

Look Inside

for
BIG Brands
BIG Savings

Exclusive offers
and **special terms**
available to all
bira members.

bira | direct
BUYING
made easy

Vote NOW for your **bira** | direct **Supplier of the year award**

**6 NEW
SUPPLIERS**



February 2012
www.biradirect.co.uk

Hardware
& DIY

Cookshop

Garden

Pet

Decor

Housewares

6 new suppliers for you to try from bira direct...

Last month we kick started 2012 with 5 new suppliers joining **bira direct**. This month we have added another 6 suppliers strengthening the offering to you, our members.

1. **Handy Distribution** - Exclusive UK distributors for: Garden Groom, Gardena, The Handy, Handy Pro and Handy Parts. They are also distributors of Bosch, Billy Goat, Flymo, Hayter, Karcher and Ryobi.
2. **Walsall Wheelbarrows** - The only remaining British owned, British wheelbarrow manufacturing company left in the UK. A wide range of wheelbarrows for garden & leisure, construction, DIY, Equestrian and Agricultural markets.
3. **Peartree Heybridge** - are best known for its humorous greetings cards, christmas cards, coasters, mugs, aprons and tea towels.
4. **Hailo** - are one of Europe's leading housewares and DIY manufacturers. Producing stepladders, ladders, stools and waste bins in a range of colours to satisfy your customers demands.
5. **Enviro-works** - produce a wide range of high quality cleaning and odour control products underpinned by sound environmental principles
6. **Teng Tools (IQ Supplies)** - Teng Tools is the main brand available from IQ Supplies. Teng Tools is a complete range of professional quality mechanics hand tools aimed at the quality conscious DIY and price conscious professional user.

For further details

☎ **0121 446 6688**
 🌐 **www.biradirect.co.uk**
 📧 **info@biradirect.co.uk**

Available to all members of all divisions



Your KEY to savings:



Hardware



Cookshop



Garden



Pet



Decor



Housewares

VOTE NOW

for your



British Hardware Federation

and



Supplier of 2011

using the forms enclosed.

5 simple

STEPS TO USING

bira | direct

Place your order with the

bira | direct **supplier**

quoting your

bira | direct

membership number

ask to be invoiced

through

bira | direct

The products are

delivered to you

The supplier invoices

bira | direct

bira | direct **pays**

the supplier and invoices you

You pay bira | direct and benefit from the extra discounts and exclusive terms

This months offers!

See all of the offers in this edition and more at:
www.biradirect.co.uk/current-offers



Enviro-works Pro-biotic cleaning range from Enviro-works. Conservatory and Greenhouse cleaner, patio cleaner, spot stain remover, traffic lane cleaner, hard floor cleaner and pet guard and many others all on offer.

TERMS: ??
Minimum carriage: £??



Hailo - launch with a comprehensive range of ladders, step ladders, work platforms and rope operated ladders as well as several types of pedal bins and recycling bins.

TERMS: bira nett price list - contact Steve Akers for more details
Minimum carriage: £200 or 6 items



Handy Distribution - launch offer covers a range of Karcher branded products include a window vac and 3 pressure washer systems.

TERMS: Please contact Steve Akers for full details or see your Little Blue Book
Minimum carriage: £150



Teng Tools (IQ Suppliers) - a range of professional socket drive sets, screwdrivers, drill bit sets and safety glasses

TERMS: bira nett price list - contact Steve Akers for more details
Minimum carriage: £300 nett or 15 wheelbarrows.



Walsall Wheelbarrows are the only remaining British owned wheelbarrow manufacturing company left in the UK.

TERMS: bira nett price list - Please contact Steve Akers for full details or see your Little Blue Book
Minimum carriage: £300



Peartree Heybridge Peartree Heybridge is best known for its humorous greetings cards, christmas cards, coasters, mugs, aprons and tea towels.

TERMS: Trade less 10%
Minimum carriage: £150 nett



This months offers!

See all of the offers in this edition and more at:
www.biradirect.co.uk/current-offers

Various discounts



Durston have a range of growing media and bird food all on special offer this month. From Multi purpose composts to top soil and decorative woodland bark. With varying pack sizes there is something for every stockist.



15% discount on lamps



Pik-a-Pak a wide range of electrical products on special offer, from the independent only brand Igenix as well as Philips, Russell Hobbs and Zanussi.

TERMS: 10% discount on PP coded products all others trade list.
Minimum carriage: £100



VOTE NOW

for your



and



Supplier of 2011

using the forms enclosed.

10% discount on pack



Dartington Crystal present their essential range. Two offers which can save you 10% on one of their most popular ranges.



20% discount



La Cafetière - have their new bean grinder on offer this month. Available in black or white with an additional 20% saving.



Don't miss your



Village

show preview including exclusive offers from all exhibiting BHF suppliers at the back of this brochure



5.6.7 February 2012 • N.E.C. Birmingham



bira | direct SUPPLIER AWARDS

Welcome to the new bira direct Supplier Awards voting forms. These awards will be held at The bira National Conference and Gala Awards on the 24th April 2012. They reward bira direct suppliers and identify those who have achieved great things throughout 2011.

This is where you come in, we need your help to nominate the best suppliers. Below you will find a list of all Hardware, Garden, DIY & Pet suppliers within bira direct, please pick your **TOP THREE ONLY** by putting 1, 2, or 3 in the boxes provided (e.g. 1 being your top choice).

Once you have done this please fax the completed form back to Kate Perrett on 0121 448 6216.

Vote now!

