

BUY THE BEST
BUY BRITISH
SAVE JOBS

JOIN THE
**BUY BRITISH
FURNITURE EVENT**

19 SEPTEMBER - 18 OCTOBER



We're excited to announce that, for the first time ever, the UK furniture industry is joining together to hold a special 'Buy British Furniture Event' this autumn.

WHAT ARE WE DOING?

To promote the event, there's a free toolkit for creating a wide range of POS to suit every business, both for in store and online – plus an option to purchase ready printed swing tickets and be acknowledged as a supporter.

The event is set to run for four weeks from **Saturday 19 September until Sunday 18 October** and is the initiative of the industry's consortium of trade associations, the British Furniture Confederation (BFC). Aimed specifically at the domestic/ retail sector of the industry, it is being organised and promoted jointly by the British Furniture Manufacturers Association (BFM) and the National Bed Federation (NBF).





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WHY ARE WE DOING THIS?

The COVID 19 Pandemic has had quite an impact on the economy, with the furniture sector no different from many others, virtually shutting down for three months between mid-March and mid-June.

And while many companies have been enjoying brisk business in the past couple of months, there is much uncertainty as to whether it will be sustained into the autumn. In recent manufacturing industry surveys, feedback worryingly indicates that 40-50% of companies are considering redundancies across their workforces. Many retailers too will be looking closely at costs.

It's not all doom and gloom however – as we've seen over the past few weeks, many consumers have money in their pockets and are keen to spend it on home improvements.

The autumn campaign is designed to help maintain that early momentum and in particular to focus on supporting British manufacturing – perhaps tapping into consumers' current natural desire to 'buy local' and support British jobs at risk.

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WHAT IS ON OFFER?

STRONG GRAPHICS TO LOOK GOOD ACROSS MULTIPLE PLATFORMS

To support the campaign, we have developed a striking graphic which lends itself well to a wide range of in store and online applications. The message and campaign slogan is simple:

**Buy British, Buy the Best,
Save Jobs.**

We are hoping that lots of manufacturers and retailers will support the initiative by displaying the logo prominently during the promotion. (Yes - we know that many retailers also stock imported goods – but in the same spirit that promotions might be based around, say, beds or sofas or even a particular brand, we are asking for just four weeks devoted to Buying British!).



WHAT IS ON OFFER?

FREE POINT OF SALE TOOLKIT!

We have produced a toolkit of artwork from which you can create your own posters, hanging banners, window stickers etc. Graphics can also be used on both print and online advertising – plus there will be social media templates

All this will be made available to all Free of Charge.





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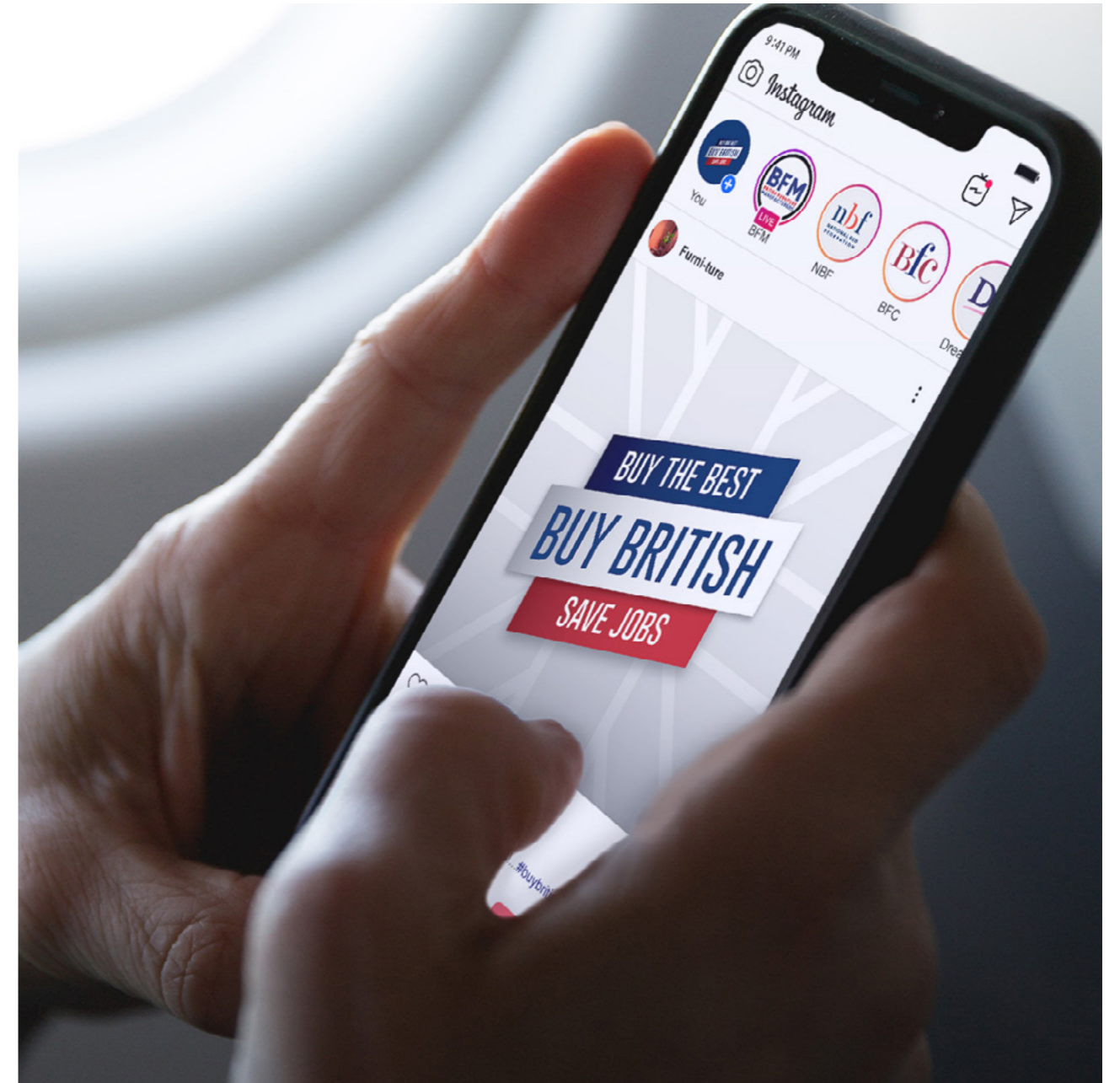
WHAT IS ON OFFER?

