

head
fudge®

PLAYING CARDS

Stockist Pack



Our Playing Cards



Designed by local business owner & entrepreneur, **Heather Pierpoint** – founder of **Headfudge Clothing & Headfudge Design** – these unique playing cards have been lovingly created with contemporary, stylised, black ink illustrations and splashes of watercolour, featuring well known landmarks, places and

iconic visions from the **New Forest** and **Dorset & Jurassic Coast**.

The designs are completely bespoke, with 18 different illustrations included in each pack, **plus** stylised Jack, Queen, King, Ace and Joker cards, and a striking tree or wave design for the backs and tuck boxes.

These playing cards will make the PERFECT gift for local residents, fond visitors, holiday makers and shop customers alike... and not forgetting the thousands of campers who've forgotten to bring their pack of cards with them!

Our playing cards are **FSC certified**, printed on high quality, durable heavyweight stock and using eco-friendly print processes and materials.



Our Playing Cards



Other inspiration for their usage...

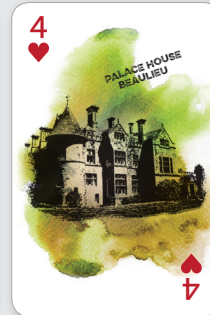
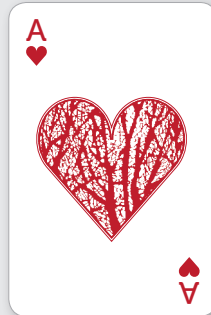
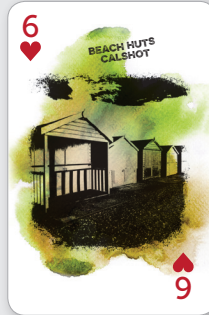
- Unique keepsakes or 'pillow gifts' for your hotel guests
- Corporate gifts for clients (a nice addition to the bottle of vino!)
- Dual gift sets given as an unusual gift for your loyal customers
- Spare sets to offer your staying guests to borrow
- Exclusively branded tuck boxes with silver foiled stickers, including your logo and website, personalising them to you, whilst getting exposure to the business
- For general sale in shops, offering customers something completely new and locally made, whilst supporting a small local business and making profit



Dual pack gift sets come in a sturdy kraft box with kraft coloured tissue paper, jute ribbon and sticker

The Forest Pack

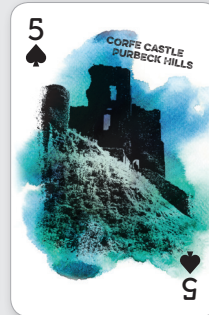
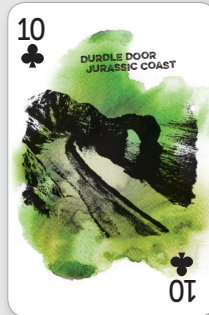
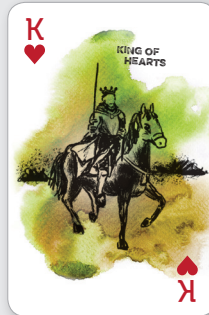
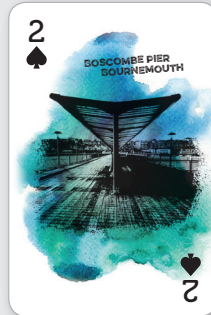
- Bolton's Bench, Lyndhurst
- New Forest Pony, Burley
- Bucklers Hard Cottages
- New Forest pigs, Fritham
- River & Rope Swing, Brockenhurst
- Bolderwood Deer Sanctuary
- Calshot Castle
- The Lighthouse, Lepe Beach
- New Forest Pub Sign, Ashurst
- Hatchet Pond, Nr Beaulieu
- Lymington Harbour & Ferry
- Palace House, Beaulieu
- The 'Dolphins' Lepe Beach
- Beach Huts at Calshot
- Grazing Pony, Stoney Cross
- Bridge Ornamental Drive
- Horse Riding in Godshill
- Dog walking, Busketts Lawn
- Stylised Aces
- Stylised Jack, Queen & King
- Stylised Jokers



