



Retailer Handbook

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Contents

About ARE Direct 3

Benefits of Magazines..... 3

List of Available Titles 3

Once you have received your first delivery 3

How to Register for AREConnect 4

Delivery/On Sale Days..... 6

When you receive a delivery, we suggest following these simple steps..... 6

Tracking Deliveries..... 6

Shortages 7

ARE Direct Flyers..... 7

Packing Slips..... 8

Invoices 8

Abbreviations..... 8

Extra Orders 8

Searching for Next titles On Sale & Off Sale (recall) Dates..... 9

Allocating Magazines 9

Offsale/Recall..... 10

Returns..... 10

The Returns Process..... 10

Masthead Returns for Auditing purposes..... 11

Supplementary Returns 12

Administration & Cartage Fee..... 14

How could this affect you? 14

Ways you can overcome the Admin & Cartage Fee: 14

Credit Notes 14

Statements..... 14

Paying your ARE Direct Account 15

 Dos 15

 Don'ts..... 15

Posting to ARE Direct 15

Emailing to ARE Direct 15

Phoning The Call Centre..... 16

Change of Ownership..... 16

About ARE Direct

New Zealand's largest magazine distributor, with over 120 years' experience in distribution and marketing of printed media. Established in 1899, we are New Zealand's only full service retail management and distribution business, free of any publishing interests thus maintaining our independence.

We offer expertise in allocations, marketing, merchandising and distribution of magazines, to supermarkets, bookstores, dairies, oil companies and other specialist retailers throughout New Zealand.

Delivering over 2,200 different magazine titles from more than 250 publishers from around the world, twice a week to more than 3,200 retailers across New Zealand.

We are committed to building real partnerships with our retailers, with the primary focus of making magazines easy to sell, easy for retailers to manage. We will work with you to help you maximise sales of this exciting, no-risk product. Actively scanning the world for better solutions, to ensure continuous improvement of our systems and offering.

Benefits of Magazines

- Sale or return - therefore no risk to you
- High stock turnover as magazines are frequently purchased
- 25% gross profit - high return on investment
- Appealing and exciting product which is continually changing
- Magazines bring customers into your store and drive return shopping trips
- Extensive range of product means there is something to appeal to every customer
- Magazines are supported by promotional activity offering great value to your shoppers
- Magazines often carry advertising for products sold in your store thereby stimulating demand
- Magazine purchasers are likely to be affluent, educated professionals and influencers

List of Available Titles

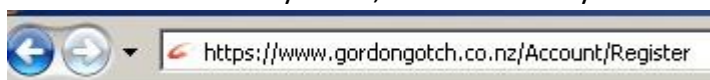
A copy of our Title Listing can be found on the website to help you select titles of interest for your customers. ARE Direct operates a Magazine Management System which utilizes market information to determine the most suitable product range for each outlet and then maintains a sales history to analyse and adjust the number of copies (Allocation) for each outlet to meet your sales demand/potential. As part of the Magazine Management System – we will send new titles for you to try in store and the selection of stores/titles is determined by a number of different factors such as sales in similar stores, geographic location, or sales of other titles in your store.

Once you have received your first delivery


- It's time to register on our website
- This will allow you to process weekly returns & supplementary returns of unsold issues
- You will also be able to view & retrieve Invoice, Credit copies & Your monthly Statement
- As well as have access to a number of other capabilities available for Retailers


How to Register for AREConnect

1. Go to your computer, ensure you are connected to the internet, and from your internet browser type in the following web address www.aredirect.co.nz/Account/Register into the Address Bar and press 'Enter' on the keyboard, this will direct you to here.



2. The below webpage will appear. You need to complete all the boxes.



[Title List](#)
[Login Register](#)


Fishing Coast to Coast Issue 66
The Recall date of this issue has been extended until 20 August. This is due to a delay with Issue 67.

[Home](#)
[About Us](#)
[Our Services](#)
[New Publishers](#)
[Forms and Guides](#)

Register a new user account

Create a new user account by entering Login, Contact and Outlet details. Make Login details unique.

Login details

User Name

Password (The password must be 6 characters or more)

Repeat Password

Contact details

First Name

Surname

Phone Number

Email

Repeat Email

Outlet details

Outlet Number If Outlet No. entered User Account will be link to Outlet.

