The illustration is a vibrant, folk-art style composition. At the top left, a purple rectangular box contains the text 'NATIONAL BOOK tokens' in white. The background is a warm yellow, populated with various elements: a large, multi-colored rainbow arches across the center; a woman with long red hair lies on her side, reading an open book; a man with dark skin and curly hair sits at the bottom, also reading; two stylized orange birds with red and white dotted patterns are perched on branches; a yellow crescent moon with a face is positioned near the bottom center; and several stacks of books are shown, some with geometric patterns. The entire scene is framed by dark blue and black stylized foliage and leaves. A circular orange badge with a dotted border is located in the lower-left quadrant.

NATIONAL
BOOK
tokens

NEW
point of sale
materials and
gift cards
inside!

National Book Tokens

Merchandising Catalogue | 2023-24 | UK



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 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 brilliantly bonkers *Bunny vs Monkey* card (designed exclusively for us by Jamie Smart), a delightfully wry comic strip card from *The Guardian* and *New Scientist's* Tom Gauld, and gorgeous artwork from designers Sophie Bass, Risa Rodil and Aoife Dooley!

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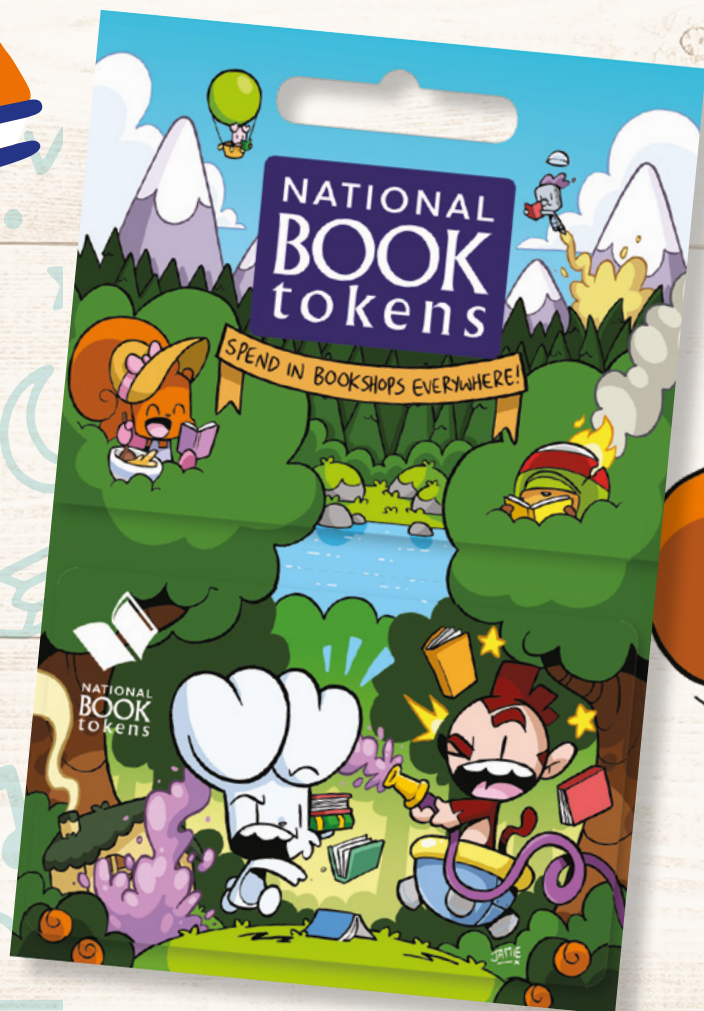


You and your customers can rest assured that National Book Tokens are not only a fantastic gift to give, they're a trustworthy one, too. Our gift cards are printed on FSC-certified board, have an 8-year expiry from last use (not to mention we replace all expired cards) and can be loaded with any value 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**.

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.

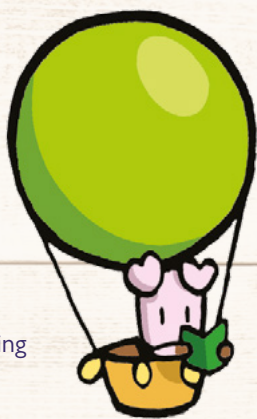
Winter Tales

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.



Bunny vs Monkey

Jamie Smart's bestselling series now has its own book token! Designed exclusively for us, it features the riotous escapades of everyone's favourite woodland anarchists – and of course, lots of books. This colourful card will delight children of all ages, but will in particular encourage purchases for younger boys and more reluctant readers who are gaining confidence through graphic novels.



