The illustration is a vibrant, folk-art style scene. At the top left, a purple box contains the text 'NATIONAL BOOK tokens'. The central figure is a woman with long red hair, wearing a blue dress, lying down and reading an open book. A large, multi-colored rainbow arches over her. To her right, a stack of books is shown, with one open book on top. In the bottom right, a man with dark skin and curly hair is also reading a book. The background is filled with stylized elements: a yellow sun with a face, a crescent moon with a face, two orange birds with red and white patterns on their tails, and various blue and black leaves and flowers. A purple circular badge in the bottom left corner contains the text 'NEW point of sale materials and gift cards inside!'. The bottom of the image features a purple banner with the title 'National Book Tokens Merchandising Catalogue | 2023-24 | Ireland'.

NATIONAL
BOOK
tokens

NEW
point of sale
materials and
gift cards
inside!

National Book Tokens

Merchandising Catalogue | 2023-24 | Ireland



Welcome to our merchandising catalogue for 2023-24. Here you'll find all our new gift card and display products to help you create attractive and impactful National Book Tokens displays for this autumn's gifting season and beyond. Plus find out more information about how National Book Tokens benefit your business, and how to make the most of our systems as well as our free local marketing tool for booksellers.

National Book Tokens are an essential part of any bookseller's product mix, delivering on average around 2% of revenue. We refresh our range of designs annually to ensure there's a gift for every reader and every occasion – this year, we're excited to bring you a delightfully wry comic strip card from *The Guardian* and *New Scientist*'s Tom Gauld, and gorgeous artwork from designers Risa Rodil and Aoife Dooley!

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In case you missed it, we also recently launched a new range of display units made from oak-veneered MDF. These stylish units will complement any bookshop aesthetic, and along with the rest of our display materials, will ensure that no matter how big or small your shop, National Book Tokens will fit perfectly alongside your other gifts and point of sale items. All of our gift cards and display materials are completely free to order at nationalbooktokens.com/trade.

You and your customers can rest assured that National Book Tokens are not only a fantastic gift to give, they're a trustworthy one, too. Our gift cards are printed on FSC-certified board, have an 8-year expiry from last use (not to mention we replace all expired cards) and can be loaded with any value from €1 to €250. Our systems are also integrated with BatchLine POS, making selling and redeeming quicker and easier, plus we're working on Gardlink integration as this catalogue goes to print – check our Trade News page for updates at nationalbooktokens.com/trade.

3

Supporting reading for everyone

National Book Tokens support a number of charities and initiatives to help encourage reading and literacy for all.



New gift cards



Orange & Blue Books

Designed with younger readers in mind by Irish author, illustrator and comedian Aoife Dooley – who wrote the bestselling graphic novel *Frankie's World* – this fun, doodle-filled design joins our range of booky gift cards which are perfect for any occasion.

Winter Tales

Risa Rodil, who created our fun Birthday Things gift card, has returned with a design which makes us long for cosy winter nights! It's an ideal gift during the colder months – for birthdays, saying thanks, or 'just because'. Add it to your range from October onwards to complement your Christmas designs, and offer another option for those looking for non-festive gifts.