Invoice Number By entering valid recent Invoice's No

Invoice Date

Login Details

User Name: You can make this up, but it must be unique as this is what you will use to logon to AreConnect each time

Password: The Password must have 6 digits or characters

Repeat Password: Re-type the Password

For example, the user name could be 'maryj4sq' and the password could be 'secret'

Contact Details

These are the contact details for the website only and will not change any other contact information on your account.

Ensure you have access to the email address as a confirmation email will be sent to you

Outlet Details

This is for security reasons and is best if you use a recent invoice.

The information you need is on the right of the document above the invoiced information.

3. When you have filled in all the boxes click on the Register button.
4. After clicking on Register you will get a new screen confirming successful registration. You will also get a confirmation email which you should follow to complete the process.
5. The email you receive will have a link for you to complete the registration process, as per below.

Thank you for registering with AREConnect. To complete the registration process, please click the activation link below. <https://www.aredirect.co.nz/Activate?id=5519b90-9b9f-ba54a091009f9dd6&outlet=123456>

Please note this link will expire tomorrow evening, after which you will need to contact an ARE Direct Customer Representative on (09)979 3018 to complete the registration process.

Please do not reply to this email as it has been automatically generated and the mailbox is not monitored.

Thank you for using AREConnect.

- Click on the link (blue writing), you will go to the Registration Successful page, this will include the form for you to confirm you are ready to undertake online returns. Click the tick box on all of the options, then press save.

Registration successful! User Account activation is complete.

Login 'Karlo123' has been activated and is now logged in to the Gordon & Gotch Connect secure areas.
Please take this opportunity to sign-up for Online Returns. You can review the benefits in the Sign-up section below.

Sign-up for Online Returns

Please review the below check list and tick all the boxes then click the Save button to activate Online Returns for your Outlet.

I have a working printer and I can print to it from the computer/s I will be using to view the Gordon & Gotch Connect site.

I have Adobe Reader (or compatible PDF reader) installed on the computer/s I will be using to view the Gordon & Gotch Connect site.

I understand I will still need to print and send in the return sheet with my returns.

I would like to opt-in to Online Returns to receive the following benefits:

- Your return requests will be processed overnight and credits lodged against your account the next day.
- You will be able to see the return's credit value you will receive as you are processing the return.
- Zero risk of return requests getting lost now that it's electronic.
- No risk of missing/forgetting to complete a return sheet as there is a process to ensure you cannot process the next return until you have completed the oldest.
- All unprocessed returns are able to be viewed.
- All previously submitted returns are able to be viewed.
- The return form will show you the net balance available to claim - if you have previously been credited for short deliveries etc. these will show as already being deducted.

- Now you can access your invoices, search titles or place extra orders online. Just login each time using the username & password you chose when completing the Registration webpage, for example; maryj4sq & secret.
- We recommend you write down the username & password and do not allow your computer to save these details.

Once you have Signed Up to receive your Returns on-line you will see them appear on the Home Page. If you sign up:

- ✓ Monday or Tuesday you will have your first return available the following Monday.
- ✓ Wednesday, Thursday, Friday, or Saturday you will have your return available the Monday after next.

This means if you signed up on Tuesday, 6 October your first online return would be available Monday, 12 October. If you signed up on Wednesday, 7 October your first online return would be available on Monday, 19 October.

If you are stuck at any point, you can access the AREConnect Manual under Forms and Guides or contact the ARE Direct Call Centre.



Delivery/On Sale Days

We deliver twice a week, see below for your applicable area. If you don't receive your deliveries by 10am on the delivery days, you will need to report the non-delivery to the Call Centre by either emailing us at thecallcentre@aredirect.co.nz, or phoning on 09 979 3018. Please keep in mind that reporting of any shortages must be within 48 hours (or 2 working days) of the on sale date (via email or phone).