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Agralan | <input type="checkbox"/> Danoon Accessories | <input type="checkbox"/> Jago Electrical | <input type="checkbox"/> Rug Doctor |
| <input type="checkbox"/> Airflow | <input type="checkbox"/> Dickies (UK) | <input type="checkbox"/> Johnson's Veterinary Products | <input type="checkbox"/> SKE |
| <input type="checkbox"/> Aldridge Security | <input type="checkbox"/> (S.J.) Dixon & Son | <input type="checkbox"/> JML | <input type="checkbox"/> Sainsbury's Trade Centre |
| <input type="checkbox"/> All Bases | <input type="checkbox"/> Draper Tools | <input type="checkbox"/> Keypoint Wholesale | <input type="checkbox"/> Schneider Electric |
| <input type="checkbox"/> Arden Grange | <input type="checkbox"/> Durston Garden Products | <input type="checkbox"/> King Oils | <input type="checkbox"/> Select Hardware |
| <input type="checkbox"/> Area Abloy | <input type="checkbox"/> DustPro | <input type="checkbox"/> Lister Locks | <input type="checkbox"/> Sentry Safe |
| <input type="checkbox"/> Big K | <input type="checkbox"/> Eneco | <input type="checkbox"/> London & Lancashire Rubber Company | <input type="checkbox"/> Showerdays |
| <input type="checkbox"/> Birchwood Price Tools | <input type="checkbox"/> Eurolink Hardware | <input type="checkbox"/> Lyle Industries | <input type="checkbox"/> SIP (Industrial Products) |
| <input type="checkbox"/> Bond It | <input type="checkbox"/> European Lamp Group | <input type="checkbox"/> MUMarcus | <input type="checkbox"/> Spear & Jackson |
| <input type="checkbox"/> Bosmere Products | <input type="checkbox"/> Everbuild Building Products | <input type="checkbox"/> Menor Reproduction | <input type="checkbox"/> Specialist Group |
| <input type="checkbox"/> The Boston Bulk Company | <input type="checkbox"/> Farer Brothers | <input type="checkbox"/> Mason & Stone | <input type="checkbox"/> Stirling Tools |
| <input type="checkbox"/> Brabantia | <input type="checkbox"/> Faulks & Company | <input type="checkbox"/> Midland Power | <input type="checkbox"/> Storage Solutions |
| <input type="checkbox"/> Brand Essentials | <input type="checkbox"/> Fireworks International | <input type="checkbox"/> Morris Lubricants | <input type="checkbox"/> Sunlink |
| <input type="checkbox"/> Brennan & Sons | <input type="checkbox"/> Fiskars | <input type="checkbox"/> Mueller Primellow | <input type="checkbox"/> Titan Ladders |
| <input type="checkbox"/> Briars | <input type="checkbox"/> Frank Shaw | <input type="checkbox"/> Murpak | <input type="checkbox"/> Toolbeam |
| <input type="checkbox"/> Bulk Hardware | <input type="checkbox"/> Globus | <input type="checkbox"/> Nest Ideas | <input type="checkbox"/> Tracklock |
| <input type="checkbox"/> Carl Kammerling International | <input type="checkbox"/> Greenbrook | <input type="checkbox"/> OMV Hardware | <input type="checkbox"/> Turle Mat Company |
| <input type="checkbox"/> Carlele Brass | <input type="checkbox"/> Group 65 | <input type="checkbox"/> Oscator | <input type="checkbox"/> Unipart Leisure |
| <input type="checkbox"/> Cassia Hardware | <input type="checkbox"/> HILL Russell | <input type="checkbox"/> Oscar Weil GmbH | <input type="checkbox"/> What More UK |
| <input type="checkbox"/> Chain Products | <input type="checkbox"/> HG Hagason | <input type="checkbox"/> Palace Chemicals | <input type="checkbox"/> William Armes |
| <input type="checkbox"/> Cotton Brush | <input type="checkbox"/> Hamilton Acorn | <input type="checkbox"/> Pascook & Co | <input type="checkbox"/> Winn Coles |
| <input type="checkbox"/> CPO | <input type="checkbox"/> LG Harris & Co | <input type="checkbox"/> Pika-Pak Home Electrical | <input type="checkbox"/> Youngman Group |
| <input type="checkbox"/> Cranwick Pet Products | <input type="checkbox"/> Holmedia | <input type="checkbox"/> ROK | |
| <input type="checkbox"/> Craceal | <input type="checkbox"/> Hoppa | <input type="checkbox"/> Rothley | |
| <input type="checkbox"/> Cyancleo | <input type="checkbox"/> Isagi | | |

Closing date 24.02.2012



**British
Hardware
Federation**
a division of bira

BHF SUPPLIER OF THE YEAR 2011

SECOND FOLD

THIRD FOLD



Freepost RRCB-BRXY-LGHY
British Independent Retailers
Association
225 Bristol Road
BIRMINGHAM
B5 7UB

FOURTH FOLD AND TUCK IN

FIRST FOLD



bira | direct SUPPLIER AWARDS

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This is where you come in, we need your help to nominate the best suppliers. Below you will find a list of all Cookshop and Housewares suppliers within bira direct, please pick your **TOP THREE ONLY** by putting 1, 2, or 3 in the boxes provided (e.g. 1 being your top choice).

Once you have done this please fax the completed form back to Kate Perrett on 0121 448 6216.

Vote now!

- | | | |
|--|--|--|
| <input type="checkbox"/> Alessi | <input type="checkbox"/> Enesco | <input type="checkbox"/> Mayer Group |
| <input type="checkbox"/> Amefa | <input type="checkbox"/> EPE International | <input type="checkbox"/> Nordiaware |
| <input type="checkbox"/> Anniversary House | <input type="checkbox"/> Foreway Trading | <input type="checkbox"/> Onida International |
| <input type="checkbox"/> Apollo Housewares | <input type="checkbox"/> George East Housewares | <input type="checkbox"/> Paton Calvert Housewares |
| <input type="checkbox"/> Arthur Price | <input type="checkbox"/> George Wilkinson | <input type="checkbox"/> Peartree Haybridge |
| <input type="checkbox"/> Bodum | <input type="checkbox"/> Gilbert Food Equipment | <input type="checkbox"/> Pendaford Housewares |
| <input type="checkbox"/> black+blum | <input type="checkbox"/> Gfok | <input type="checkbox"/> PHA Kitchen Essentials |
| <input type="checkbox"/> Brabantia | <input type="checkbox"/> Groupe SEB | <input type="checkbox"/> Portmeirion Group |
| <input type="checkbox"/> Candlelight Products | <input type="checkbox"/> Hahn Trading | <input type="checkbox"/> Premier Housewares |
| <input type="checkbox"/> Churchill China | <input type="checkbox"/> Heath McCabe | <input type="checkbox"/> Price Patent Candles |
| <input type="checkbox"/> Cottage Delight | <input type="checkbox"/> Horwood Homewares | <input type="checkbox"/> Probus Creative |
| <input type="checkbox"/> Creative Party | <input type="checkbox"/> Imperial International | <input type="checkbox"/> Rayware |
| <input type="checkbox"/> Creative Tops | <input type="checkbox"/> International Cookware Design | <input type="checkbox"/> Samuel Groves |
| <input type="checkbox"/> Culpitt | <input type="checkbox"/> JVL | <input type="checkbox"/> T & G Woodware |
| <input type="checkbox"/> Darlington Crystal | <input type="checkbox"/> Jamtastic | <input type="checkbox"/> Taylors Eye-witness |
| <input type="checkbox"/> Denby Pottery Company | <input type="checkbox"/> Joseph Joseph | <input type="checkbox"/> The Cookware Company |
| <input type="checkbox"/> Dexam International | <input type="checkbox"/> Kitchen Kapera | <input type="checkbox"/> Tradetook |
| <input type="checkbox"/> DNC | <input type="checkbox"/> Kuhn Rikon | <input type="checkbox"/> Utensia |
| <input type="checkbox"/> DRH Collection | <input type="checkbox"/> La Cafetiera | <input type="checkbox"/> WMF |
| <input type="checkbox"/> Eddingtons | <input type="checkbox"/> La Creuset | <input type="checkbox"/> WWRD (Wedgwood Royal Doulton) |
| <input type="checkbox"/> Enna | <input type="checkbox"/> Marketeer | <input type="checkbox"/> Zwilling J.A. Henckels |
| | <input type="checkbox"/> Metaltex | |

Closing date 24.02.2012

Cookshop & Housewares
Association
a division of bira

CHA SUPPLIER OF THE YEAR 2011

SECOND FOLD

THIRD FOLD



Freepost RRCB-BRXY-LGHY
British Independent Retailers
Association
225 Bristol Road
BIRMINGHAM
B5 7UB

FOURTH FOLD AND TUCK IN

FIRST FOLD

NEW SUPPLIER

offer to bira members only when
invoiced through bira direct



EXCLUSIVE
offer to bira members
only when invoiced through bira direct

enviro-works

pro-biotic cleaning product range



carpet & upholstery shampoo

is a highly effective pro-biotic liquid that works with all carpet cleaning machines to clean, deodorise and protect carpets and upholstery.

spot stain remover

removes spills & stains like food, drinks, inks, grease and oil from carpets and upholstery.



hard floor cleaner

is a highly effective pro-biotic formula for cleaning and deodorizing hard floors and surfaces.

