

YES!
THEY SENT
TREATS



DISTRIBUTOR
GUIDE

CONTENTS

- Product Uses
- Our Support
- Marketing Advice
- Sales Guidance



NEED ADVICE?

Talk to us!

emlsales@eatmylogo.co.uk

01772 472580

www.eatmylogo.trade

PRODUCT USES

EMPLOYEE ENGAGEMENT



Our products can be used for a whole host of reasons, all of which are 'treats, rewards of celebrations'.

What comes as a surprise to a lot of distributors is how many of our orders are used for internal marketing purposes, we estimate around 50%. Employee Engagement is a growing concept in the UK and orders are often placed by HR and Internal Communication teams.

Internal uses can include:

- Staff Rewards
- Business Birthdays
- Business Anniversaries
- Milestone Achievements
- New Employee Gifts
- Award Ceremonies
- Seasonal Gifts
- Notable Moments
- Mergers/Acquisitions
- Collaborations
- Product/Service/Store Launches
- National celebration days



PRODUCT USES

EXTERNAL MARKETING

We also provide products for use externally, which is a more traditional demand from the promotional merchandise industry.



External uses can include:

- Customer Engagements
- Store Openings
- Conferences
- Seminars
- Referrals/Thank You
- Souvenirs
- Direct Mail Campaigns
- Recruitment Drives
- New Client Drives
- Loyalty Giveaways
- Lead Generations
- Restaurant 'Thank You'
- Retailer Handout
- Business Launch
- Graduations/Celebrations
- Open days
- Pitches
- Competition Prizes



DISTRIBUTOR SUPPORT

- We are proud to offer unrivalled distributor support, tailored around the needs of our valued trade partners. See the support we offer below:



PORTAL

Developed in 2020, our Trade **PORTAL** contains: Products, Pricing, Artwork Templates, Images, Brochures and more! It's also the hub for all of our other support resources. Visit here: www.eatmylogo.trade



MARKETING

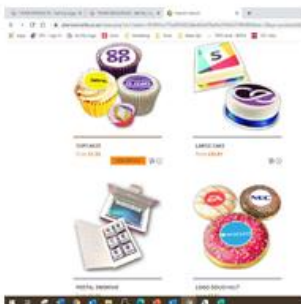
Our marketing team create 'end user' marketing materials that you can use to promote our products. E-shots, brochures, graphics, images and even videos are all available to view and download on our **PORTAL**.



TRENDS GUIDE

Each month, we release a guide to the trends we have observed to give our trade partners a better idea of the market. The guide contains the sectors that are ordering, what products are being used for, and which products!

DISTRIBUTOR SUPPORT



PRODUCT UPLOAD

We've made it easy to add our products onto websites with an 'import' feature. Our full product upload sheet is available to download from our **PORTAL**, and we can offer assistance to make this as smooth as possible.



SALES GUIDANCE

Our knowledgeable sales team are here to help you with any queries at all! They are happy to guide you on enquiries to find the perfect product for your clients.

Call **01772 472580**, or email emlsales@eatmylogo.co.uk



TRADE SUPPORT

Our business development executive Daniel is always available to help with anything trade - whether its resources, guidance or just a quick chat. You can also book onto our webinars, or request a one to one meeting on the **PORTAL**.

MARKETING ADVICE

EDUCATION & USES

- We're always educating our customers and distributors on how to get the best possible effect from our products. This usually involves discussing the desired product/campaign effect and offering guidance on what would work well
- We work hard to raise awareness of the value of edible products, and why they are one of the most effective forms of promotional merchandise, this helps us to open customers eyes!
- Be sure to include some of the product uses in your marketing, clarifying that these products are perfect for any **'treat, reward or celebration'**.
- More and more businesses are seeing the value in edible merchandise, and showing them where the products can be applied is a great step towards achieving this.