	Sunday	Monday	Thursday
Auckland	Yes	No	Yes
Rest of Country	No	Yes	Yes

When you receive a delivery, we suggest following these simple steps

- Check magazines supplied against your packing slip & invoice
 - o Did you receive all bundles?
 - No – report missing / extra bundles or activate Track & Trace
 - Yes – check each bundle to ensure all titles/quantities are correct
 - o Did you receive everything on your packing slip?
 - No – report any shortages / extras supplied by phoning or emailing us (within 48 hours)
 - Yes – place magazines on shelf

Tracking Deliveries

Your magazine delivery/bundles can be tracked using your invoice number (this makes up part of your tracking number). You can do this 2 ways;

1. By clicking on your 'track delivery' through our website, following these steps
 - Go to 'Retailer Tasks' (then Invoices/Credits/Statements) or 'Home' tab

- Locate the relevant invoice / onsale date and click on the corresponding 'track delivery' link
- This will take you to the NZ Post website, once there, if you copy the invoice number that is displayed on their landing page & then click into 'enter your tracking number here'
- In this field, enter 'GG', then paste your tracking number (invoice number), then add in your bundle number (i.e., 001) and lastly add in NZ (example below)
 - **GG22086084001NZ**
- Then select 'Track' and this will search the status of your delivery and details will appear below this field for you

Or

2. By visiting the NZ Post website <https://www.nzpost.co.nz/tools/tracking> directly and utilising their "Track and Trace" options as follows
 - In the 'enter your tracking number' and enter 'GG', then paste your invoice number, then add in your bundle number (i.e., 001) and lastly add in NZ (example below)
 - **GG22086084001NZ**
 - Then enter on 'Track' and this will search the status of your delivery and details will appear below this field for you

If you are not able to complete using these options, you will need to contact our Call Centre for assistance.

Shortages

We have pick to light technology and quality control measures in place that keeps errors to a minimum. However, occasionally discrepancies occur (i.e., where there is a difference between what your invoice states and the actual quantities you have received) and you will need to advise us when this happens.

ALL DISCREPANCIES MUST BE ADVISED WITHIN 48 HOURS OF SCHEDULED DELIVERY

You will need to advise your;

- Store Name
- Customer Number
- Invoice Number
- The discrepancy (i.e.: title, issue, and the problem)

Email: thecallcentre@aredirect.co.nz

Call: 09 979 3018

ARE Direct Flyers

We use Flyers to share important communications, and these are generally sent to you via delivery, email or posted on our website. Watch for these as they will advise you of arrangements that will impact your store, such as changes in deliveries around statutory holidays.

Packing Slips

These are sent along with each bundle on each delivery day. They detail what you will receive in that bundle, on that day. Bundle sizes are determined by a titles weight and using our Health & Safety Guidelines these should not be heavier than 15kg.

Invoices

You will receive an invoice with your last bundle of each delivery. These will detail the dollar value and recall date for each magazine you receive in this delivery. A copy of these can also be accessed online.

Abbreviations

On your invoices/packing slips you may from time to time see some abbreviations beside the titles. These have the following meanings:

CR (Credit)	A magazine marked CR has become unavailable. When CR appears on your invoice, we will process the credit required to your account.
TF (To Follow)	A magazine marked TF, has not arrived as expected and isn't available at the time of packing. It will be forwarded on arrival into our warehouse with the first possible delivery. Please do not report this as a discrepancy. TFs only occur when a publisher or printer has failed to meet a promised deadline. We take every precaution to prevent these occurring.
FS (Firm Sale)	Magazines & Products marked FS are supplied at retailer request only and are not returnable.
Packing Slip	On occasions, to meet certain on-sale deadlines, it is necessary for titles to be sent with only a packing slip. This happens when there is insufficient time available to produce an invoice.
F	Full Copy return
C	Cover Only return
RET	Returns Credits
RAD	Return Adjustment Credit
Discr	Discrepancy Credits
SRC	Supplementary Returns Claims
PF	Full Copy Preferred

Extra Orders

You can order extra copies of magazines you currently receive by contacting The Call Centre.

You can order copies of titles that you don't currently have on order by contacting our Call Centre by phone or email and if the title is already onsale and we have copies available, we can process an extra order, so you receive the issue currently onsale.

Situations where this commonly occurs is

- Special issues
- New title launches
- A store locally closes, and you have more customers
- A specific customer request

It is always helpful if you could advise our Call Centre if this is a new request or a temporary increase/decrease.

