

Your Giftware Association

A guide to membership and why you need to join



Welcome

Hello, and welcome to The GA – the national trade association serving the gift and home industry.

We recognise the remarkable talent and creativity of members ranging from retailers to suppliers, high street brands to individual craftspeople and many others. We have been serving our members for over 75 years, ensuring they thrive and grow through opportunity, community and connectivity.



Message from our CEO:

I love our industry and have been the proud CEO of The Giftware Association for over 6 years now. What makes our association unique is our role in being the voice for our industry at the highest level of decision making. We are change-makers and when our industry is facing more challenges than ever before, there has never been a more vital time for an association like ours.

What is The Giftware Association's role in your business? Our team at The GA spend a good portion of the year visiting every appropriate trade show in the country, speaking to our members, understanding what their needs are, offering advice and encouraging them to take on some of the further retail opportunities provided by the organisation.

We exist first and foremost for our members, providing resource, advice and connectivity so that, no matter what we face in the future, we not only survive but thrive.

We have been on the front line of retail now for over 75 years and totally understand the challenges faced by our members. The need to be constantly innovative, to keep customers coming back and attract new customers in the process, is clearly not as easy as it sounds. That is why collaboration and education are key – driven through organisations such as ours, determined to provide opportunities for learning and inspiration via our seminars, workshops and blogs and opportunities to meet buyers and understand market trends via our Meet the Buyer events. Now more than ever, we recognise how vital it is for us to engage, support and drive growth in the industry we care so passionately about.

Sarah Ward

Our National Committee

Do you need help and support with shipping and logistics, eCommerce, packaging, retail innovations, social media, sustainability, global distribution? Our National Committee consists of a dynamic group of industry experts all of whom, as members of The GA themselves, are committed to supporting The GA and its membership with business success and growth. Your access to them makes The GA a special place to be. Expertise and experience at your fingertips.

Discover and connect with our National Committee via our website www.ga-uk.org



Don't just take our word for it...

Case Study: Talking Tables

For the past 18 years, Talking Tables have been creating great memories and getting people together with their fun products.



Their founder, Clare Harris spotted a gap in the market in 1999 when she noticed that there were no design-led party products on offer for her millennium celebrations. From her kitchen table, Clare got to work designing, producing and selling her first products. Mark McCormack joined the company one year later, taking charge of their finance and logistic systems. They now have offices in London and Shanghai selling over 1000 products all over the world. They take pride in adding flair and style to every occasion and do this with passion, energy and creativity.



We spoke to Clare about the benefits of membership

Talking Tables have been members of The Giftware Association for over two decades and each year have benefited from sharing views with other industry experts and also worked alongside The GA on collaborative projects such as their 'Looking to the Other Side' post covid seminar series featuring the Talking Tables Team on their changes after covid as well as sustainable and industry shaping changes that the company are taking to look towards a better future.

Talking Tables are also long-time award winners having been category winners in The Gift of the Year competition for many years and their products regularly feature in the shortlist or highly commended line up too. Clare Harris, Founder and Managing Director, expands on this: "The Gift of the Year competition has been very good to us over the years and the publicity we receive from The GA has really helped us get noticed by buyers and retailers, some of whom are the judges. We have recently completed a short video of all our wins which has been a nice review of success over the years."

Clare also describes The GA as an association that you need to be part of to

keep up to date with industry knowledge as well as using the association for advice and links into the giftware community.

"The association is a great support for every business in our industry, from its events and competitions through to its services and benefits, there is something for everyone from the smallest start-ups to the largest multinationals.

"We use Sarah Ward from The GA as a sounding board as well as sharing our news and achievements. We hope that The GA can in future, be more of a lobby group for the gift industry with its connections to government policy."

Recently Talking Tables have taken a sustainability drive within their business which has seen changes in how the company is run and something that The GA are currently working with Clare and the team to get a better understanding for the industry as well as applying some of the actions to The Giftware Association itself.

www.ga-uk.org

enquiries@ga-uk.org

☎ 0121 237 1105

📘 The Giftware Association

🐦 The_GA_UK

📷 the_ga_uk

BENEFITS

There are so many benefits to being a member of The GA.

 **GIFT OF THE YEAR**
We are **CREATIVE**

Experience internationally recognised awards, competitions, marketing support, networking events, new creative opportunities, podcasts, collaborations...

