



Gardners

Supplying Waterstones

Notes to help you complete a Waterstones Application form

In order to supply Waterstones branches you must first complete an account application form which is available upon request from Waterstones Head Office via the following email: ipc@waterstones.com

Please then use the guidance notes below to complete the form and then return it to Gardners for processing.

Publisher details

We need all of the contact details for the publisher of the book/s.

Distributor details

This is the details of where we would order the book from, when we receive an order for it. Please note this must be a UK address. If you are an overseas publisher you will need to make arrangements for copies to be held by a UK distributor.

Publisher details

Should we have cause to return the book, eg. if it arrives damaged, whom should we contact?

Terms & Conditions

- Discount terms

Please tell us what percentage off rrp you will be selling to us at, but remember that we take our margin & then pass the rest onto Waterstones so this needs to be an attractive offer.

- Returns agreement

This will be either firm sale, or sale or return (SOR). Firm sale is not liked by Waterstones (or other customers as it doesn't encourage them to try something) so we would advise that you put SOR here.

Please then sign & date your form & return to:

Buyers New Publishers,
Gardners Books,
1 Whittle Drive,
Eastbourne,
East Sussex,
BN23 6QH.

Please turn to next page for details of what happens when you are registered



Supplying Waterstones

What happens once registered?

Once registered, Waterstones will notify you to permit marketing of your books to their branches. However, please note that submitting this form does not guarantee that Gardners will hold stock.

- When a Waterstones branch places an order for your books, the order will be received by Gardners and we will:
- Order from you or your distributor.
- Once the book is delivered to Gardners we will supply the branch.
- You invoice us and we will invoice Waterstones.

Waterstones will not accept deliveries direct to store, they must come via Gardners.

We constantly review the level of business that we do with you, with a view to holding stock of your books if the sales justify it.

All the marketing initially is down to you, the publisher.

Finally, provided that all the details are correct with Nielsen BookData, all our other customers will be able to order your titles from us.