LAUNCH PR CAMPAIGN

We are also going to support the campaign with PR and a campaign launch story which will be strong, fact-driven and newsy.

In addition, we will be making a short campaign video for use on social media and holding a pre-event broadcast day aimed at capturing radio and, hopefully, TV coverage.

The aim of the campaign is to remind consumers that there are still many British furniture manufacturers out there producing fantastic products and that by making a conscious effort to identify and buy British made products, they will be supporting British manufacturing and British jobs. Specifically, we will emphasise that every £1million extra spent by consumers on buying British furniture supports around 50 manufacturing jobs and many more in retail.





WHAT IS ON OFFER?

ENHANCE YOUR EXPOSURE WITH SWING TICKETS AND WEBSITE LISTING

For a small fee, you can enhance your instore POS with the addition of a pack of ready-made swing tickets for use on shop floor displays. Your business logo and a link to your website will also be provided on a special Promotion Page which will feature on the BFC website and be linked to by the BFM, the NBF and all the other trade associations. This fee includes a contribution to the PR campaign.

The packages are available in two options:

Multiples of 250 swing tickets
£99 + VAT each

Multiples of 1,000 swing tickets
£150 + VAT each

All the above prices include postage and packaging.

DESIGN SUPPORT

TECHNICAL USE SUPPORT

In order to maintain continuity throughout all materials and uses of the brand, please do seek technical clarification from PIP and we will be glad to assist.

Email info@pip-creative.com



ORDER FORM

Order by **August 28th** to ensure delivery of tickets by **September 15th**. Once complete, please return your form to info@bedfed.org.uk, info@bfm.org.uk or press@britishfurnitureconfederation.org.uk

COMPANY

ADDRESS

I would like to participate in the Buy British Furniture Event. Please give me access to the free toolkit of logos and elements

CONTACT NAME

EMAIL

TEL

I attach our company logo to be used on the promotion website
(file formats can include EPS/JPEG/SVG or PNG - Please attach these to your return email with this form)

OUR WEBSITE ADDRESS TO BE USED AS THE LINK IS

Please send me:

PACKS OF 250 SWING TAGS @ £99 + VAT EACH

PACKS OF 1000 SWING TAGS @ £150 + VAT EACH

NB Please allow 14 days for delivery

Delivery to: (please provide name and address if different from above)

NAME

ADDRESS

I understand I will be invoiced by the BFC as per the rates above + VAT

NAME

EMAIL

Please note payment terms will be IMMEDIATE/BY RETURN

SIGNED

DATE

BUY THE BEST
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bfc
THE BRITISH FURNITURE CONFEDERATION
The single voice of the furniture & bed industry

nbf
NATIONAL BED
FEDERATION

 **BFM**
BRITISH FURNITURE
MANUFACTURERS

IMAGERY CREDITS: WITH THANKS TO WHITEMEADOW, HYPNOS & ERCOL