 We are **PROTECTIVE**

Experience Copywatch, legal and HR advice, product testing support, new product launch advice...

 We are **CONNECTED**

Experience the benefits of the enormous level of expertise, knowledge and experience that exists both in terms of our membership, but also our National Committee. The GA connects you to experts, suppliers, retailers, service providers – all with one goal: to help your business grow.

 We are **INTERNATIONAL**

Experience our specialist International Department with links to Government, The Department for International Trade and International Shows. With a wealth of knowledge, they can help you with any import or export queries, trade with new territories advice and exclusive offers for international trade shows and new markets.

 We are **COMMUNITY**

Experience regular meet ups both in person and online where you can network with your peers, learn, share knowledge and come together as one community helping others in our industry...

“The GA is at the heart of the gift and home industry and is best place to connect you with the right people and services to build your reputation and to help your business thrive.”

Discover much more... Just give us a call on **0121 237 1105**



Voice of the industry

The Giftware Association is the voice of the home and giftware industry and membership with The GA means you can have your voice heard on crucial matters relating to your business.



Being a member of The Giftware Association is about getting your voice heard. Sarah Ward has direct access to government and has had huge success lobbying on crucial matters such as shipping, logistics and VAT. She currently sits on forums with the Bank of England in which she represents members, ensuring that the forum, understands and is able to qualify the issues that are live in businesses, but also acknowledge what is around the corner.

Trade associations represent a real opportunity for governments to support businesses of all sizes, no matter what sector they are in.

Only by working together can we bring about real change. A change for the better.

The GA is a change-maker in the industry and is the representative of the home and gift industry.

Sarah regularly meets in government, working with MPs to deliver vital messages and bring about change on issues critical to our beloved industry, whether that be issues ranging from supply chains, Brexit, cash flow, increasing costs and the health of our high streets.

Together we are stronger and our voice is louder.



Gift of the Year, brought to you by The Giftware Association, aims to raise the profile of suppliers by creating a unique platform to showcase the most innovative and exciting new products to market.

Enter the largest and longest running competition in the home and giftware world to boost your business to new levels.

BUT DON'T JUST TAKE OUR WORD FOR IT...

OUR CROWNING ACHIEVEMENTS

Hear from some of the previous winners of our competition:

WRENDALE

How has winning Gift of the Year helped your business?

We take so much pride in the development of new products and collections, it's great to receive that recognition from an award such as Gift of the Year. We're very proud to have been awarded a Gift of the Year for our letter writing sets in 2016 in the stationery category and shortlisted in the accessories category for our wonderful everyday scarves in 2018. Our everyday scarf collection has become one of our best-selling ranges and we continue to add our latest animal designs to the collection.

Would you recommend a business to enter GOTY in the future and why?

We would definitely recommend other businesses to enter the Gift of the Year in the future. It is a great platform for meeting new customers, raising the profile of the business and receiving the acknowledgement of the hard work that goes into producing great quality products.

THE CANDLE BRAND

How has winning Gift of the Year helped your business?

This has really helped to expose our brand to new retailers, as well as gaining many new stockists for our unique products.

Would you recommend a business to enter GOTY in the future and why?

Yes. No matter how small you are, you can achieve big things.

Enter now www.giftoftheyear.co.uk

How to join

Gain the competitive edge with The Giftware Association

How much does it all cost?

Supplier membership starts from as little as £375^{+VAT} and membership is based on turnover so please get in touch for more information.

We also offer memberships for:

- Retailers from £200^{+VAT}
- Subscribers membership from £100^{+VAT}
- Service Providers from £550^{+VAT}
- Designers makers and craftworkers from £200^{+VAT}

There is a one off joining fee of £30^{+VAT}.

If you would like to find out more about what membership is most suited for your business then please do not hesitate to get in touch.

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| Company Name: | <input type="text"/> | | |
| Contact Name: | <input type="text"/> | | |
| Job Title: | <input type="text"/> | | |
| Address: | <input type="text"/> | | |
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What can you save each year?

£550+

On design protection

£250

On legal advice

5%

On trade show stand cost

Thousands

In grants available to our members

To find out more, please contact us

www.ga-uk.org
enquiries@ga-uk.org
☎ 0121 237 1105
f The Giftware Association
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@ the_ga_uk