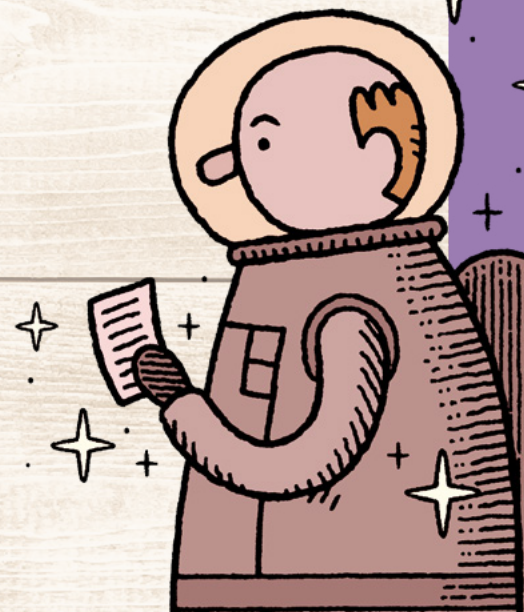
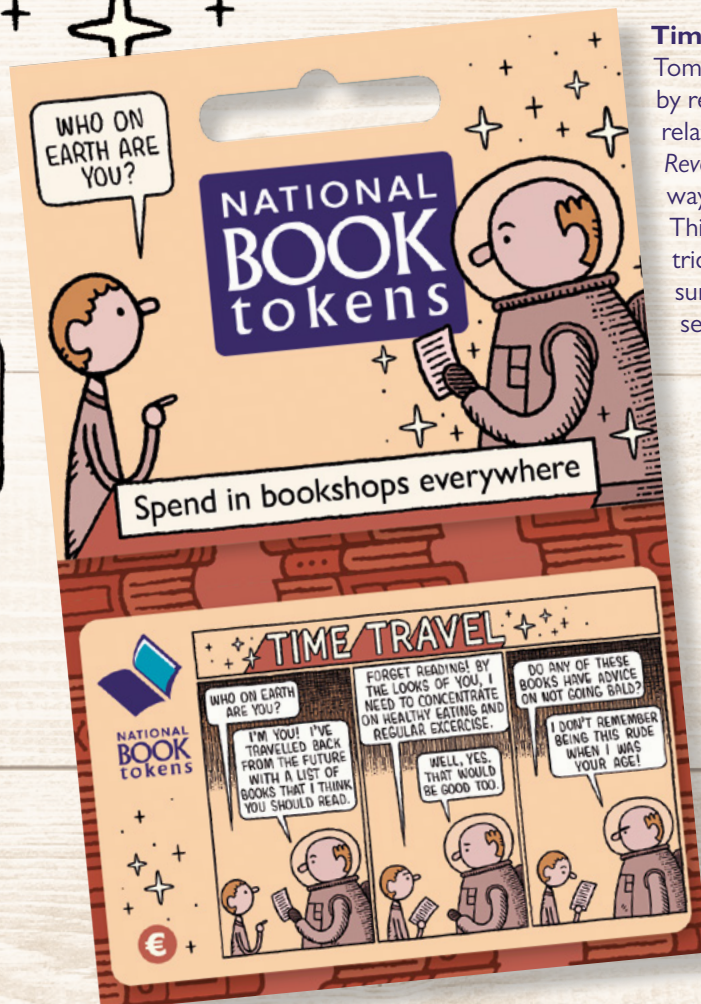
Merry Christmas Blue

This stylish design by Coralie Bickford-Smith brings her trademark, elegant flair to the festive season. A stunning and eye-catching blue card with silver-foiled foliage, accented by deep red berries, announces a seasonal greeting – it's the stylish gift that any booklover will be delighted to accept this Christmas.



Time Travel

Tom Gauld's cartoons are beloved by readers for their deadpan wit and relatable characters, and his book *Revenge of the Librarians* has made its way into many a booklover's stocking. This new gift card is perfect for those tricky-to-buy-for male recipients, and sure to appeal to anyone with a wry sense of humour.



Christmas

The biggest gifting season deserves its own range of gift cards. Our festive selection includes favourite children's characters, including The Grinch and Father Christmas himself, as well as stylish seasonal designs to suit all tastes.



Baubles



Christmas Grinch



Christmas Snow



Father Christmas



Let the Celebrations Begin



Merry Christmas Blue



Nollaig Shona



Santa Claude



Star



The Snowman



Winter Tales

Order now at nationalbooktokens.com/trade

General

From graphic illustrations to sumptuous photography, our gift cards for adult recipients include designs which will speak to a broad range of booklovers, no matter the occasion. Add a touch of decadence to your range with our gold-foiled Art Deco design, and stock up for Father's Day with Tom Gauld's new Time Travel comic strip card.



Art Deco



Beautiful Books



Blue



Bookends



Bookprint



Coralie Fox



Icons



Luxury Book



Time Travel



Wisdom & Insight

Children's and teen

Our cards for younger readers include designs inspired by bestselling books as well as gift cards created by children themselves for our annual Design a National Book Token competition for World Book Day.



Book of Dust



Bookshelves



Clock of Stars



Harry Potter



Keep Reading



Orange & Blue Books



WBD Design 2015

Favourite characters

We love nothing more than working with publishers to bring iconic and beloved children's book characters to life on our gift cards, ensuring there's always a design to delight younger readers – and to appeal to the grownups buying their gifts!



Ada Twist



Boy & Penguin



Gruffalo & Zog



Just Walliams



Matilda



The Snowman

Order now at nationalbooktokens.com/trade

Display materials

Did you know that at least 85% of National Book Tokens purchasers plan to buy a gift card before they visit a bookshop? Our display units have been designed to showcase gift cards in shops of all sizes to make sure customers can always find what they're looking for, as well as to maximise customer awareness and impulse purchases, while taking up minimal space. What's more, just like our gift cards, all our display units and materials are supplied **FREE of charge**.

View and order the full range at our Bookseller Zone: nationalbooktokens.com/trade

NEW

Wall displays

Introducing our new wooden display units, made of oak-veneered MDF and designed to complement any bookshop's aesthetic, as well as reducing our use of plastic throughout our range.

Our wooden wall units are available in two designs – one that can be fitted to any regular wall space and one that can be attached to a slat wall. Screws and plugs are included for both designs.