All Firm Sale orders will need to be requested by email and not phone

All Partworks backorders will need to be requested by email and not phone

Please always quote your outlet number.

This ensures you are not confused with another retailer with a similar name.

Searching for Next titles On Sale & Off Sale (recall) Dates

You can search for the next issue onsale by selecting 'Next Issue Only' function on our website <https://www.aredirect.co.nz/Title/Index> and just enter part of the title in the search box or even the barcode. You can narrow your search by selecting a 'Category' and/or 'Frequency' as well.

Category:

Select... ▾

Frequency:

Frequency:

Select... ▾

Select an issue:

Current Issue

Next Issue Only

All

Show 10 entries

Search:

Title (Code)	Issue (Code)	RRP	On Sale	Recall	Barcode
2000 AD WEEKLY (105030)	NO. 2192 (101170)	9.50	12/10/2020	19/10/2020	9770262284241
ANGELINA BALLERINA (105535)	NO. 208 (100210)	10.80	12/10/2020	9/11/2020	9772045926096
ANIMAL FRIENDS (198442)	NO. 218 (100190)	9.50	12/10/2020	23/11/2020	9771473826947
ARCHITECTURE NZ> (507705)	Sep/Oct (100140)	11.90	12/10/2020	7/12/2020	9770113456001
ARTICULATE (300083)	CARD GAME (100000)	43.95	12/10/2020	19/10/2020	9313612000490
ASTRONOMY (708344)	September (100330)	15.00	12/10/2020	9/11/2020	074666010963
AWW CHRISTMAS FESTIVE FEASTS (402493)	FESTIVE FEASTS (100000)	16.95	12/10/2020	12/04/2021	9781925865349
AWW CHRISTMAS FESTIVE FEASTS (402493)	FESTIVE FEASTS (100010)	16.95	12/10/2020	12/04/2021	9781925865349
AWW CHRISTMAS FESTIVE FEASTS (402493)	FESTIVE FEASTS (100020)	16.95	12/10/2020	11/01/2021	9781925865349
AWW CHRISTMAS FESTIVE FEASTS (402493)	FESTIVE FEASTS (100030)	16.95	12/10/2020	11/01/2021	9781925865349

Showing 1 to 10 of 118 entries (filtered from 3,706 total entries)

Allocating Magazines

We use a sales based allocations system that has the ability to be adjusted manually, this ensures we supply you with a relevant quantity of magazines that allows you to maximise your sales.

After you have been trading for a period of time, your sales will be automatically analysed (using data supplied from your online returns processing) and this will allow us to adjust future supplies to fit your sales needs. If you have a significant change in your store/stand size or consumer footprint and this is likely to impact your historical sales pattern – we suggest you contact our Call Centre and discuss possible increases or decreases to reset your supply.

When contacting our Call Centre, please outline details of the change needed and include your outlet number, the title name(s) and the ARE Direct title code (if possible).

Offsale/Recall

The Offsale (recall) date is the day that all unsold copies need to be removed from sale and to help you identify which titles to remove from shelves, we post ‘Return’ or ‘Recall’ dates on our invoices, on our Website Title Listing and for all Sale or Return accounts you can use the ‘Pick List’ provided each week via Your Website Logon and this will assist you when preparing & processing your Online ‘Returns/Credit Claims.

All magazines generally have a set onsale period and this is determined by the frequency of the title, for example;

Frequency	No Days/Weeks on Sale	Frequency	No Days/Weeks on Sale
Weekly	7-11 days	Fortnightly	14-18 days
3 Weekly	21 – 25 days	Monthly	4 5 weeks
Bimonthly	8-9 weeks	Quarterly	12-13 weeks
Biannual	26 – 27 weeks	Annual	52 weeks
Special	12-13 weeks	One – Shot	12-13 weeks

For regular frequency titles, such as; weekly, fortnightly, 3 weekly, monthly, bimonthly, quarterly, biannual, annual a new issue is generally sent on or near the date the prior issue is due to be recalled (taken off sale) – thus ensuring the pocket always has an issue on display for your consumers.

Returns

Magazine Offsale (recall) dates are always on Monday; this is when the ‘Pick List’ and ‘Return Sheet’ becomes available online. On this date all magazines listed on the ‘Pick List’ or ‘Return Sheet’ should be removed from sale and unsold quantities entered on the ‘Return Sheet’ for each title.

