



Get more sales by offering physical cards with Toggle

We'll design, print, set-up and fulfil them for you

You've got a couple of options

On - demand print

Increase sales by 30%

For every online physical order, we print a beautiful, fully branded, A4 tri-fold card, put it in a premium envelope and stick it in the post.



Sell online - Rapid set up - Fully branded - Unlimited stock

Cards and holder

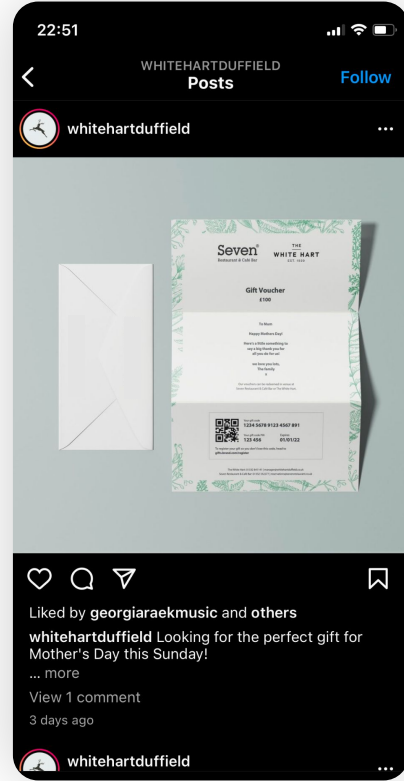
Rocket sales by 60%

Buy cards and holders upfront, and we'll distribute them between your locations for at-the-till sales, and our warehouse for online orders.

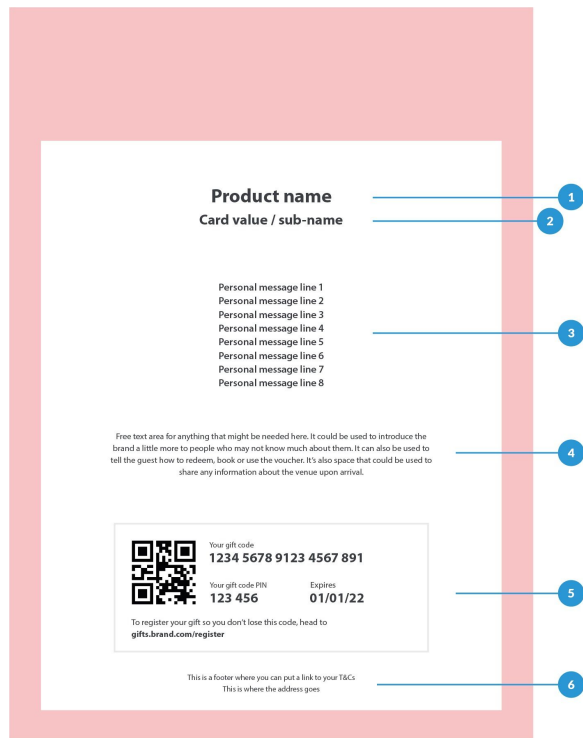


Sell online - Sell in-venue - Fully branded - Two product ranges

On - demand print



What info is shown on an on - demand print?



1. The product name is the item your guest has bought from your webshop.
2. If your guest has purchased a monetary gift card, the value of this will display here. If they have purchased an experience, the sub-name (if you have one) of that experience will display instead of the value.
3. Any message that your guest writes with the order will display here.
4. This is the space for you to write something that'll help your guests know how to use their gift, and learn about your brand. Whilst you can type anything in there, we envisage that you could use it to explain more about the gift, how to redeem it, and maybe a bit about yourselves for those who may not know you.
5. You could consider this section the actual 'gift card'. This carries the code, and information needed to redeem, check balance and register the gift.
6. You can use this footer space to direct your guests to your Terms & Conditions, or let them know your address.
7. The **red box** shows the area in which you can design whatever you like.

Pricing

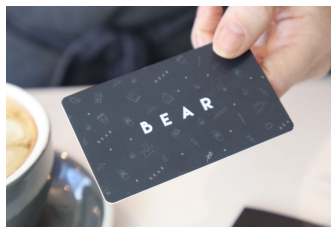
One-off set up cost

£249

£160 for each subsequent design on your account.



Cards and holders



We have two ranges of physical cards and holders

Standard Eco

Made from Pulper[®] board, our Standard Eco card is tough, beautiful - and not plastic - something your brand can be proud to put its name on.