traffic lane cleaner is a powerful pre-cleaning treatment for all heavy traffic areas and is formulated to start loosening ground-in dirt prior to using the carpet cleaning machine.



wee-ay™ is a powerful pet odour and stain remover which rapidly neutralizes and eliminates bad odours.

pet guard cage, hutch and litter tray cleaner is a highly effective pet home cleaner and deodoriser and helps prevent bacterial infections.



happy bin™ odour neutralising spray uses a unique patented vapour release technology to rapidly neutralise and eliminate bad odours in bins containing household waste.

all clear neutralizes and eliminates bad odours from urine, vomit, faeces, beverages and food spills on carpet, fabrics, floors, upholstery and bedding.



path & patio cleaner

is a specially formulated pro-biotic solution for effective cleaning of paths, patios and decking.



conservatory & greenhouse cleaner is a highly effective pro-biotic cleaning solution for all indoor conservatory and greenhouse surfaces.



keep it clear™ is a revolutionary treatment for hard surfaces around your home and garden that prevents the formation of algae, moss, mould and fungi.

oil patch remover

is a highly effective, biological product containing unique pro-biotic bacteria which removes unsightly stains from outdoor hard surface areas such as paths, paving and driveways.



NEW SUPPLIER

offer to bira members only when
invoiced through bira direct

**SPECIAL
OFFER**
to bira members

spend
£250_{net} or over...

...get a
free FSDU

to help display your pro-biotic product range



new cleaning range products

antony worrall thompson
has launched a selection of
speciality cleaning products to
complement his BBQ range.



mansion - the fireside
experts have brought out
a cleaner to tackle all
areas around your fireside
including wood burning
stoves, stove glass,
coal buckets, hearths
and mantel pieces.



Item No	Min Order Quantity	Description	RSP inc vat	Trade Net Price	BIRA Member Net Price	Quantity Required
BIR5001	1	Conservatory & Greenhouse Cleaner 1Ltr	£8.99	£4.50	£4.28	
BIR5002	1	Pet Safe Path & Patio Cleaner 1Ltr	£8.99	£4.50	£4.28	
BIR5003	1	Keep it Clear 1Ltr	£9.99	£5.00	£4.75	
BIR5004	1	Oil Patch Remover 500ml Trigger	£6.99	£3.50	£3.33	
BIR6001	1	All Clear Odour Remover 500ml Trigger	£4.99	£2.50	£2.38	
BIR6002	1	Spot Stain Remover 500ml Trigger	£4.99	£2.50	£2.38	
BIR6003	1	Traffic Lane Cleaner 500ml Trigger	£4.99	£2.50	£2.38	
BIR6004	1	Carpet & Upholstery Shampoo 1Ltr	£6.99	£3.50	£3.33	
BIR6005	1	Carpet & Upholstery Shampoo 1.5Ltr	£8.99	£4.50	£4.28	
BIR6006	1	Multi Purpose Hard Floor Cleaner 1Ltr	£6.99	£3.50	£3.33	
BIR6007	1	Happy Bin Liquid 500ml Trigger	£3.99	£2.00	£1.90	
BIR7001	1	Wee-Away Pet 500ml Trigger	£5.99	£3.00	£2.85	
BIR7002	1	Wee-Away Cat 500ml Trigger	£5.99	£3.00	£2.85	
BIR7003	1	Pet Guard Cage & Hutch Cleaner 500ml Trigger	£3.99	£2.00	£1.90	
BIR8001	1	BBQ Cleaner 500ml Trigger	£4.99	£2.50	£2.38	
BIR8002	1	Stainless Steel Cleaner 500ml Trigger	£4.99	£2.50	£2.38	
BIR8003	1	Fireside Cleaner 500ml Trigger	£4.99	£2.50	£2.38	

free carriage on orders over £100 net

Company Name: _____ Account No: _____
 Delivery Address: _____
 _____ Postcode: _____ Tel: _____
 Contact Name: _____ Order No: _____ Date: _____

phone your order on: 0844 879 7504 or email: info@enviro-works.co.uk or fax to: 01444 237 701

NEW SUPPLIER

offer to bira members only when
invoiced through bira direct



- Hailo Quality Guaranteed at minimum cost
- Order only six products or £200 for free delivery
- Offer our full Range and use our drop- ship option, so no need to hold large stocks anymore
- Send direct to your customers if required
- Order ladders & Bins together so no need to worry about minimum quantities
- All Hailo products are manufactured to the highest standard and come with the famous Hailo Guarantee