Returns Sheets should be completed even if you have nothing to return i.e., you have Sold Out. On these occasions, you should place a ‘0’ quantity for the title/issue.

Retailers are responsible for returning mastheads to us as this forms part of our auditing process. And for Health and Safety purposes, please keep all parcels sent to us under 12kg.

The Returns Process

There are 2 ways you can gain access to process unsold claims (your ‘Standard Return’)

1. Go to ‘Home Page’ tab and click on View Outstanding & Submitted Returns, or;
2. Go to ‘Retailer Tasks’ tab, then select Returns & returns again

Either one will take you to the ‘Outstanding Returns’ section, which will display details of Recall dates to be processed.

We recommend your process returns each week as it comes available – as this ensures your returns (and therefore derived sales) are recorded as soon as possible – as your returned quantities are what helps determine your allocated quantities and future supply levels). This section, however, will hold up to 3 recall dates at any given time but please keep in mind that if you opt to leave 3 weeks in arrears, your oldest week will drop off at day 21 (Monday) and the new week will not show until the following day (Tuesday). Please talk to our Call Centre team about how to bring your returns processing up to date and complete using ‘Standard Returns’ rather than ‘Supplementary Returns’.

Example of 3 outstanding returns, viewed on a Monday;

Recall Date	Cut Off Date	Days remaining to complete return
21/9/2020	12/10/2020	1 day remaining to complete
28/9/2020	19/10/2020	7 days remaining to complete
5/10/2020	26/10/2020	14 days remaining to complete

You will note that 12/10/2020 return is not showing on this day as the oldest (21/9/2020) has not yet been processed, 21/9/2020 return will drop off overnight and this will allow 12/10/2020 to appear.

So, on the Tuesday you will see the following;

Recall Date	Cut Off Date	Days remaining to complete return
28/9/2020	19/10/2020	6 days remaining to complete
5/10/2020	26/10/2020	13 days remaining to complete
12/10/2020	2/11/2020	20 days remaining to complete

The ideal would be each Monday only 1 return appearing for you to process – as per below example.

Recall Date	Cut Off Date	Days remaining to complete return
12/10/2020	2/11/2020	21 days remaining to complete

Masthead Returns for Auditing purposes

It is the responsibility of the store to send back a copy of your claim along with the required mastheads as this forms part of our auditing requirements. Returns auditing is a random selection of retailers that we email each week, failure to complete or pass this request can result in your store being included each week. It is important that this process is followed as it allows us to present accuracy in sales & data for Publishers as well as sets your store up for allocating quantities appropriate to your sales potential.

Here are the ways you can send returns back to us:

1. Organise your own courier service
2. Or drop off at ARE Direct warehouse in Auckland
3. Or, by Post to:

ARE Direct Returns
 PO BOX 76255
 Manukau City
 Auckland 2241

Supplementary Returns

This process can be used when;

- You have missed claiming some titles/issues on your standard return
 - You deem that you have received excess supply of a publication
- You can access this process online by going to ‘Retailer Tasks’ then ‘Returns’ then go to ‘Supplementary Returns’ and click on ‘Enter Supplementary Return’.
 - This will bring up the below reminder, that suggests you complete your Standard Return first (in case the copies you wish to claim via Supplementary Return are appearing on your Standard Return), but if you are sure they are not – then click ‘OK’