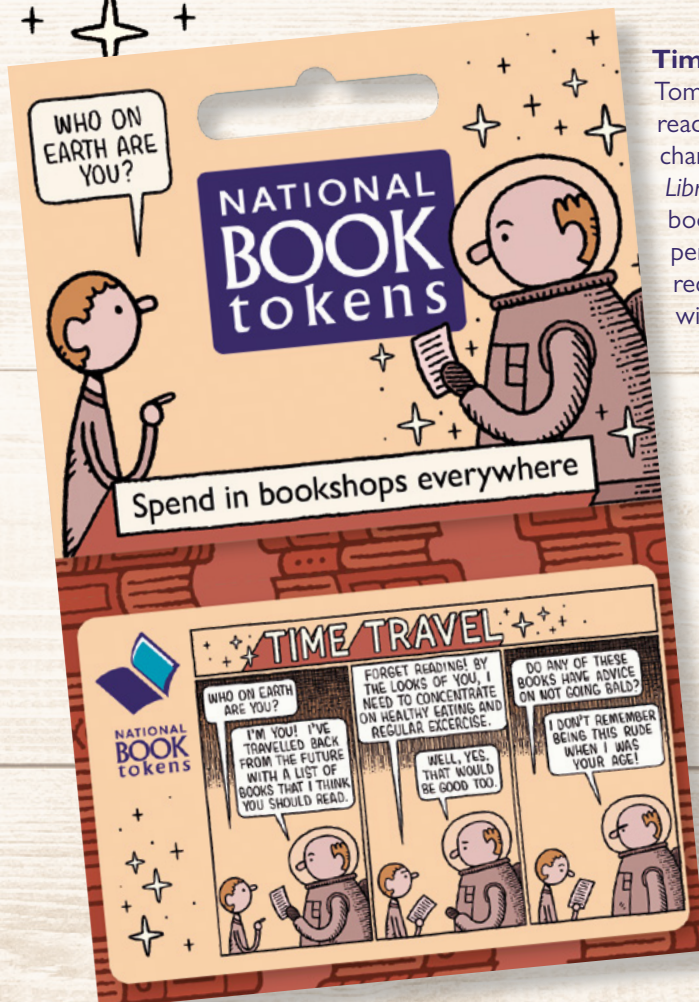
Booklovers

This gorgeous design from Jhalak Children's & YA Prize-longlisted illustrator, Sophie Bass, brings to life the most magical feeling of all: losing yourself in a good book. With its sumptuous colours and dreamy illustrations, it will appeal to booklovers everywhere – and look simply wonderful on your displays.



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.

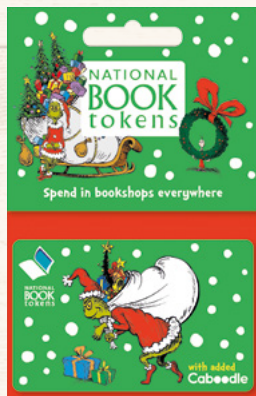


Christmas

The UK's 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 stylishly seasonal designs to suit all tastes. If you're a bookseller in, or near, Wales or Scotland, don't forget we have Christmas gift cards featuring greetings in Welsh and Scottish Gaelic.



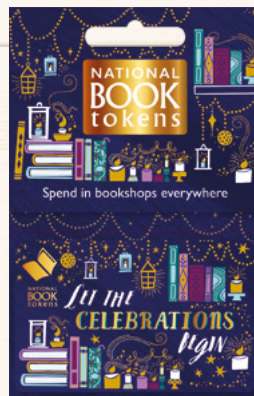
Baubles



Christmas Grinch



Father Christmas



Let the Celebrations Begin



Merry Christmas Blue



Merry Christmas Green



Red Wrap



Santa Claude



Snowflake



Star



The Snowman



Winter Tales



Nadolig Llawn Gwyrdd



Nollaig Chridheil Uaine

Welsh and Scottish Gaelic designs

Order now at nationalbooktokens.com/trade

Core range

We know our customers love one thing above all others: books. And our bestselling designs all reflect that, with a range which includes eye-catching graphic illustrations and photography – each one is sure to be a sure-fire hit with booklovers of all ages. We recommend stocking at least one or two of these core designs at any one time, to ensure a range which appeals throughout the year.



Beautiful Books



Blue



Bookends



Bookprint



Luxury Book

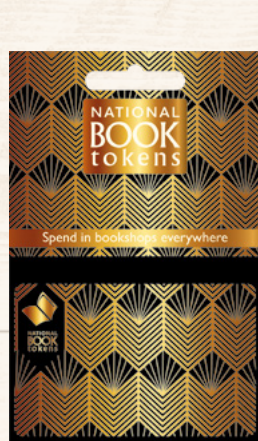


NBT Generic



General

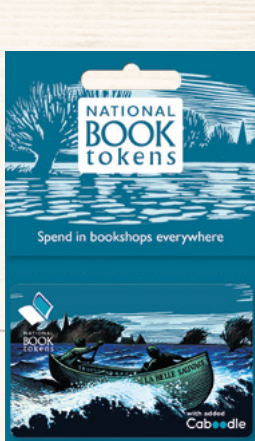
From literary quotes to beautiful illustrations, our gift cards for adult recipients include designs which will speak to a broad range of booklovers, no matter the occasion. Add a touch of decadence to your range with our gold-foiled Art Deco design, and stock up for Father's Day with Tom Gauld's new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



Art Deco



Booklovers



Book of Dust



Bookshop Noun



Coralie Fox



Coralie Green



Eat Sleep Read



Time Travel



Too Fond of Books



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. Plus, don't forget our charity Readers card which raises funds for Book Aid International, helping us to support reading for everyone.