Example selection & back design

The Coast Pack

- Boscombe Pier, Bournemouth
- The Bandstand, Christchurch Quay
- Brownsea Island, Poole Harbour
- Corfe Castle, Purbeck Hills
- Deckchairs, Branksome Beach
- Sandcastle, Alum Chine
- Highcliffe Castle
- Beach Huts on Mudeford Spit
- Old Harry Rocks, Jurassic Coast
- Lulworth Castle
- 'The Globe' Durlston Country Park
- Sandbanks Chain Ferry
- Swanage Railway Steam Train
- Jetty, Sandbanks Beach
- Evening surf, Bournemouth Beach
- Tall Ship, Poole Quay
- Bobbing boats, Poole Harbour
- Durdle Door, Jurassic Coast
- Stylised Aces
- Stylised Jack, Queen & King
- Stylised Jokers



Example selection & back design



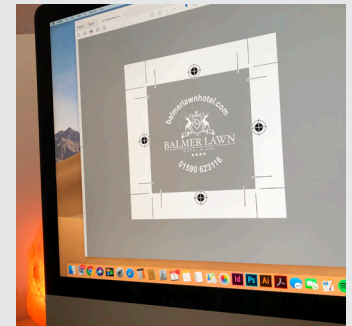
- **1st order is based on Sale or Return, meaning zero financial risk or commitment to the stockist**
- Pay for your initial order quantity upfront (minimum 12 packs) and after 3 months, any packs you haven't sold will be collected and refunded in full*
- Following the initial SoR order, any restocks thereafter will be invoiced and paid for as standard orders
- Our custom, locally made, wooden POS counter top stands are supplied FREE to all our stockists. We just ask for a £25 deposit, which is then refunded at the end, should you decide to stop stocking our products*
- All stockist packs come with a FREE, opened sample, pack of cards, so customers can easily see and feel the quality and designs. This can be neatly stored on the bottom shelf of the POS stand.
- Each stand will have a contact info sticker on the back, for super quick and easy restocking. To restock, you can simply call, email or order direct from our stockist page on the website.

* Refunds on POS deposit and SoR playing cards, is based on there being no damage or loss to the playing cards or stands to be returned. Any items lost or damaged will be deducted from the refund balance.

Gift Sets & Personalisation



- We can also supply our **Dual Pack Gift Sets** for resale or gifts and these can be arranged on a SoR basis too.
- If you would like to have the playing cards you stock to be exclusive to your shop / hotel etc, we can print silver foil stickers which go on the outside of the tuck box and are a great way to personalise the cards to your business, whilst promoting and getting exposure to it. These incur a slight additional cost per pack, which varies depending on quantities. See below the ones we produced for our stockist **Balmer Lawn Hotel**.





Headfudge founder Heather's Dad, JP, Christening the very first pack

Retail Price

Single packs - RRP **£6.95**

Dual pack gift set - RRP **£18.95**

Quantity	Unit cost (profit)	Mark-up	RRP
0 - 250	£5.60 (£1.35)	20%	£6.95
250 - 500	£5.20 (£1.75)	25%	£6.95
500 - 1000	£4.80 (£2.15)	30%	£6.95
1000 - 2000	£4.20 (£2.75)	40%	£6.95
2000 - 3000	£3.80 (£3.15)	45%	£6.95
3000 +	£3.50 (£3.15)	50%	£6.95

Other Optional Costs

Custom wooden POS stands - Deposit **£25**

Sample pack - **FREE**

Silver foiled branded stickers - **POR**

Prices inclusive of VAT

* Minimum order is 12 packs (which fills the counter top stand)

Orders can be all Forest Packs, all Coast Packs, or a combination of the two.



Future Areas

We are looking to introduce further areas to our playing card range in the future, covering various counties across the south. If you have a requirement for any particular area or a specific city, we can happily discuss creating a bespoke pack for you.