MARKETING ADVICE

PEOPLE & EFFECTS

- In our own marketing materials, we use images of people as much as possible. This is to reinforce the effects of the products themselves.
- We do have a library of marketing images that we have built up, which you can find on our **PORTAL**.
- We do encourage our distributors to include our 'lifestyle' images, as these are an effective type of image that put the product into context.
- Our products are used to create an emotional impact on the recipients. Because of this, we encourage distributors to promote the effect of the product, as this is the real selling point.
- When a recipient sees the branded edible item for the first time, they associate the branding with a positive emotion, and a sense of goodwill.
- Whether your customer needs their homeworking staff to feel valued, or they wish to create a buzz around a brand launch, edibles might just be the best way to achieve this. Portraying this effectively is the key to customer interest.



MARKETING ADVICE

PEOPLE IMAGES

Using images of people looking happy with their products is a good way to signal the impact of the items to your customer



PRODUCT CONTEXT

Showing products in a wider context can get clients thinking as to the ways they will use an edible promotional item

Visit www.eatmylogo.trade for more marketing support

GUIDANCE

DELIVERY



- Our available delivery services are Royal Mail, Courier and Pallet.

We offer these various services with relevance to each order we complete.

Our team are very efficient in finding the best way of delivering item in order to fit within the framework of your brief.

- We are able to complete direct mail orders, sending out as little or as many items as needed out to individual addresses via Royal Mail or next day courier.

If you are concerned about the complexity of a potential order, we are happy to discuss the best ways of making it work based on our experience and knowledge.

PACKAGING



- Our various products are packed in different ways; however, we spend a great deal of time ensuring that everything we send out is protected well.

This allows us to be confident that it will arrive looking perfect.

- We have both Royal Mail and Courier delivery options with boxes designed to fit within the relevant delivery categories. Our smallest boxes are 2.5cm thick and can be sent as a 'large letter' via Royal Mail.

Anything above this category is classed as a parcel.

GUIDANCE

ECO OPTIONS



- As an environmentally conscious supplier, we've been working hard to move towards eco packaging, enabling us to supply products to businesses with corporate social responsibility policies.
- The majority of our products are now available with an 'eco' packaging options, including biodegradable flow wrap film, glassine bags or zero plastic boxes. Our team will assist you with any queries at all about packaging options.

SHELF LIFE



- Our products have varied shelf lives, from 2 days up to 6 months. We are clear about shelf life in all areas, including on our website and on the quote itself. This allows us to avoid problems with products being used outside of their optimum usage date.
- We encourage distributors to find out what date the products are being used at the point of enquiry. This allows us to work around that specific date requirement and find the optimum product.

GUIDANCE

DIETARY REQUIREMENTS



- Making our products as inclusive as possible has always been important to us, as it allows our distributors and ultimately their end users to source their 'treat, reward and celebrate' products from a single supplier.
- Our team have worked hard to create a range of 'alternative' recipes, that cover some of the dietary requirements that we cater for. These include 'Vegan Recipes', 'Dairy Free Recipes' and 'Gluten Free Recipes'.
- With regards to our Gluten Free recipes, it is important to clarify to your customer that the recipe itself is free of gluten, however as our bakery handles other products containing gluten, we cannot guarantee that the final product is 100% gluten free.

ALLERGEN AWARENESS



- As a supplier of edible goods, it is highly important for the recipients of our products to be aware of the allergens contained within them. In order to make sure that this is clear, we print ingredients on all individually packaged products.
- Where the product is not individually wrapped (EG: Cupcakes/Cake), we include a plain cover ingredients sheet within the shipping box. This allows the recipients to display this sheet when using the products to ensure that all allergens are clearly visible.

GUIDANCE

LEAD TIMES



- As a business, we have a great operational set-up that allows us to supply high volumes of goods within a short space of time.

What this means for you is that 99% of the time, we can turnaround what you need and delivery it on time.

- One of the vital questions we ask our distributors is 'when are the products needed?'. This allows us to give an accurate answer as to when we need order confirmation.



TREAT
REWARD
CELEBRATE

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