Test us now – Special Promotional Prices until 31st March 2012



EN 131



E/Mail –Sales@Hailo.com **Fax**-01792-798005 **Tel** -01792-701999

Only available when invoiced via **bira** | direct

NEW SUPPLIER

offer to bira members only when
invoiced through bira direct

bira direct - Hailo order sheet & Spring promo offer



Fax number for orders - 01792 798005

Art no.	Description	BIRA 2012 Cost £	BIRA Promo Cost £	Rsp inc vat	Barcode	Drop ship cost if required	Order Quantity
1212-601	L80 Alu 3-way household ladder - 1x6+1x5 alu rungs	66.50	63.33	194.95	4007126121226	£ 8.50	
4310-001	Mini Folding Steps - 2 steps	14.36	13.68	38.95	4007126431004	£ 8.50	
4312-001	Safety Folding Steps - 2 steps	24.89	23.65	73.95	4007126431202	£ 8.50	
4313-001	Safety Folding Steps - 3 steps	36.85	35.01	108.95	4007126431301	£ 8.50	
4321-001	L90 Alu Folding Steps - 2 x 2 alu steps	23.53	22.41	65.95	4007126432100	£ 8.50	
7109-001	ProfiStep® uno Alu single-section ladder - 9 rung	31.87	30.28	93.95	4077126710925	£ 8.50	
7112-001	ProfiStep® uno Alu single-section ladder - 12 rung	39.35	37.38	115.95	4077126711229	£ 8.50	
7115-001	ProfiStep® uno Alu single-section ladder - 15 rung	46.45	44.13	138.95	4077126711526	£ 8.50	
7209-001	ProfiStep® duo Alu extension ladder (2-section) - 2 x 9 rungs	66.45	63.13	195.95	4077126720917	£ 8.50	
7212-001	ProfiStep® duo Alu extension ladder (2-section) - 2 x 12 rungs	81.44	77.37	239.95	4077126721204	£ 8.50	
7215-001	ProfiStep® duo Alu extension ladder (2-section) - 2 x 15 rungs	113.11	107.45	332.95	4077126721501	£ 8.50	
7285-001	ProfiStep® duo Alu rope-operated ladder (2-section) - 2 x 15 rungs	140.98	133.93	414.95	4077126728005	£ 8.75	
7288-001	ProfiStep® duo Alu rope-operated ladder (2-section) - 2 x 18 rungs	179.69	170.71	528.95	4077126728807	£ 10.50	
9470-001	ProfiStep® multi Alu Mini scaffold + working platform -	114.62	108.89	337.95	4007126947000	£ 8.50	
1021-701	Combination ladder - 3 x 7	81.68	77.79	222.95	4007126102171	£ 8.50	
1027-701	Combination ladder - 3 x 9	96.14	91.56	261.95	4007126102775	£ 8.50	
1033-701	Combination ladder - 3 x 11	110.59	105.32	300.95	4007126103376	£ 8.50	
0513-019	T1.13 Pedal bin - 13 Ltr; Stainless Steel	15.17	14.45	40.95	4007126513019	£ 6.50	
0513-319	T1.13 Pedal bin - 13 Ltr; Silver	12.46	11.87	32.95	4007126513319	£ 6.50	
0513-419	T1.13 Pedal bin - 13 Ltr; White	12.46	11.87	32.95	4007126513419	£ 6.50	
0516-029	T3.16 Pedal bin - 16 Ltr; stainless steel	41.64	39.66	111.95	4007126052223	£ 6.50	
0516-049	T3.16 Pedal bin - 16 Ltr; silver	32.62	31.07	91.95	4007126053305	£ 6.50	
0516-069	T3.16 Pedal bin - 16 Ltr; white	32.62	31.07	91.95	4007126052186	£ 6.50	
0622-110	Trento oko Recycling & sorting bin - 2 X 11 Ltr; Stainless steel	27.03	25.74	76.95	40071260622-110	£ 6.50	
0622-310	Trento oko Recycling & sorting bin - 2 X 11 Ltr; Silver	23.27	22.16	65.95	40071260622-310	£ 6.50	
0622-410	Trento oko Recycling & sorting bin - 2 X 11 Ltr; White	23.27	22.16	65.95	40071260622-410	£ 6.50	
0633-110	Trento oko Recycling & sorting bin - 3 X 11 Ltr; Stainless steel	33.71	32.10	96.95	40071260633-110	£ 6.50	
0633-210	Trento oko Recycling & sorting bin - 3 X 11 Ltr; Silver	29.40	28.00	83.95	40071260633-210	£ 6.50	
0633-410	Trento oko Recycling & sorting bin - 3 X 11 Ltr; White	29.40	28.00	83.95	40071260633-410	£ 6.50	
0704-330	T1.4 Pedal cosmetic bin - 4 Ltr; Silver	5.93	5.63	17.95	4007126704330	£ 6.50	
0704-410	T1.4 Pedal cosmetic bin - 4 Ltr; White	5.96	5.66	17.95	4007126704410	£ 6.50	
0704-930	Sienna swing 4 Cosmetic bin - 4 Ltr; White	6.78	6.44	19.95	4007126704930	£ 6.50	
0704-940	Sienna swing 4 Cosmetic bin - 4 Ltr; Silver	6.76	6.42	19.95	4007126704940	£ 6.50	
0835-069	Hailo KickMaxx 35 Icon Bin - 35 Ltr; Stainless Steel	105.21	100.20	310.95	4007126835069	£ 6.50	
0835-469	Hailo KickMaxx 35 Icon Bin - 35 Ltr; Silver	87.16	83.01	217.95	4007126835469	£ 6.50	
0835-569	Hailo KickMaxx 35 Icon Bin - 35 Ltr; Black	78.26	74.53	217.95	4007126835569	£ 6.50	
0850-069	Hailo KickMaxx 50 Icon Bin - 50 Ltr; Stainless Steel	116.16	110.63	343.95	4007126850069	£ 6.50	
0850-469	Hailo KickMaxx 50 Icon Bin - 50 Ltr; Silver	97.84	93.18	246.95	4007126850469	£ 6.50	
0850-569	Hailo KickMaxx 50 Icon Bin - 50 Ltr; Black	97.84	93.18	246.95	4007126850569	£ 6.50	
3555-001	Compact-Box 15 Built-in waste bin - 15 Ltr; White	14.87	14.16	39.95	40071263555001	£ 6.50	
3555-101	Compact-Box 15 Built-in waste bin - 15 Ltr; Stainless Steel	16.81	16.01	45.95	40071263555101	£ 6.50	
3659-001	Multi Box - 2 x 15 Ltr;	31.51	30.01	89.95	4007126365903	£ 6.50	

Account name :-	BIRA number	Order Value £	£ -
Line 1			
Line 2	Tel No.		
Town	Postcode		
Delivery Address if drop shop / direct delivery required :-	Order number		
	Postcode		
	Order date		
Signed	Contact name		

NEW SUPPLIER

offer to bira members only when
invoiced through bira direct



Handy Distribution

bira | direct

 **KÄRCHER®**

PROMOTION



Karcher Window Vac

SSP £59.99 Inc.Vat

Buy 5 at £38.99 Ex.Vat Each

(With Free Counter/Shelf Display)

Buy 18 at £37.49 Ex.Vat Each

(With Free Dump Stack Display Bin)

Karcher K2140T50

SSP £99.99 Inc.Vat

Buy at £64.99 Ex.Vat Each



Karcher K2310T50

SSP £129.99 Inc.Vat

Buy at £84.50 Ex.Vat Each



Karcher K3150MT200

SSP £189.99 Inc.Vat

Buy at £123.50 Ex.Vat Each



*Offers only available when invoiced
through...*








bira | direct

SUPPLIER NAME: Handy Distribution

TEL: 01793 333 220

WWW: www.handydistribution.co.uk

Handy Distribution

	Product	Product Code	Order Quantity	Cost Ex.Vat	Quantity	Total
	Karcher WV50 Window Vac	KAWV50	5	£38.99 each		
	Karcher WV50 Window Vac	KAWV50	18	£37.49 each		
	Karcher WV50 Window Vac Counter/Shelf Stand	KAWVCSTAND	1	FOC (When Ordered With 5 x WV50)	1	
	Karcher WV50 Window Vac Dump Stack Display	KAWVDSTACK	1	FOC (When Ordered With 18 x WV50)	1	
	Karcher K2140T50 Pressure Washer	KAK2140T50		£64.99 each		
	Karcher K2310T50 Pressure Washer	KAK2310T50		£84.50 each		
	Karcher K3150MT200 Pressure Washer	KAK3150MT200		£123.50 each		
Name:			Ordering: Please complete the attached order form and either fax or email your order. T: 01793 333220 F: 01793 834461 E: sales@handydistribution.co.uk			
Company:						
Address:						
Tel No:			Offers: Exclusive to bira members Only available when invoiced through bira direct			
bira Membership No:						

NEW SUPPLIER

offer to bira members only when
invoiced through bira direct



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179180104 29 Piece 1/4" Drive Socket Set

A 29 piece 1/4" drive socket set containing 6 point regular sockets, reversible ratchet with quick release, extension bars and a range of screwdriver bit sockets. Supplied in a handy carrying or hanging case with socket clips.



176010106 6 Piece screwdriver set
Set of 6 screwdrivers for slotted heads as well as Phillips and Pozi drive heads. Supplied in a full colour display box.

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149276107 Bits driver sets (Box of 12)

Bits driver handle with 1/4" bit holder that holds the bits in place. 4 bits are provided, 2 for slotted heads, 1 for Phillips and 1 for Pozidrive heads.

**NORMAL
LIST PRICE
£44.90**
**bira NET PRICE
£19.76**



MR1423 Mini Rosso Socket Set 1/4" Drive

23 piece 1/4" drive socket set containing 6 point sockets, fibre reinforced ratchet handle, 3" extension bar, coupler adaptor, 8 bits and hanging hook. Supplied in a Mini Rosso style case. (160x100x35mm, 0.5 kilos)

**NORMAL
LIST PRICE
£97.90**
**bira NET PRICE
£43.08**



TENGTOOLS

T3839 39 Piece 3/8" Drive Socket Set

39 piece 3/8" drive socket set containing regular and deep metric 6 point sockets, coupler adaptor, 1/2"-3/8" adaptor, 3" wobble extension bar and 6" extension, universal joint, 2 spark plug sockets 16 and 21 mm, fibre reinforced reversible ratchet as well as 11 bits. Supplied in a plastic carrying case with latch lid, retractable handle and metal pin hinges. The underside of the case is fitted with rubber feet to prevent it from sliding. 369x198x62mm, 2.46kilos)



**NORMAL
LIST PRICE
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**bira NET PRICE
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**NORMAL
LIST PRICE
£6.80**
**bira NET PRICE
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ZEKLER 31 Silver Mirrored Safety Specs

A modern sports inspired design. Anti scratch, lenses of polycarbonate. Absorbs 99.9% of UV radiation (Silver mirrored lens =UV400). A soft bridge nose and side pieces for comfort. Fully covered side protection. Complies with EN 166, Class 1F also with EN 172.



