

**bira** | direct

Celebrating

50  
years

2014

Delivering independent  
retailers **extra competitive  
terms**

bira direct gives you access to  
some of the biggest discounts  
and best terms available on a  
wide range of products.



# Giving you the **combined buying power** of more than 7,000 stores.

## Why choose bira direct?

bira direct is the central flexible buying service, which handles your supplier invoicing, whilst offering exclusive pre-negotiated terms and prices. Our team work for you to lower carriage paid orders and pay suppliers on your behalf giving you more time to run your business.

All bira members are entitled to use bira direct free of charge as part of the annual membership fee, your membership number is all you need to start ordering. bira direct has a range of product suppliers available to members from each industry:

- ✓ Cookshop
- ✓ Housewares
- ✓ Glassware
- ✓ Tabletop
- ✓ Giftware
- ✓ DIY
- ✓ Hand & Power tools
- ✓ Ironmongery
- ✓ Gardening
- ✓ Home decor
- ✓ Electrical
- ✓ Pet products

## Key benefits to you:

- ✓ No tie in or contracts
- ✓ No additional costs or fees, the service is part of your membership
- ✓ Access to over 200 suppliers and brands
- ✓ Rapid account opening - No lengthy account set up procedures for each supplier
- ✓ Regular updates, offers and special promotions from suppliers
- ✓ Access to our members only area to obtain special clearance line offers and buyers guide
- ✓ We pay suppliers on your behalf and send a monthly statement with all invoices attached
- ✓ Updates on promotions via our members e-newsletter 'The Voice' and 'Buyers Bulletin'

As a bira member, you'll receive our 'bira direct Buyers Guide' which is produced every six months. The guide features over 180 suppliers and brands on board for you to take advantage of. Products can be identified by product listing or supplier. The guide includes step-by-step instructions in terms of ordering and the specially negotiated terms.

## How to use this service

Your bira membership number is key to accessing some of the biggest discounts and best terms available. Here's how it works:

1. Quote your bira membership number when you place your order as normal with the supplier.
2. Ask for your order to be invoiced via bira direct Ltd.
3. Receive delivery of your goods.
4. Your invoice will come to bira direct, we will pay your supplier.
5. We invoice you and you pay us.

# Where can you find out about **exclusive member offers?**

## Special promotions

Our suppliers regularly put together special promotions for you. Look out for these in the following:

- ✓ Retail Alert Magazine
- ✓ Hardware Today Magazine
- ✓ Cookshop, Housewares & Tabletop Magazine
- ✓ BAGMA Bulletin Magazine
- ✓ Home Decor & Furnishings Magazine
- ✓ Pet Product Focus Magazine
- ✓ Email newsletter - Buyers Bulletin

If you're not already receiving any of these divisional trade magazine and you would like to, please let us know.



## **bira direct** Buyers Guide

The Buyers' Guide is a directory of all bira direct suppliers detailing their products, how to order and the specially negotiated terms. With a product and supplier index, identifying a bira direct promoted supplier couldn't be easier.

To request a copy simply email us as at [info@biradirect.co.uk](mailto:info@biradirect.co.uk) or call 0121 446 6688.

Alternatively, view our online searchable version of the Buyers' Guide at [www.biradirect.co.uk](http://www.biradirect.co.uk) - use your member login for full access.



# How to benefit from this service

If you would like to take advantage of this service, simply speak to our bira direct team for further information.

## Managing Director

Paul Woolley



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## Buyer

Steve Akers



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## Buying Administrator

Caroline Raby



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## BACS/BGC Remittance advice and general queries

Mark Tylar



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## Marketing

Matthew Froome



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**0121 446 6688**

Lines open: Mon - Fri  
9.00am - 5.00pm



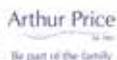
**[info@biradirect.co.uk](mailto:info@biradirect.co.uk)**



**[www.biradirect.co.uk](http://www.biradirect.co.uk)**

# Invoice via **bira direct** and get a better deal from all these suppliers...







BENROSS GROUP



CHARTERHOUSE



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View full details at  
[www.biradirect.co.uk](http://www.biradirect.co.uk)



Logos updated as of 21st March 2014