



Powering The Gift Card Landscape

Spotlight Agenda

Our history

Award winning online technology

Our latest instore capabilities

Gifting for the future

nitecrest[®]
The World's Leading Card Manufacturer

Powering The Gift Card Landscape

23 year established company with 270 employees

In 2017 Nitecrest produced 800 million cards

Produce environmentally friendly plastic and paper board cards/packaging

Service 260 brands and retailers across UK and Europe

Our aim is to provide a complete gifting solution outside of transaction processing

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Online Technology

Recent years have seen increase in demand for online services

Developed award winning software to fulfil online orders for high street retailers

Most cost effective solution for brands



Online Technology

Platform launched with high street retailers in 2014

Flexible design allows mirroring of retailer website

Offer marketing solutions to meet Client requirements

Hosted and managed by Nitecrest

Online Technology

Benefits to the Consumer:

Convenience - via next day delivery of gift card, carrier and greetings card

Personalisation - making the purchase feel considered

Benefits to the retailer:

Increased basket spend – multiple products and purchases

Increased load value - typically +40%

Increased spend on redemption of +40% vs load value

In Store Technology

Launched personalisation technology into 5 M&S stores for Christmas '17

Ability to personalise, print and load the card within a few clicks

M&S saw +60% average load value through this concept in stores

View this concept on our stand

Look out for more information at our 'UKGCVA's Got Talent' presentation

We're Feeling Generous

Nitecrest and M&S are giving the chance to win a £50/ £100 gift card

And a free M&S hot drink to every member

Visit our stand to claim your M&S gift card and be in the running

Listen out for winners at our 'UKGCVAs Got Talent' presentation tomorrow

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