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Luna

201410107 Drill & Bits set

A 30 piece bit and drill set in a very handy fold up storage case.

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ZEKLER 101

Red Sports Style Safety Specs

A sport inspired design with different sun protection lenses. Rubber tipped temple ends for a perfect fit. Anti fog and anti scratch. Lenses of polycarbonate. Absorbs 99.9% of UV radiation. It has a soft nose bridge for comfort. In accordance with EN166 class 1 FT.

**NORMAL
LIST PRICE
£9.90**
**bira NET PRICE
£6.44**



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PROTECTS YOUR SENSES

ZEKLER 101

Blue/Black Sports Style Safety Specs

A sport inspired design with different sun protection lenses. Rubber tipped temple ends for a perfect fit. Anti fog and anti scratch. Lenses of polycarbonate. Absorbs 99.9% of UV radiation. It has a soft nose bridge for comfort. In accordance with EN166 class 1 FT.

**NORMAL
LIST PRICE
£9.90**
**bira NET PRICE
£6.44**



ZEKLER
PROTECTS YOUR SENSES

ZEKLER 30 Clear Safety Specs

Optically neutral lens anti fog and anti scratch (HC/AF) or just scratch resistance (HC). Lenses of polycarbonate. Large panorama lenses with integrated side protection. Absorbs 99.9% of UV radiation. Also suitable as visitor spectacles. In accordance with EN 166, class 1FT.

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£3.40**
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179180104 29 Piece 1/4" Drive Socket Set

A 29 piece 1/4" drive socket set containing 6 point regular sockets, reversible ratchet with quick release, extension bars and a range of screwdriver bit sockets. Supplied in a handy carrying or hanging case with socket clips.



176010106 6 Piece screwdriver set
Set of 6 screwdrivers for slotted heads as well as Phillips and Pozi drive heads. Supplied in a full colour display box.

**NORMAL
LIST PRICE
£12.90**
**bira NET PRICE
£6.45**

**BUY 12
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GET ONE SET
OF 6 FREE!**



**NORMAL
LIST PRICE
£70.80**
**bira NET PRICE
£31.92**



149276107 Bits driver sets (Box of 12)

Bits driver handle with 1/4" bit holder that holds the bits in place. 4 bits are provided, 2 for slotted heads, 1 for Phillips and 1 for Pozidrive heads.

**NORMAL
LIST PRICE
£44.90**
**bira NET PRICE
£19.76**



MR1423 Mini Rosso Socket Set 1/4" Drive

23 piece 1/4" drive socket set containing 6 point sockets, fibre reinforced ratchet handle, 3" extension bar, coupler adaptor, 8 bits and hanging hook. Supplied in a Mini Rosso style case. (160x100x35mm, 0.5 kilos)

**NORMAL
LIST PRICE
£6.80**
**bira NET PRICE
£4.42**



ZEKLER
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ZEKLER 31 Silver Mirrored Safety Specs

A modern sports inspired design. Anti scratch, lenses of polycarbonate. Absorbs 99.9% of UV radiation (Silver mirrored lens = UV400). A soft bridge nose and side pieces for comfort. Fully covered side protection. Complies with EN 166, Class 1F also with with EN 172.

**NORMAL
LIST PRICE
£97.90**
**bira NET PRICE
£43.08**



T1221 21 Piece 1/2" Drive Socket Set

21 piece 1/2" drive socket set containing 12 point regular sockets, 2 1/2" and 6" extension bars, universal joint, 1/2"-3/8" adaptor as well as a fibre reinforced reversible ratchet. Supplied in a plastic carrying case with latch lid, retractable handle and metal pin hinges. The underside of the case is fitted with rubber feet to prevent it from sliding. (369x198x62mm, 3.1 kilos)

TENGTOOLS

T3839 39 Piece 3/8" Drive Socket Set

39 piece 3/8" drive socket set containing regular and deep metric 6 point sockets, coupler adaptor, 1/2"-3/8" adaptor, 3" wobble extension bar and 6" extension, universal joint, 2 spark plug sockets 16 and 21 mm, fibre reinforced reversible ratchet as well as 11 bits. Supplied in a plastic carrying case with latch lid, retractable handle and metal pin hinges. The underside of the case is fitted with rubber feet to prevent it from sliding. 369x198x62mm, 2.46kilos)

**NORMAL
LIST PRICE
£39.90**
**bira NET PRICE
£20.95**

**BUY 6
AT £17.96
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NET**



201410107 Drill & Bits set

A 30 piece bit and drill set in a very handy fold up storage case.

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ZEKLER 101

Red Sports Style Safety Specs

A sport inspired design with different sun protection lenses. Rubber tipped temple ends for a perfect fit. Anti fog and anti scratch. Lenses of polycarbonate. Absorbs 99.9% of UV radiation. It has a soft nose bridge for comfort. In accordance with EN166 class 1 FT.

**NORMAL
LIST PRICE
£9.90**
**bira NET PRICE
£6.44**



ZEKLER
PROTECTS YOUR SENSES

ZEKLER 101

Blue/Black Sports Style Safety Specs

A sport inspired design with different sun protection lenses. Rubber tipped temple ends for a perfect fit. Anti fog and anti scratch. Lenses of polycarbonate. Absorbs 99.9% of UV radiation. It has a soft nose bridge for comfort. In accordance with EN166 class 1 FT.

**NORMAL
LIST PRICE
£9.90**
**bira NET PRICE
£6.44**



ZEKLER
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ZEKLER 30 Clear Safety Specs

Optically neutral lens anti fog and anti scratch (HC/AF) or just scratch resistance (HC). Lenses of polycarbonate. Large panorama lenses with integrated side protection. Absorbs 99.9% of UV radiation. Also suitable as visitor spectacles. In accordance with EN 166, class 1FT.

**NORMAL
LIST PRICE
£3.40**
**bira NET PRICE
£2.21**



Buy 4 of each Zekler eyewear and get a foc counter display 444470339
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The Monarch - 120L
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working width lawn roller



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85L - Polpropylene Bin



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Single Pole Powder Coated
Rotary Dryer



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4-arm - 50m (XX ft)
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LPROP

Extended Line prop -
2.4m Powder Coated



SPECIAL NETT
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CP/CP/GV/SK

2.4m - Galvanised Clothes
Post C/W Socket

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E-mail: sales@thewalsallwheelbarrow.co.uk

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TEL: 01902 304 002

WWW: www.thewalsallwheelbarrow.co.uk

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'Valley Laundry Products', which covers outdoor to indoor
items through to accessories.

Our success is built upon a total single-source service
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to develop successful businesses.