Playing Cards for Business

Another concept that we have been asked about, is to create custom designs & illustrations for the product or service your company provides, to use as corporate gifts for clients and customers. Whether that's a property developers, gin bar, wellbeing salon, yachting company or holiday park... the options are endless! We can design literally anything you need.



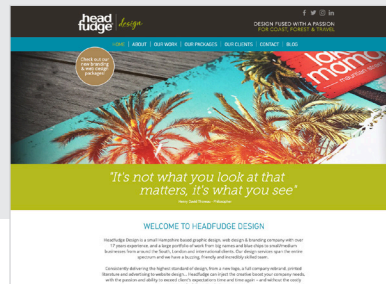


HEADFUDGE DESIGN

headfudgedesign.co.uk / [@headfudgedesign](https://twitter.com/headfudgedesign)

Professional graphic design for print, branding and web. Headfudge design has been successfully running for over 12 years, providing a friendly, passionate and incredibly skilled design service to a very high standard. I started up on my own following 8 years in the design industry and a defining back-packing trip to Australia & New Zealand. Since then, the business has grown over the years to include a large spectrum of clients, from massive corporates such as NHS, P&O, Princess Cruises and Reed & Mackay, right down to the local handyman and everything in between!

Expert in branding, my biggest love is working with start-ups and SMB's, creating a strong new brand identity and implementing it across the board, from the logo design to printed material and website. I'm very passionate about the Coast and New Forest and particularly love working with local companies associated with these. I've taken great joy in designing and illustrating these new Headfudge Playing Cards, and hope that they bring many hours of joy to others! If you are interested in your own custom playing cards for your business, just get in touch for a quote.





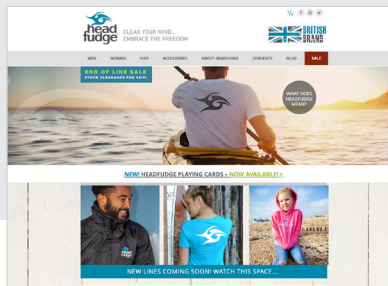
HEADFUDGE CLOTHING

headfudge.com / [@headfudgeclothing](https://twitter.com/headfudgeclothing)

Headfudge Clothing is an outdoor lifestyle brand, founded by Heather Pierpoint in 2014, following the arrival of daughter Sienna (pictured on the left). It's a small, local company, based on the edge of the New Forest, with a range of comfortable and practical clothing and accessories for Men, Women & Kids. **The whole ethos behind Headfudge Clothing is FREEDOM.** Living in the moment, clearing your mind from the everyday grind, getting outdoors and having adventures and experiences, immersed in nature. It's good for the soul – the forest & ocean are like medicine for the mind!

We have an extensive range of clothing and accessories, including t-shirts, hoodies, jackets, gilets, board shorts, bags, beanies, gloves and active wear. We're looking to expand 'Headfudge Active' in the future, introducing sportswear such as cool-fit tops, leggings and accessories. Next up is Headfudge flip-flops for summer 2020!

We have some great local stockists, such as **Balmer Lawn Hotel** and **Spot in the Woods**, as well as our online store - www.headfudge.com





Heather Pierpoint | Founder

Tel: **07900 815718**

Email: heather@headfudge.com

Website: headfudge.com

Stockist Page: headfudge.com/stockist

Social: [@headfudgeclothing](https://www.instagram.com/headfudgeclothing)

Chantal Shaw | PA & Sales

Email: chantal@headfudge.com

Available on **Wednesdays**



Heather Pierpoint | Owner & Director

Tel: **07900 815718**

Email: heather@headfudgedesign.co.uk

Website: headfudgedesign.co.uk

Social: [@headfudgedesign](https://www.instagram.com/headfudgedesign)

Wade Park Farm, Salisbury Road, Ower, Romsey SO51 6AG

We hope to work with you soon!