4 Facing Wall Unit

h 410mm
x w 200mm
x d 25mm

8 Facing Wall Unit

h 715mm
x w 200mm
x d 25mm

12 Facing Wall Unit

h 730mm
x w 405mm
x d 25mm



Other wall displays

4 Facing Wall Unit

h 800mm x w 149mm
x d 25mm

8 Facing Wall Unit

h 800mm x w 369mm
x d 25mm



NEW

Hanging Clip Strips and Hooks
h 600mm
x w 80mm
(approx)

Christmas point of sale



Seasonal Opening Hours Poster



A5 Window Sticker



Spinner Header Card Bookmark

NEW

All display units and POS are supplied

Shelf and counter displays

a. 4 Facing Wooden Card Display Unit

h 430mm x w 200mm
x d 210mm

b. Shelf Blocker, Light Blue / Dark Blue

h 213mm x w 131mm

c. Single Card Display Unit

h 204mm x w 150mm
x d 102mm

d. 9 Card Spinner Unit with Header Card

w/d 155mm x h 518mm

e. Spinner Header Card

h 120mm x w 170mm



a



b



c



e



d

Other point of sale

Sabba Khan, winner of the 2022 Jhalak Prize for her graphic novel *The Roles We Play*, created this stunning and evocative illustration for bookshops to use instore, both to promote National Book Tokens and remind customers of the sheer joy of choosing a book, and the magic and pleasure of reading it. Order individually or as a bundle.



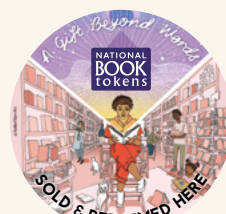
Bookmark



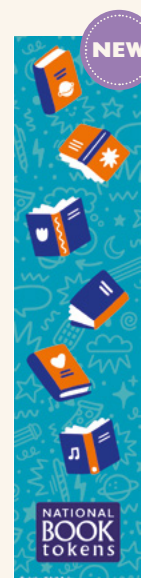
A3 Poster



A4 Strutted Counter Stand



Wobblers



Bookmark

Downloadable point of sale

Visit our Bookseller Zone to download shareable banners for your website and social channels, to let customers know you sell and redeem National Book Tokens gift cards.

nationalbooktokens.com/trade



Signage

a. Exterior Protruding Wall Sign

h 210mm x w 240mm (approx), fittings provided

b. Window Stockist Sticker, Double Sided

h 161mm x w 158mm



a



b

c. Greeting Card Display Wobbler

d 100mm

d. Open/Closed Signs

h 130mm x w 180mm, window hook provided



c



d

FREE of charge – order now at nationalbooktokens.com/trade

Offer something unique for schools and businesses with bulk personalisation



Our innovative personalisation service gives an extra incentive for local schools and businesses looking to reward their students and staff, or perhaps local organisations running promotional events or competitions. Bespoke National Book Tokens can feature images, logos, crests and text to create truly unique rewards and prizes – and customers can order them in bulk through your bookshop today!

How does it work?

We just need the school or business's artwork (e.g. their crest, logo or image) to create a card design, with our team on hand to make it look as good as possible so the customer is happy with the final result. Alternatively, if you – or the school or business – want to design the gift card yourself, all you need to do is:

1. Download the guide and Photoshop template, available at nationalbooktokens.com/bulk-personalisation
2. Send the approved artwork and a completed order form to egiftcard@booktokens.co.uk

You don't even need to load the cards with value; we'll do this for you via your bookshop account.

Find out more at nationalbooktokens.com/bulk-personalisation or contact us at learning@booktokens.co.uk (for schools) or corporate@booktokens.co.uk (for businesses).



Please note:

- Minimum 50 cards per order
- The cards are not supplied mounted onto a carrier card
- Orders take approx. 10 working days from receipt of a completed order and approved card design
- Restrictions apply; see the full terms and conditions at nationalbooktokens.com/bulk-personalisation

Handy hint: how to bulk load at the till

- Use the Web Administration app to load up to 100 standard cards at a time
- Remember to order enough stock and keep the cards in sequential order



Here's how National Book Tokens benefit your business



You probably know we're owned by the Booksellers Association, but did you know that we're Ireland's oldest multi-retailer gift card scheme? Our strong, trusted brand and significant yearly sales combine to make National Book Tokens gift cards an essential part of the bookshop product mix.

Key benefits of National Book Tokens

- They bring new customers into your bookshop, both to buy and redeem
- They help the bookselling sector compete for consumer gift spend across a variety of sales channels
- They deliver positive cash flow and profitable incremental sales
- We're the biggest investor in generic bookshop marketing in the UK and Ireland – we sponsor World Book Day and Irish Book Week, and financially support all key Booksellers Association activities

There are no upfront costs – so you don't need to tie up any cash – and our model is designed to maximise value to bookshops:

- You net 11.5% commission on all National Book Tokens sales
- You receive 86.5% of the value of every National Book Token you redeem

If you sell and redeem a €10 National Book Token you retain 98%* of its value.