Bookshelves



Bookshop Girl



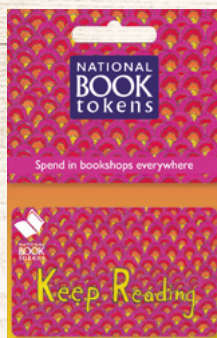
Clock of Stars



Dragon Realm



Harry Potter



Keep Reading



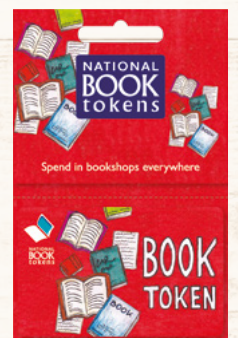
Orange & Blue Books



Readers



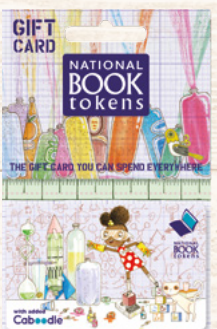
Share a Story



WBD Design 2015

Favourite characters

Characters in beloved children's books take on a whole life of their own, and we're always thrilled to bring some of them into our range to delight younger readers (and older ones, too...). From Alice and Matilda to contemporary favourites like *Heartstopper's* Charlie and Nick – and, new for this year, introducing Jamie Smart's duelling Bunny, Monkey and their hilarious friends/nemeses – there's something here for young bookworms everywhere.



Ada Twist



Alice in Wonderland



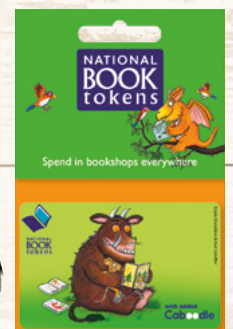
BFG & Co



Bunny vs Monkey



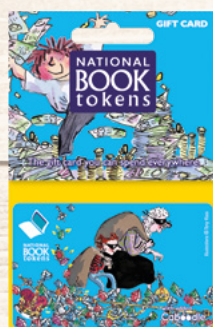
Gruffalo & Zog



Heartstopper



Horrid Henry



Just Walliams



Matilda



The Snowman



Where's Wally



No more plastic

Our gift cards are printed on FSC-certified board, not plastic, and we've moved away from plastic in our packaging as well, so you'll notice that new gift cards come packaged in paper wrapping, and in smaller packs than previously.

Think of the environment:

Remember, all National Book Tokens can be retained and topped up again and again, and have an 8-year expiry from last use! Plus: check out our new, wooden display units – see p.10.

Birthdays and other occasions

Encourage sales all year round by making your displays relevant with gift cards to suit a range of gifting occasions. From birthdays and confirmations, religious celebrations at Eid, Easter, Diwali and Hanukkah, to those smaller, one-off gifts of thanks, choose the best designs to appeal to your local customers.



Birthday Books



Birthday Things



Happy Birthday



Gift card envelopes

National Book Tokens gift cards are mounted on beautifully designed backing cards which fold to fit neatly into one of these handy envelopes. Order in packs of 100.



Let the Celebrations Begin



Lost Words Birthday



Together Thank You



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.



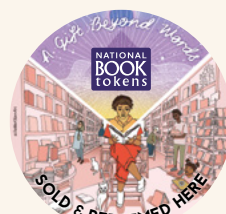
Bookmark



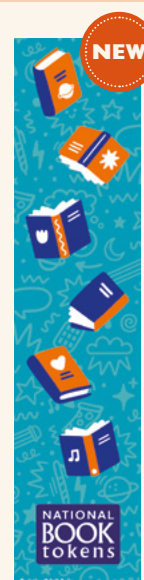
A3 Poster



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 the UK'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 – we sponsor World Book Day and the Books Are My Bag Readers Awards, 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.



Bookshop Cash Flow

Based on £100 of National Book Tokens bought and redeemed

| | | | |
|--|---------|--|--|
|  BUY £100.00 OF NATIONAL BOOK TOKENS | £100.00 | Cash in from customers | CASH FLOWS IN & OUT BOOK TOKENS LTD Retains 2% |
| | -£88.50 | Remitted to NBT – 88.5% of sales | |
| | £86.50 | Received from NBT – 86.5% of redemptions | |
| | £98.00 | Total cash benefit to bookshop (ex VAT) | |

*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 **03303 310345** 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).



FSC Printed on FSC-certified paper