people in Britain that are gay and lesbian, simply fill in an order form, and post or fax it to us. If you would like further information, or additional order forms, please contact us on 01844 220006.

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