Product Code	Description	Minimum Order Quantity	Special bira Member Unit Nett Price	SSP	Order Quantity
EAGVP	The Easiload - 85L Galvanised Contractors Barrow	1	£19.50	£38.98	
SHBURP	The Shire - 90L Burgundy Polypropylene Barrow	1	£18.98	£44.99	
SHLILP	The Shire - 90L Lilac Polypropylene Barrow	1	£18.98	£44.99	
SHGRP	The Shire - 90L Green Polypropylene Barrow	1	£18.98	£44.99	
SHPINKP	The Shire - 90L Pink Polypropylene Barrow	1	£18.98	£44.99	
BGP	The Builder - 90L Heavy-duty Green Builders Barrow	1	£24.98	£49.99	
MONPP	The Monarch - 120L Green Polypropylene Deep Pan Barrow	1	£29.40	£69.99	
B/BUCKET	3-gallon - Black Builders Bucket	10	£0.88	£1.89	
R/40/B	40L - Black Flexi Tub	1	£3.37	£7.99	
LROLLER	Steel Lawn Roller (sand/water filled) - 42cm working width	1	£29.15	£59.99	
B/BIN/85	85L - Polypropylene Bin	1	£7.41	£16.99	
3ARM/27/P/P	3-arm 27m Single Pole Powder Coated Rotary Dryer	4	£9.80	£19.99	
4ARM/50/P/P	4-arm 50m Single Pole Aluminium Rotary Dryer	4	£24.96	£59.99	
LPROP	Extended Line prop - 2.4m Powder Coated	10	£2.43	£4.99	
CP/CP/GV/SK	2.4m - Galvanised Clothes Post C/W Socket	2	£7.95	£17.99	

Please tick box and fax back if you need our Sales Manager to call and discuss bira merchandiser offers ☐

Company name: Account no.

Delivery Address:

..... Post code: Tel:

Order no: Contact name: Date:

Fax completed order form to: 01902 306595 or call our sales team on: 01902 304002



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Spring Chicken is an established and successful brand of humorous greetings cards and gifts. For as little as just over **£73** after discount, you can find out just how popular Spring Chicken is amongst your customers!

What do you have to do?

Choose at least four of these six products - Aprons, Tea Towels, China Mugs, Recipe Holders, Paper Napkins, a Chopping Board - and fax back to us the Order Form overleaf, which shows price details.



Aprons

Our 100% cotton drill Aprons are machine washable and are available in a single standard size.



Tea Towels

Our standard size 100% cotton Tea Towels have a hanging hook and are machine washable.



China Mugs

Our mugs are supplied with individual white flat packed boxes. Capacity: 280ml (10 fluid ozs)



Recipe Holders

Our Recipe Holders can be used to build up a personal cookery book, enabling up to ninety recipes to be stored in see-through, easy to clean plastic pockets.



Paper Napkins

Our 3-ply tissue luncheon napkins are cello wrapped in packs of 20 of the same design.



Chopping Board

Our melamine Chopping Board features an image on one side with grain effect on the cutting side. It can withstand temperatures up to 140 degrees C.

We'll send you six each of the products you select - three each of the popular male and female designs shown - **except** the Napkins (12 packs of each design) and the Chopping Board (three of the one design).

Depending on your choice the **carriage-paid** order value after your **bira** discount will range from £73.01 to £133.65.

This offer is only available when invoiced via **bira direct**.

For more information about Spring Chicken cards & gifts and our other brands, or to arrange for our Sales Agent to call, please contact our Sales Office by phone, fax or e-mail, or visit us at www.peartreeheybridge.co.uk



Peartree Heybridge Limited
Hammerain House · Hookstone Avenue
Harrogate · North Yorkshire · HG2 8ER
Tel: 01423 547007 · Fax: 01423 547009
Email: sales@peartreeheybridge.co.uk

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SPRING CHICKEN STARTER PACK

(Please tick at least four products to confirm your choice)

6 x Aprons @ £5.83 (RRP £13.99) = £34.98 ☐ = £

6 x Tea Towels @ £2.50 (RRP £5.99) = £15.00 ☐ = £

6 x Mugs @ £3.74 (RRP £8.99) = £22.44 ☐ = £

6 x Recipe Holders @ £4.16 (RRP £9.99) = £24.96 ☐ = £

24 x packs of Napkins @ £1.35 (RRP £3.25) = £32.40 ☐ = £

3 x Chopping Boards @ £6.24 (RRP £14.99) = £18.72 ☐ = £

TOTAL = £

Your **bira** 10% discount will be deducted from the above total

Please supply the above to:

Trading Name:

Address:

Postcode:

Contact Name: Tel No:

e-mail:

Order Reference: **bira** Membership Number:

Special Requests:

Required Delivery Date:

Signed:

Date:

Fax Orders to:
01423 547009

Peartree Heybridge Limited

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FAX BACK ORDER FORM

01458 448327

Product	Size	Barcode	No. Per Pallet	List Price	bira Members Group Price	Quantity
Multi-Purpose Compost	20 litre	5021204 363208	140	£1.10	£1.07	
Multi-Purpose Compost	40 litre	5021204 363406	70	£1.69	£1.64	
Multi-Purpose Compost	60 litre	5021204 363604	50	£2.25	£2.18	
Multi-Purpose Compost with added John Innes	60 litre	5021204 303600	50	£2.43	£2.36	
Multi-Purpose Compost Peat Free	40 litre	5021204 000066	70	£1.90	£1.84	
Bulb Fibre	20 litre	5021204 263201	140	£1.10	£1.07	
Seed & Cutting Compost	20 litre	5021204 916206	140	£1.10	£1.07	
Enriched Top Soil	20 litre	5021204 303358	70	£1.36	£1.32	
Soil Conditioner	40 litre	5021204 000059	70	£1.59	£1.54	
Grow Bag	Standard	5021204 220679	100	£1.08	£1.05	
Grow-in-the-bag	Large	5021204 792404	80	£1.18	£1.14	
Ericaceous Compost	60 litre	5021204 303655	50	£2.47	£2.40	
Tub & Basket Compost	60 litre	5021204 303662	50	£2.44	£2.37	
Decorative Woodland Bark	50 litre	5021204 303556	60	£2.60	£2.52	
Pelleted Organic Fertiliser	8 kg	5021204 000080	90	£3.27	£3.17	
Wild Bird Food	3.5 kg	5021204 000011	210	£3.35	£3.25	

All prices exclusive of VAT. Minimum order 5 pallets. Additional carriage applies for delivery outside England and Wales

Name:

bira Membership No:

Delivery Address:

Tel:

E-mail:

Durston Garden Products Ltd

Avalon Farm, Sharpham, Street, Somerset. BA16 9SE **Tel: 01458 442688** Fax: 01458 448327
email: info@durstongardenproducts.co.uk www.durstongardenproducts.co.uk

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Jug Kettle



Russell Hobbs

SSP
£49.99



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£14.90★

RH8662
Brushed
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2 Slice
Toaster

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PH1614
650W Metal Bar
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with Beaker

SSP
£39.99



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ZA1212
1400W Compact Bagless
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IRON OFFER Only available from Pik-a-Pak Home Electrical

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Aqua

ONLY
£18.35★

SSP
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IG3700
47 Litre Counter Top Fridge
with
Lock
White

SSP
£102.49



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£57.95★ **iGENIX**

MN1544
AA 4+4 FREE Pack
Duracell PLUS

ONLY **£1.95**★



DURACELL

MN2404
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Duracell Batteries

ONLY **£1.95**★



LY1001
1W LED
Lightweight
Spot Light

SSP
£12.99



ONLY
£7.35★ **LLOYTRON**

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Pik-a-Pak

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Faxback Order Form:
01473 270733

UK'S LEADING DISTRIBUTOR TO THE INDEPENDENTS

Account Name: Order Ref:

Bira Account No: Date:

Product Code	Description	Offer Price 	Quantity
RH8661	3kW Brushed St. Steel Jug Kettle	£14.90	
RH8662	Brushed St. Steel 2 Slice Toaster	£14.90	
PH1614	Hand Blender with Beaker	£15.99	
ZA1212	1400W Compact Bagless Cylinder Cleaner	£28.99	
MR0703	2400W Comfigrip Iron Aqua	£18.35	
IG3700	47 Litre Counter Top Fridge with Lock	£57.95	
MN1544	AA 4+4 FREE Pack Duracell Plus Batteries	£1.95	
MN2404	AAA 4+4 FREE Pack Duracell Plus Batteries	£1.95	
LY1001	1W LED Lightweight Spotlight	£7.35	

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Home Electrical

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bira members

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Value...