Pulper[®] board cards - 4 x holder variations
Carbon offset supply lines

Super Eco

As green as it gets

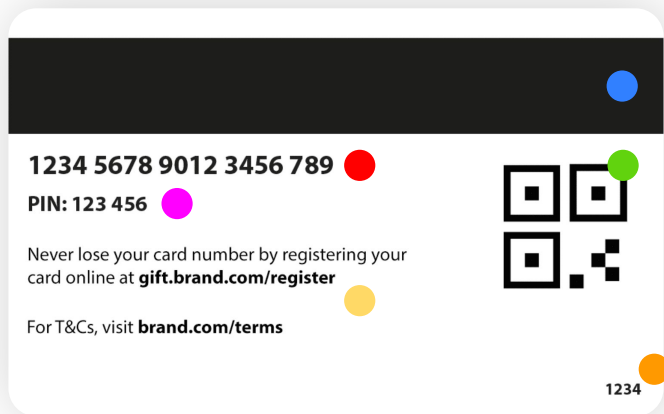


Possibly the world's most environmentally friendly gift card, these cards and card holders have incredible green credentials from tree to Toggle.



Zero-to-landfill production - Biodegradable card finishes
Traceable supply lines - Green energy powered paper mill and forest in Sweden - Zero-harm disposal

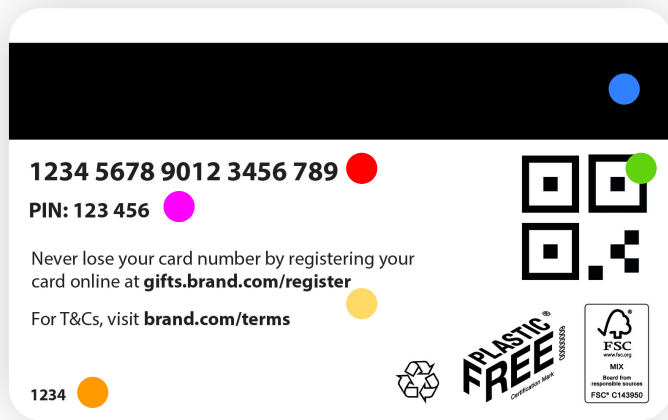
The reverse of our Standard Eco cards looks like this



Finished size: 86 x 54mm

- This is our recommendation for wording, but you can write anything in this space that you want. The font, size and colour can be anything you want!
- This is the gift card number, unique to every card.
- This is the PIN used by your guests, in conjunction with the card number, when they're checking their expiry date and card balance online
- This QR code can be scanned at the till (if you have a scanner) to rapidly input the card number into your system, instead of typing it
- This magstripe code can be scanned at the till (if you have a scanner) to rapidly input the card number into your system, instead of typing it
- This sequential number is used by our fulfilment warehouse when sending cards out in the post for you

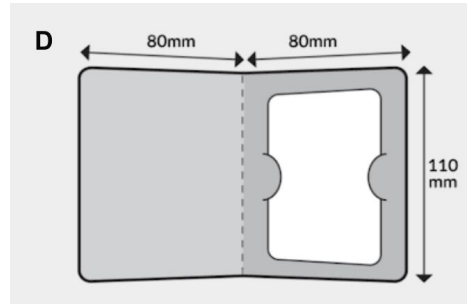
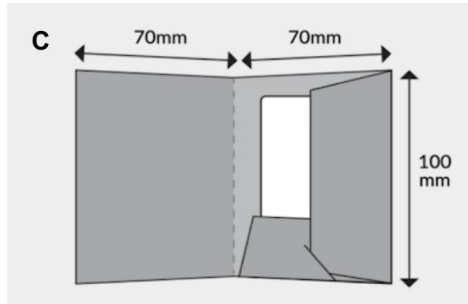
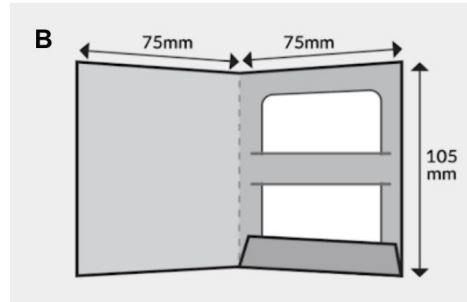
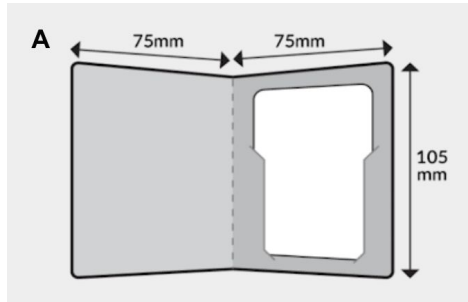
And it looks like this on our Super Eco Cards



