

bira | direct

**Combined
buying power**
for independent
retailers

**Exclusive to
bira members**

☎ 0121 446 6688

🌐 www.biradirect.co.uk

BRUTONS
HARDWARE

Hardware
& DIY

Cookshop

Garden

Pet

Decor

Housewares

What **bira direct** offers you

bira direct offers you **exclusive discounts**, rebates, reduced carriage paid order values and easy ordering from over 200 leading suppliers. This service is the central buying and invoicing subsidiary company of the British Independent Retailers Association. It has been specially designed to help you stay **competitive** in your market place.

We are here to help you **save time and money**.

Using **bira direct** is simple

There is no need for you to continue lengthy account set up or shop around for the best deal, everything you need is right here. **bira direct** is your route to over 200 suppliers, offering exclusive discounts and reduced carriage paid order values.

If you are an existing **bira** member and you want to use this service simply place an order with any of our promoted suppliers and ask for it to be invoiced through **bira direct** and quote your **bira** membership number to qualify for the special terms.

It couldn't be easier!

5 easy steps to **saving money...**

1. Place your order with the supplier, quote your **bira membership number**, and ask to be invoiced via **bira direct**;
2. The supplier delivers the products to you;
3. The supplier sends the invoice to **bira direct**;
4. Then **bira direct** pays the supplier and invoices you;
5. You pay **bira direct** and benefit from the additional terms & special discounts.



Your **bira** membership number is your key to **unlocking big savings**

Trade discounts from top suppliers

To make things even easier for our members we have created another time saving resource - the "Little Blue Book", is produced every six months.

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



Thousands of **bira** members are already using and reaping the rewards of this service. **So can you!**

Get your **free** copy

As a member of **bira** you can request a FREE copy of the "Little Blue Book" and start ordering straight away.

To request a copy simply email us as at:



info@biradirect.co.uk

or contact our membership department on:

 **0121 446 6688**

Alternatively view our online version of the Little Blue Book Buyers Guide, plus special offers and news each month at:

www.biradirect.co.uk

 Being part of **bira** gives me access to the buying service, which is great. If the supplier knows you are part of **bira** they are happy to take you on. 

Tally Boyes, The Galley Cookshop, Oxfordshire



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

We circulate the special promotions on a monthly basis via a dedicated newsletter called **Buying Made Easy**. This is packed full of special promotions from suppliers as well as details of supplier launches and confirmation of the special terms offered.

The suppliers also advertise regular special offers in our specialist trade magazines:



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

How do you start **saving**?

Simply ask to be invoiced via **bira direct** when you order with a **bira direct** supplier to benefit from the special terms.

Not a **bira member**?

If you are not yet a **bira** member, joining is easy. Simply contact our **membership team** on the number below:

 **0121 446 6688**



Saving money couldn't be easier

See our suppliers and brands inside...

Open here

to see the brands available



 **bira direct** is a valuable service for independent retailers. It allows me to save both time and money. 

Lee Alen, McGregor Hardware, Essex

Running your own independent business can be expensive.

Being a **bira** member means you're part of a large community of independents who benefit from strength in numbers and the power to access **special buying terms** through **bira direct**.

Benefit from:

- Better buying prices and terms
- Exclusive additional discounts
- Reduced carriage paid orders
- Rebate schemes
- Rapid account opening
- Monthly offers newsletter
- Exclusive supplier promotions

All members of the British Independent Retailers Association can use **bira direct**:



This section is left intentionally blank for address labels.

Post to:

If undelivered, please return to:

bira direct Limited
Registered No: 00739251

Registered Office:
225 Bristol Road
Edgbaston
Birmingham
B5 7UB
Tel: 0121 446 6688
Fax: 0121 446 5215
Email: info@biradirect.co.uk



Recycled

Supporting responsible use
of forest resources

www.fsc.org Cert no. SGS-COC-004587
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Invoice via **bira direct** and get a better deal from all these suppliers...



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