Drink!



Superb glasses at great value • Order sets 6 of each & get 10% discount

- Sets of 6's in display packs
- High quality dishwasher safe crystal
- Extra 10% discount for **bira** members when you order 6 or more packs of each

Fax to 01805 626267

Product	Description	Qty	Retail	List Price	Total
ST2670/5/6PK	Flute (6 pack)		£30.00	£13.04	
ST2670/4/6PK	Red Wine (6 pack)		£30.00	£13.04	
ST2670/3/6PK	White Wine (6 pack)		£30.00	£13.04	
TU2670/8/6PK	Highball (6 pack)		£25.00	£10.87	
TU2670/9/6PK	Tumbler (6 pack)		£25.00	£10.87	

Suggested Order ~ to receive your 10% discount!

Product	Description	Qty	Retail	Promo Price	Total
ST2670/5/6PK	Flute (6 pack)	6	£30.00	£11.74	
ST2670/4/6PK	Red Wine (6 pack)	6	£30.00	£11.74	
ST2670/3/6PK	White Wine (6 pack)	6	£30.00	£11.74	
TU2670/8/6PK	Highball (6 pack)	6	£25.00	£9.78	
TU2670/9/6PK	Tumbler (6 pack)	6	£25.00	£9.78	

(normal trade terms also apply)

Company **bira** membership No

Address

Contact Name Telephone Number

(Offer only available when invoiced via The Direct Company)

* extra 10% discount for orders of 6 of each * minimum carriage paid order is £300 otherwise 10% of order value

Dartington Crystal, Great Torrington, Devon, EX38 7AN t:01805626221 f: 01805 626267 e: info@dartington.co.uk www.dartington.co.uk

SUPPLIER NAME: Dartington Crystal

TEL: 01805 626 262

WWW: www.dartingtoncrystal.co.uk

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DARTINGTON

Wine & Bar Essentials

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Exclusive offer to
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Order over £300 & get 10% discount

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- Extra 10% discount for **bira** members for minimum order value £300 (after discount)

Suggested order to receive 10% discount • Fax to 01805626267

Product	Description	Qty	Retail	List Price	Promo Price	Total
ES719/P	Essentials Flute Pair	4	£12.00	£5.22	£4.70	£18.79
ES720/P	Essentials White Wine Pair	8	£12.00	£5.22	£4.70	£37.58
ES721/P	Essentials Tall Red Wine Pair	8	£14.00	£6.09	£5.48	£43.85
ES722/P	Essentials Sherry Pair	4	£11.00	£4.78	£4.30	£17.21
ES723/P	Essentials Port Pair	4	£11.00	£4.78	£4.30	£17.21
ES724	Essentials Carafe	2	£25.00	£10.87	£9.78	£19.57
ES713/P	Essentials Tumbler Pair	6	£11.00	£4.78	£4.30	£25.81
ES714/P	Essentials Highball Pair	6	£11.00	£4.78	£4.30	£25.81
ES718/6PK	Essentials Shot Glass 6 pack	4	£20.00	£8.70	£7.83	£31.32
ES715/P	Essentials Beer Glass Pair	4	£14.00	£6.09	£5.48	£21.92
ES716/P	Essentials Brandy Pair	4	£14.00	£6.09	£5.48	£21.92
ES717/P	Essentials Martini Pair	4	£15.00	£6.52	£5.87	£23.47
Total						£304.47

(Offer only available when invoiced via The Direct Company. Normal trade terms also apply)

Company **bira** membership No

Address

Contact Name Telephone Number

* extra 10% discount applies for orders of £300 or more * minimum carriage paid order is £300 otherwise 10% of order value

Dartington Crystal, Great Torrington, Devon, EX38 7AN t:01805626221 f: 01805 626267 e: info@dartington.co.uk www.dartington.co.uk

EXCLUSIVE offer to bira members only when
invoiced through bira direct



SUPPLIER NAME: La Cafetière

TEL: 01352 717555

WWW: www.lacafetiere.com



Your everyday indulgence

bira | direct

An Exclusive offer to bira members From La Cafetière...

The new La Cafetière® Bean Grinder has 9 coarseness settings enabling you to grind coffee beans to exactly how you need them. The burr system works by crushing coffee into evenly sized pieces and it won't overheat, protecting the lovely aroma and taste.

The grinder has a 100g capacity with a removable upper burr and ground coffee container to enable easy cleaning. It has a safety lid to ensure messy spills and accidents are avoided and it is small and compact enough to sit on top of the kitchen worktop.

Normal trade: £20.00

Bira member price: £16.00

SRP: £42.00



Silver: CG011203



Black: CG011201

20%
Discount

- Offer available only to bira direct members during February 2012
- This offer is only available when invoiced through bira direct
- Net Prices shown are inclusive of settlement discounts
- Offers subject to availability
- Fax orders to 01352 715 699 or telephone 01352 717 555
- Carriage paid £250 or £10 carriage charge for orders £150 - £250

If you require information please contact sales support on 01352 717 555 or email: sales@lacafetiere.com
www.lacafetiere.com

All calls made to La Cafetière and from La Cafetière may be recorded to help us to provide a better service



You're everyday indulgence

bira | direct

ORDER FORM

Order Code	Case Qty	Product Description	Normal Trade Price	SRP	Bira direct Price 20% Discount	Order Qty
CG011201	6	Bean Grinder Black	£20.00	£42.00	£16.00	
CG011203	6	Bean Grinder White	£20.00	£42.00	£16.00	



Fax back completed order form to: **01352 715 699**

Exclusive offers to bira direct members

Customer: _____

bira direct membership No: _____

- Special terms available to members when invoiced via bira direct
- Offer available only to bira direct during February 2012
- Net Prices shown are inclusive of settlement discounts
- Offers subject to availability
- Fax Orders to 01352 715 699 or telephone 01352 717 555
- Carriage Paid £250 or £10 carriage charge for orders £150 - £250.

If you require information please contact sales support on 01352 717555 or email: sales@lacafetiere.com
www.lacafetiere.com

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SHOW OFFER

Help us help YOU! - Product information sheet

bira | direct

We're asking for a few minutes of your time to help us improve our service. The more we know about the products you stock, the better offers we can bring to you. Simply fill in the form to tell us exactly what you stock and either fax or post it back to us using the details below. We can then keep our member records up to date ensuring you receive relevant deals!

Membership, **bira**, Middleton House, 2 Main Road, Middleton Cheney, Banbury OX17 2TN

Fax: 01295 711665 email: membership@bssa.co.uk

Member (business name):

Membership No.

