

# concession

## NEWS

### UPDATE

## HOUSE NAMEPLATES – UNMANNED AND UNLEASHED!



The House Nameplate Company has taken the next stage in their garden centre development. They have introduced a new unmanned concession concept into garden centres across the UK.

Over the last 10 years, The House Nameplate Company has become an established garden centre supplier. In this time, they have taken a number of formats but are probably most renowned within the sector for providing their bespoke House Nameplates, which customers could order from a display stand in garden centres.

Originally, the idea meant that a customer could visit their local garden centre, collect a unique leaflet from their display stand and order a handmade name plaque which was delivered direct to the customer's door.

As a result of the continued success of this service House Nameplates sought to expand their garden centre offer to include individual letters, numbers and other door furniture. As a result of this experience they created an ideal format for garden centres from a limited trading area.

The latest development for The House Nameplate Company has seen them roll out an unmanned concession offer. Based on a department store concession model, House Nameplates provide the display stand (either a Column Stand or Walk Around Stand) stock and point of sale to the host, free of charge with all items being processed through the garden centres EPOS till systems.

Using the EPOS till system garden centres are able to record all of the sales, retain a healthy commission on each item and (on invoice) pay back House Nameplates the remaining monies. Products are re-ordered using the same system. In addition, the core, bespoke Nameplate service remains a key feature and still provides an excellent service that can be offered through the garden centres House Nameplates work with.

Working with First Franchise, The House Nameplate Company has successfully arranged installation into 140 garden centres across the UK and are looking for more opportunities nationwide.

For more information on this and other unmanned concession initiatives please contact Sue Franks, [sue.franks@firstfranchise.com](mailto:sue.franks@firstfranchise.com) (01737) 735041.