*Book Tokens Ltd levies just 1% (plus VAT) charge on sales and on redemptions.



The typical life of a National Book Token

55% of National Book Tokens are bought for children (most aged 5-12) by members of their extended family or by family friends (most often by female shoppers aged over 35). The cards are often sent to recipients geographically distant, so more than half of a bookshop's redemptions may have been sold by another retailer, in a different town.

National Book Tokens are also very popular with schools, and are bought as prizes or rewards – especially at the end of the academic year.



Selling and redeeming is now even easier with BatchLine POS

In 2021 National Book Tokens integrated into BatchLine POS, making selling and redeeming quicker and easier. If you're using BatchLine POS, you should already be set up to do this, but a simple how-to guide is available. Contact our customer service team at egiftcard@booktokens.co.uk for a copy of the guide or, for general help with BatchLine, get in touch with the Batch team at mail@batch.co.uk

"Having National Book Tokens integrated into our POS system is one of the finest developments and biggest time saving initiatives I've seen in our system since Batch took it over. Not having to leave our till system to check balances, sell or redeem on book tokens really streamlines the process and makes training staff much easier too. It's a very reliable service too but if we do ever have to use the website at an event or offsite, that option is still available."

Leanne from Bookbugs and Dragon Tales

"Having National Book Tokens integrated with our BatchLine EPOS system has been absolutely brilliant. It's a huge timesaver and makes the whole process of buying and redeeming book tokens so much quicker and easier, with no need to constantly log in to another website. Importantly, it makes the transaction for our customers both seamless and more professional. It saves on receipt printing too, so it's a greener option. We love it!"

Hazel from Village Books

Supporting you and promoting your business locally



Visit the Bookseller Zone: everything you need to sell and redeem National Book Tokens

The Bookseller Zone is our hub for booksellers. Our recent redesign brings together all the links, documents, news and resources you need to process our gift cards and manage your gift card administration, in one handy page. Bookmark it in your browser so you can easily return whenever you need help or support! Visit the Bookseller Zone at nationalbooktokens.com/trade

Connect your bookshop with booklovers – for free

We have an engaged community of more than 400,000 booklovers across the UK and Ireland, who have opted in to our newsletters to receive all our competitions and content, as well as updates from their local bookshops. These heavy book buyers are ready and waiting to hear about your events, offers and promotions – which you can share quickly and easily with those who live near to your shop.

Use our handy local marketing tool to update your shop's profile on our stockist search, and to upload updates which will appear on the National Book Tokens and Books Are My Bag sites, as well as being emailed to National Book Tokens subscribers near you. It's completely free, and we're here to help at every step of the way.

Visit the Bookseller Zone for more information, or get in touch at marketing@booktokens.co.uk

Caboodle Local is changing!

We're redesigning our websites and our rewards and engagement programme, so you'll soon see some exciting changes. Keep an eye on our newsletters and the Trade News page at nationalbooktokens.com/trade for updates.

"We always post all of our events ... We don't have budget for marketing, so it is vital for us to maximise the free channels available. [It] has great reach into our local community and beyond."

Truman Books, Farsley, Leeds

"I am amazed when I see the huge number of emails sent or views of my offers – I could never achieve that on my own. Knowing that all these interactions are with people who are already booklovers is great too."

The Book Nook Stewarton, Scotland

Bookshop of the Month

As if all that free marketing wasn't enough, we also select one bookshop every month to win our coveted Bookshop of the Month title, and receive a luxury food and wine hamper to celebrate all that hard work!





We're here to help

How to order

The easiest way to order gift cards and display materials is online. Just visit our Bookseller Zone at **nationalbooktokens.com/trade**

To ensure delivery in time for Christmas, please note that orders must reach us no later than 5pm on Friday 1st December 2023. Don't forget to check our website and emails nearer the time for our opening hours over the Christmas and New Year bank holidays.



Scan to order

Contact us

General queries: **egiftcard@booktokens.co.uk**

Order queries: **orders@booktokens.co.uk**

Marketing queries: **marketing@booktokens.co.uk**

Expired card policy

All new National Book Tokens gift cards have an 8-year expiry from last use. Our policy is to replace all expired gift cards. If a customer presents an expired National Book Tokens gift card, please refer them to **nationalbooktokens.com** where they will find instructions for obtaining a replacement card. Alternatively, you can call Customer Services on **18008 560 74** for the card to be replaced there and then (Mon-Fri, 9am-5pm only).



The Booksellers Association Group covers the BA, National Book Tokens and Batch.

The Group is part owner of the Book Industry Communications (BIC).



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