www.gordongotch.co.nz says

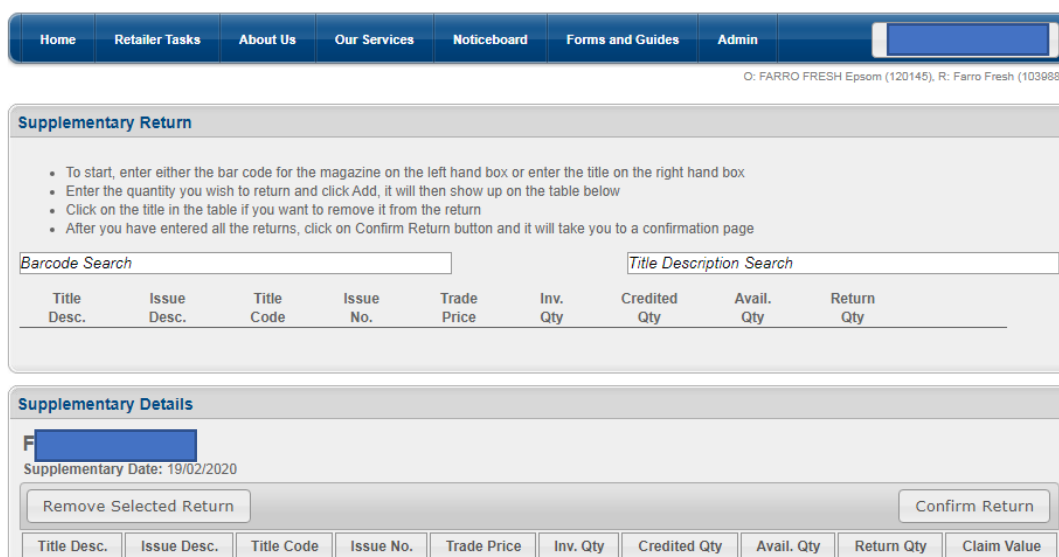
You are about to complete a SUPPLEMENTARY form.

You should have already completed your weekly return form.

If unsure, press Cancel otherwise press OK to continue.



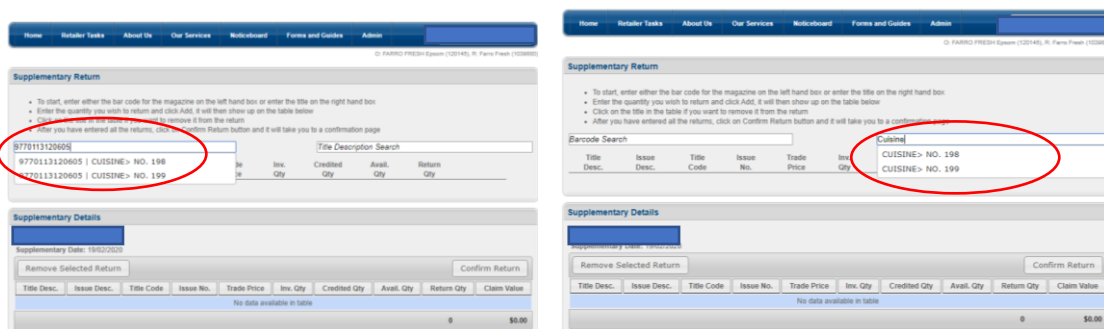
- Then you will come to the below screen which allows you to search by scanning the title barcode or by typing in the title description



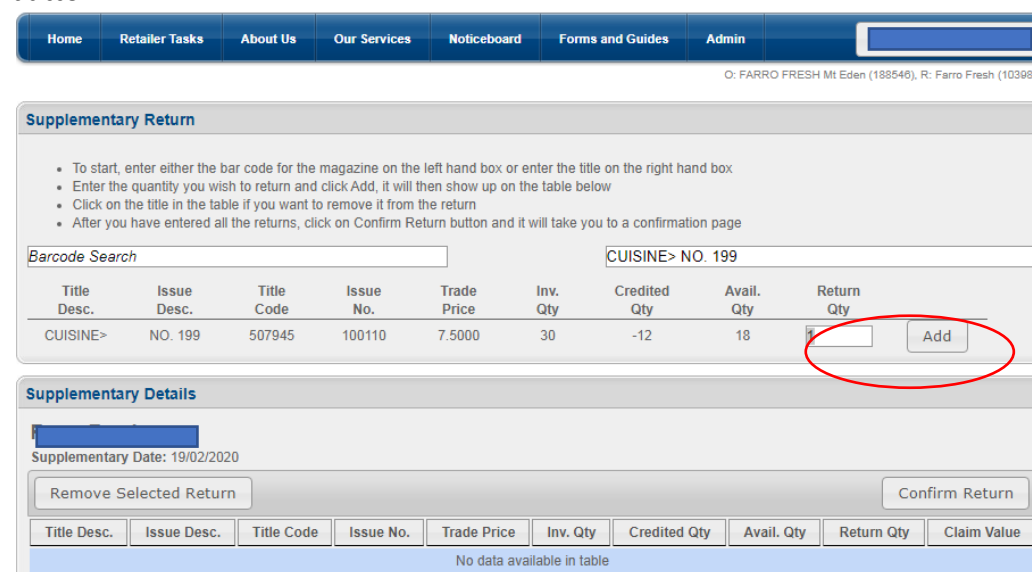
The screenshot shows a navigation menu with 'Home', 'Retailer Tasks', 'About Us', 'Our Services', 'Noticeboard', 'Forms and Guides', and 'Admin'. Below the menu is a search bar and a table header for 'Supplementary Return' with columns: Title Desc., Issue Desc., Title Code, Issue No., Trade Price, Inv. Qty, Credited Qty, Avail. Qty, and Return Qty. Below the table is a 'Supplementary Details' section with a 'Remove Selected Return' button and a 'Confirm Return' button. At the bottom, there is a row of buttons for each column header.