Address:

Postcode:

INTERNAL USE: Membership Representative Name:

Agricultural & Groundcare

- ☐ Agricultural Machinery
- ☐ Groundcare
- ☐ Tractors

Antiques

- ☐ Antiques

Books & Stationery

- ☐ Books
- ☐ Greeting Cards etc
- ☐ Newsagents
- ☐ Office Stationery & Supplies
- ☐ Stationery – domestic

Building

- ☐ Heavyside Building Supplies
- ☐ Lightside Building Supplies
- ☐ Timber

Carpets & Floorcoverings

- ☐ Carpets & Rugs
- ☐ Laminate & Wood Flooring
- ☐ Vinyl Floor Coverings

Clothing & Fashion Accessories

- ☐ Bridal
- ☐ Childrenswear
- ☐ Footwear
- ☐ Jewellery
- ☐ Ladieswear
- ☐ Leather Goods & Accessories
- ☐ Lingerie
- ☐ Menswear
- ☐ Safetywear/workwear
- ☐ Handbags & Accessories

Computers

- ☐ Computer Accessories including Printer Sundries
- ☐ Computer Games
- ☐ Computer Hardware
- ☐ Computer Software

Cylinder Gas

- ☐ LPG & Appliances

Dry Cleaning/Laundry Services

- ☐ Dry Cleaning/Laundry Services

Electrical

- ☐ Heating & Cooling
- ☐ Large Electrical Appliances
- ☐ Lighting
- ☐ Repairs
- ☐ Small Electrical Appliances

Fireside (solid fuel incl. wood)

- ☐ Fires
- ☐ Fireplaces & Stoves
- ☐ Fireside Accessories

Food & Drink

- ☐ Butcher
- ☐ Delicatessen

- ☐ Food
- ☐ Restaurants & Cafés
- ☐ Wine Merchants/Off Licence

Formal Wear/Hire

- ☐ Dress/Suit
- ☐ Fancy dress

Furniture & Beds

- ☐ Beds
- ☐ Cabinet Furniture
- ☐ Upholstered Furniture

Gardening & Florists

- ☐ Composts, Fertilisers & Chemicals
- ☐ Florists
- ☐ Gardening Accessories
- ☐ Garden Machinery
- ☐ Garden Tools
- ☐ Plants, Bulbs & Seeds

Haberdashery, Arts & Crafts

- ☐ Crafts
- ☐ Haberdashery including Fashion Fabrics

Hardware, Tools & Security

- ☐ Hand Tools
- ☐ Hardware & DIY
- ☐ Ironmongery
- ☐ Key Cut/Shoe Repair
- ☐ Locksmith
- ☐ Power tools
- ☐ Security
- ☐ Steps & ladders

Health, Hair & Beauty etc.

- ☐ Health & Beauty
- ☐ Hairdressers

Home Entertainment

- ☐ Audiovisual - TVs ,Hi Fi etc
- ☐ CDs, Videos & DVDs
- ☐ Music
- ☐ Musical Instruments
- ☐ Photography & Cameras

Homewares

- ☐ Curtain Poles, Blinds & Accessories
- ☐ Curtains & Furnishing Fabrics
- ☐ Giftware
- ☐ Mirrors
- ☐ Household Linen (Bed, Bath etc)
- ☐ Luggage
- ☐ Pictures/Picture Framing
- ☐ Soft Furnishings

Housewares

- ☐ Bakeware
- ☐ China & Glass
- ☐ Cookware
- ☐ Kitchen Tools & Accessories
- ☐ Kitchen Textiles

- ☐ Tableware & Cutlery
- ☐ Household Cleaning
- ☐ Household Plastics

Mobility Products

- ☐ Mobility Products

Motoring

- ☐ Motoring Accessories
- ☐ Parts & Maintenance

Nursery

- ☐ Baby Clothing
- ☐ Baby Equipment inc. Cots

Optical

- ☐ Opticians

Outdoor, Sports & Leisure

- ☐ Camping/Outdoor Equipment
- ☐ Cycles & Accessories
- ☐ Fishing Tackle
- ☐ Leisure Facilities
- ☐ Snooker/Pool Tables
- ☐ Sport & Fitness Equipment
- ☐ Toys, Games etc.

Painting & Decorating

- ☐ Decorating Sundries
- ☐ Paint
- ☐ Wall Coverings

Pets & Pet Products

- ☐ Aquatics
- ☐ Small Animals
- ☐ Pet Nutrition
- ☐ Pet Accessories
- ☐ Medicines & Pet Care

Plumbing & Installation

- ☐ Bathrooms
- ☐ Bathroom Accessories
- ☐ Heating - Radiators
- ☐ Kitchens
- ☐ Plumbing Fittings & Accessories
- ☐ Taps
- ☐ Sanitaryware
- ☐ Showers

Telecoms

- ☐ Telephones
- ☐ Mobile Phones

Other Products & Services

- ☐ Please specify:

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Supplier News and Updates



Rug Doctor

Please accept our apologies and inconvenience for the late notice of this price increase, we were made aware verbally of a planned increase but received nothing in writing until December 21st 2011

Rug Doctor Rental Price Increase to **bira direct** - Effective 31st October 2011

This is to inform you that, after over five years since our last cost price increase, Rug Doctor is reluctantly having to increase its rental charges for machine hire.

To minimise the impact on the overall cost of carpet cleaning to consumers, our chemicals will remain at the same prices as these were re-launched more recently. Furthermore, we will continue to offer our upholstery kits free of charge to renters.

Rug Doctor has always offered outstanding value to consumers and we believe that, even after this machine rental price increase, they will still benefit from the huge savings that can be made versus a professional cleaner.

As you'll see in the attachment, raw material and component cost inflation has been over 50% over the period, while diesel has seen a massive 55% increase - which has particularly hit us hard as over a third of the Rug Doctor team are field service personnel who are constantly on the road keeping both the machines and displays in tip top condition for your customers.

On average, the increase to **bira direct** will be 13%. *In the attachment, we have summarised the changes which allows you to see the new pricing structure at a glance. Based on our 'suggested' consumer retail prices the increase on average to consumers will be 15-16%. At these suggested consumer prices there will be no change in your percent margin excluding VAT.

We will of course assist in any new pricing POS implementation.

Yours Sincerely

Kuldip Dosanjh
Managing Director

* If required, please contact Steve Akers at **bira** for the pricing matrix.

Supplier News and Updates

Cottam Brush

have been working with logistics experts to standardise and future proof their product codes and have introduced a new product numbering system to assist in:

1. Easier integration with customer software.
2. Improved data analysis and reporting for customers.
3. Quicker processing of sales orders and therefore quicker delivery.

They now have an easy to follow system where the first 3 characters of the product code identify the product type and the following 5 digits identify the unique product reference. Notification of all new product codes will be in the updated catalogue due in March. In the meantime, should you require a list of the new codes, please contact Cottam Brush directly or Steve Akers at bira head office.

☎ 0845 4348436

🌐 www.cottambrush.com

✉ Sales@cottambrush.com

NEW EDITION Your *Little Blue Book*

With last months edition of Buying Made Easy you should have received your copy of our January to July 2012 Little Blue Book as well as our new pocket size Buying Terms booklet for quick and easy reference to all of our suppliers terms, carriage paid order values and contact details whilst your out and about.

If for any reason you haven't received your copy of both publications then please contact Kate Perrett on t. 0121 446 6688 or email. kate.perrett@bira.co.uk.