Finished size: 86 x 54mm

- This is our recommendation for wording, but you can write anything in this space that you want. The font, size and colour can be anything you want!
- This is the gift card number, unique to every card.
- This is the PIN used by your guests, in conjunction with the card number, when they're checking their expiry date and card balance online
- This QR code can be scanned at the till (if you have a scanner) to rapidly input the card number into your system, instead of typing it
- This magstripe code can be scanned at the till (if you have a scanner) to rapidly input the card number into your system, instead of typing it
- This sequential number is used by our fulfilment warehouse when sending cards out in the post for you

In the Standard Eco range, there are four holder variations

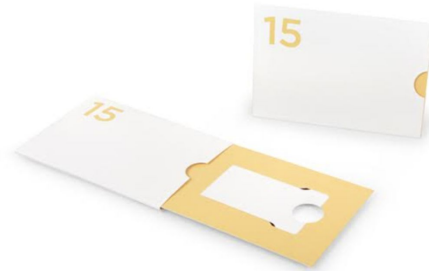


In the Super Eco range, there are three holder variations

The folder



The pocket



The slider (proper quality)



Pricing

How does this table work?

- 1. Pick a card type
- 2. Pick a holder type
- 3. Fulfilment & Shipping

	Cards		Holders			
Qty	Standard Eco card	Super Eco card	Standard Eco carrier	Super Eco carrier <small>The folder</small>	Super Eco carrier <small>The pocket</small>	Super Eco carrier <small>The slider</small>
1,000	£549	£899	£349	£675	£875	£2,499
2,000	£875	£1,099	£449	£775	£1,250	£2,999
5,000	£1,749	£1,399	£575	£1,099	£2,250	£5,999
10,000	£2,999	£1,999	£750	£1,499	£2,999	£9,999
20,000	£5,499	£2,999	£1,099	£2,499	£4,999	£14,999
Print Management	£160					
Admin & Shipping	£12.00 admin (per address) + £15.00 shipping per 1000 cards					
Toggle Fulfilment*	£250					

Shipping calculation example: 10,000 cards across 5 locations

$$(5 \times £12) + (10 \times £15) = £210$$

Locations Card quantities

**Please note gift card postage for guest orders is extra*

Fulfilment

We'll store, pick, pack and post your gift cards for you

Gift card fulfilment costs

Set up cost	£250
Royal Mail 1st class	£3.75 per item
Royal Mail Recorded Signed For	£5.95 per item
Royal Mail Special Delivery (before 1pm next day)	£10.95 per item

Extra inserts (up to A5, provided by you)

Insert set up cost	£50
Per item fulfilled	£0.30 per insert

toggle

Display Stands 2023

Display stands

We have 4 x different display stands available, with a mixture of layouts and marketing opportunities available.

The landscape display stand



Landscape pocket only

The portrait display stand



Portrait pocket only

Display stands (continued)

Display box
(with optional header upgrade)



Landscape box only

The premium display
stand



Mix & match: portrait and
landscape pockets

Pricing

How does this table work?

1. Pick a display stand type
2. Pick your quantity
3. Shipping & admin

Display Stands					
Qty	Display Box	Upgrade: Display Box header	The Premium Display Stand	Landscape display stand	Portrait display stand
5	£299.00	£199.00	£199.00	£149.00	£149.00
25	£599.00	£399.00	£799.00	£449.00	£449.00
50	£999.00	£499.00	£1,299.00	£699.00	£699.00
Admin & Shipping	£12 admin (total) Shipping tbc (2 x locations max)*				

*Some display stands might be shippable with main gift card and carrier orders; this varies depending on the range selected / and when display stands are ordered

What now?

How do I get going?

On - demand print or cards and holders?

Get in contact with your sales or Customer Success contact here at Toggle and let them know if you want on - demand print or cards and holders.

If you want cards and holders, we'll need to know:

- How many cards and holders you want
- Which types of cards and holders you want
- If you want us to fulfil online orders for you
- The addresses you want us to send to

What's the design process?

Our gift card designers will work with you to put together a design you'll love. To kick things off, send us:

- Logo
- Brand colours
- Brand fonts
- Any other brand assets

Timelines

On - demand print

From the approval of your design, we'll have it ready to sell in 3 working days

Cards and holders

From the approval of your design, it usually takes 4 - 6 weeks to get everything printed, delivered, set up and ready to sell.

Any questions?

If you have any questions, get in touch with your sales or Customer Success contact and we'll answer them!