- Each of these searches will return a list of titles & issues relevant to the barcode or title name entered
- It will include as many issues as your store can still process a claim against. So, it is very important that you check which issue you have to ensure you select the correct one.

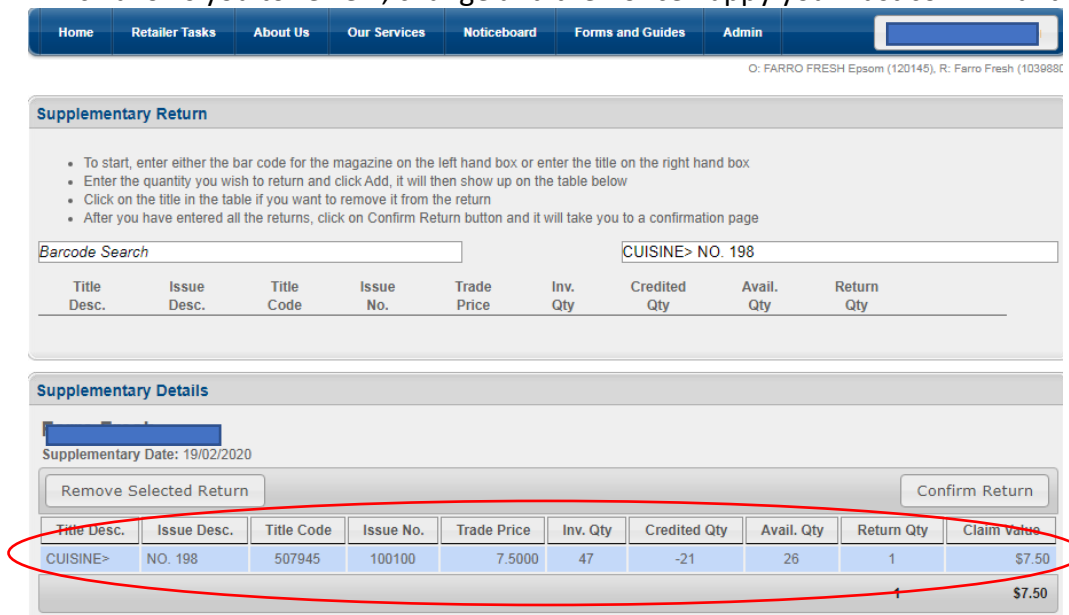
- An example of how more than one issue displays is shown below, in this instance 2 issues of Cuisine can be claimed (one is still onsale, the other is on recall)



- Once you have selected the correct issue, you can then enter the quantity and then click the Add' button



- Once you click on 'Add', your claim will move to the 'Supplementary Details' portion of the screen which allows you to review, change and then once happy you must confirm and submit returns



- Once confirmed, this will submit to us for credit processing and a corresponding credit note will be posted on your logon under ‘Retailer Tasks’ and ‘Invoices/Credits/Statements’. Here you will be able to see all transactions for your store
- You are required to rip front covers of unsold magazines and send these to us for auditing purposes with your accompanying printed Supplementary returns claim to ARE Direct
- The rest of the magazines need to be securely destroyed as per agreed guidelines
- ARE Direct reserves the right to reverse credit claims due to failure of returns audits. That is, your full or part returns claims can be rejected if your mastheads returned is less than what you have claimed
- On-line returns close 21 days from recall date so please ensure you process as promptly as possible

Administration & Cartage Fee

Due to increasing distribution costs, we have an Administration & Cartage Fee that is charged for small wholesale value customers. Each quarter your sales are reviewed and if your store does not reach the required threshold of sales value you will be sent a letter advising this and you will be charged the Admin & Cartage Fee, which will appear on your statement.

