

Press Release – Gardners announces new services for independent booksellers

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Gardners announces new services for independent booksellers

“Our family owned and run business has been pleased to introduce many new services in the past 21 years, and we remain thoroughly committed to providing first-class services, combined with an excellent range of stock with high availability,” says Commercial Director Bob Jackson.

“These new services are intended to provide independent booksellers with competitive margins and marketing initiatives with which bookshops can successfully compete for customers’ business. Book sales are increasing and we believe the challenge for today’s independent high street retailer is to persuade consumers to buy from their shop, rather than other retailers,”

New for 2007

- Gardners recognises the challenges of selling ‘chart’ bestselling titles in a competitive environment and therefore every week will offer Nielsen’s top 20 titles at a huge discount. This way booksellers can offer their customers attractive prices on these high profile titles.
- New pre-publication discounts. Continuing with great additional promotional discount opportunities for buying backlist and new titles at up to 50% discount, through Gardners’ Select magazine, these offers will be extended to include 45% discount on most key pre-publication titles for the 3 months prior to publication. This is once again in order to provide booksellers with the discount to enable them to encourage advance orders on forthcoming new books.
- Gardners is also providing significant support through the Gardlink for Windows free software initiative and through heavily discounted Gardlink for Windows hardware for independent booksellers.
- The Love Your Local Bookshop brand is going from strength to strength. Now free to independent booksellers, this marketing initiative provides retailers with professional and versatile marketing material, including a comprehensive ‘Loyalty Card Scheme’. In addition, to allow local bookshops to offer their customers Harry Potter and the Deathly Hallows when it is released in July, Gardners is offering booksellers a unique promotional pack, including posters and voucher book.

The new services listed above are only a small selection from the great range that Gardners is offering its customers. For more details visit: www.gardners.com

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