How could this affect you?

If your monthly wholesale value does not reach the threshold of \$650 (excl GST) we will charge \$9.50 + GST per delivery week – this charge recovers some of the costs for distribution to your store (below is an example of how the charges work).

- If you received 1 delivery a month from us the admin & cartage fee would be \$9.50
- Or similarly, if you received 2 deliveries in the same week the admin & cartage fee would be \$9.50 for that week
- Or, if you received 2 deliveries in a month on separate weeks, the admin & cartage fee would be \$9.50 for each week

If your magazine wholesale value is above the threshold of \$650 (excl GST) per month, then no charge.

Ways you can overcome the Admin & Cartage Fee:

“Extend your title range with some exciting new titles from within the ARE Direct Magazine portfolio”

Work with us to increase your wholesale order value by ordering some of the new & exciting titles from the ARE Direct range. Additional sales help increase your monthly wholesale value.

Credit Notes

Copies of these are included with your monthly statement but at any time a copy can be accessed online. Credits for returns or shortages can take up to 48 hours to appear.

Statements

ARE Direct Statements are available online from approx. 10th of each month. You will receive an email copy of your account. The statement is a record of all transactions (debit and credit) that have taken place for your account for the month. Check each entry on your statement with your invoices and credit notes. It is important that you keep all your invoices and credit notes together with your statement for GST records.

Paying your ARE Direct Account

When paying your account, which is due by the 20th of the month following the date on the statement, please include the remittance advice details with your payment.

Should you have any queries, please contact the Contact Centre 09 979 3018, or email the Accounts Team at ADNZaccountsreceivable@aredirect.co.nz

If you pay an amount which is different to the statement total, contact the Accounts Team to advise the reason why.

Dos

- ✓ Our current options for payment are by either a direct credit or you can set up automatic payments – details appear on the statement. Our Bank account details are:
 - HSBC Quay Street, Auckland City 30 – 2904 – 0416200 – 061
 - Please quote your Retailer Number as the reference

Don'ts

- ✗ Please do not send cash.

Posting to ARE Direct

Returns Auditing

Two options, via PO Box or physical address – details below

ARE Direct Returns
P O Box 76-255
Manukau City
Auckland 2241

Or

ARE Direct Returns
44 Dalgety Drive
Inwards Goods – Gate B
Wiri
Manukau 2104

Emailing to ARE Direct

Accounts Receivable at ADNZaccountsreceivable@aredirect.co.nz for;

- Payments queries
- Change of store address
- Opening an account
- Closing an account

- Change of ownership
- Stopping deliveries for a period set period of time (such as store refurbishment)

The Call Centre at thecallcentre@aredirect.co.nz for

- Allocation changes
- Checking for or about a title
- Report a shortage
- Request copies of paperwork
- Arrange extra orders
- Online help
- Track N Trace of deliveries

Phoning The Call Centre

Our phones lines are available between 8am to 5pm Mon - Fri, please call us on 09 979 3018.

To make this process reasonably quick & easy for you, we suggest you have your Outlet number (for title/delivery inquiries) or your Retailer number (for financial inquiries) handy. In order for us to reduce the wait time for all customers calling us, we restrict allocation/order changes to a maximum of five changes over the phone and instead we recommend multiple changes are emailed through to us for actioning.

Change of Ownership

If you sell your store, we would appreciate being advised of the change of ownership as early as possible. This is to ensure the transition to the new owner and the finalisation of your account goes smoothly.

The information we require is as follows:

- Customer Number
- Change-over Date i.e., the first morning for the new owner in the shop
- New owner's full name
- Forwarding address for outgoing owner

The new owner will be required to complete a New Account Form (which is available on our website in the 'Forms & Guides' tab).