



Meet our Newsletter Sponsor:



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- Welcome to new members:
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 - EZ Cards
 - Fedrigoni Group
 - Kaldi Technologies
 - One Prepaid
 - Valuedynamx



Send us your company and personal news to share in the next newsletter.

Welcome to your April newsletter...

Hello GCVA members, I hope you are having a wonderful spring and that Q1 was everything you expected it to be and more. It's my first week at the GCVA and I am so excited to be getting up to speed!

Feedback from GCVA Conference '24 has been excellent, thank you all. You can catch up on any sessions you may have missed on the website [here](#). Great atmosphere and speakers, and I enjoyed meeting and chatting with some of you in person. To be continued!

Thank you to Gail Cohen, who has done an outstanding job over the past eight years in getting the GCVA to where it is today. I'm excited to lead the GCVA into its next chapter as well as getting to know a new industry.

Lots of happenings since our last newsletter in January, so we have a bumper issue for you this month - make a cuppa and read on. Kicking off Q2 with an [April Retailer Forum](#) (April 25) and our [May Open Forum](#) (May 9), a post-conference catch up and discussion with the executive & members. Register [here](#).

Planning is underway for the next big event: GCVA Hall of Fame Awards '24 on September 12. Tables are reserved on a first-come, first-served basis, so don't miss out. Only 1 Gold table left, email awards@gcva.co.uk to book! Call for

Entries will open soon so keep your eyes peeled for details on this year's award categories and judging opportunities.

I'm delighted to welcome SIX new members in this edition! What a fabulous start to spring. Looking forward to meeting you all in May.

Have a great weekend, see you soon.

Dr Hannah Shimko
GCVA Managing Director

GCVA Events



Register now for upcoming GCVA events you won't want to miss, bringing you valuable insights, research, and networking opportunities.

CATCH-UP:

Watch all GCVA Conference '24 sessions [here](#)

2024 EVENTS:

GCVA Connect May Open Forum - 9 May. [Register now](#)

GCVA Summer Networking Social - 27 June. [Book now](#)
[All Bar One](#), Butlers Wharf, 34 Shad Thames, London SE1 2YG

GCVA Connect July Open Forum - 11 July. [Register now](#)

GCVA Hall of Fame Awards '24 - 12 September. Book your tables & tickets: awards@gcva.co.uk

GCVA Connect October Open Forum - 10 October. [Register now](#)

GCVA November One Day Summit - 7 November. HOLD THE DATE

GCVA Connect December Drop-in - 13 December. HOLD THE DATE

GCVA Connect Retailer Forums for retailers only

- 25 April - Register [here](#)
- 25 July - Register [here](#)
- 24 October - Register [here](#)

If you'd like to get involved, either by suggesting discussion topics or sponsoring an event, please get in touch: members@gcva.co.uk

GCVA State of the Nation Report '24

GCVA Hall of Fame '24



Time to book your table for the GCVA Hall of Fame Awards '24!

[Book now](#)

It's the most prestigious and glamorous night in the industry calendar, celebrating innovation and excellence amongst GCVA members.

Choose from two table options and treat your team to an amazing evening, which includes a 3-course dinner, awards ceremony and after party at 8 Northumberland Avenue.

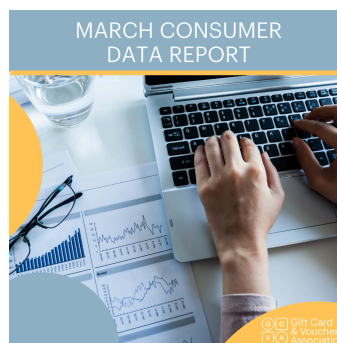
GOLD: £4,950 ex vat - Prime position + 2 bottles of champagne, 3-course meal with wine

SILVER: £3,300 ex vat - 3-course meal with wine

Individual tickets available July. Email awards@gcva.co.uk to book and for sponsorship enquiries.

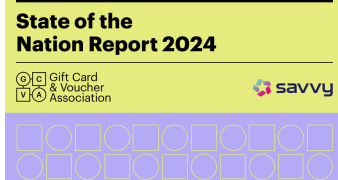
Tables seat 12 guests.

GCVA March Consumer Data



The GCVA March Consumer Data Report is out now *developed by* *Global Data* - see [here](#)

Topline findings:



State of the Nation Report '24 with Global Data. Download [here](#)

This whitepaper explores key themes driving consumer behaviour in the UK gift card industry and how gift card managers are responding.

Key themes:

- Financially under-pressure UK households forced to prioritise spend over '23
- In Focus: Christmas 2023
- Gift card shopping habits across the generations
- GCVA members are meeting current external challenges head on
- Key strategies for growing the gift card function in '24

View all GCVA data reports [here](#)

New Members



BuyBox is a SaaS solution provider that allows brands to comprehensively manage their gift card program from A-Z. Our approach has always been customer-centric, delivering the best technical solutions to effectively meet our clients' real needs.

BuyBox collaborates with over 200 leading brands and 90+ API-connected partners. Visit buybox.net



EZ Cards - your trusted B2B partner in the 'phygital' age, offering innovative solutions for gifting, incentivising, and retailing. With over a decade of excellence, we specialise in distributing video game, entertainment, and lifestyle digital gift cards, serving 100+ brands and delivering 1000+ SKUs across 30 regions. Visit ezgroup.com

FEDRIGONI

Fedrigoni is synonymous with excellence in special papers, premium labels and self-adhesive

- Retail spending growth is forecast to slow to 2.8% in 2024
- Gift purchasing was markedly lower than Feb '23 (35%)
- The proportion of those purchasing self-use cards "to help with saving money" was 34% over Feb '24
- With employees trying to get back on a financially even keel post peak, work programmes are a good way to provide additional support
- Single brand gift cards purchasing declined to 53.8% vs 58.7% in Feb '23
- Experience gift cards were the only other gift card type (aside from multi-store) that saw y-o-y growth

GiftBetter Campaigns



#GiftBetter - Boost your gift card programmes across Facebook, X/Twitter, and Instagram.

March campaigns total reach 108,561. Followers increased across all platforms, with over 200 new followers on X/Twitter.

Thank you to brands who participated in our March campaigns - Mother's Day & Easter.

- Currys
- Halfords
- Little Starts
- M&S
- Motivates
- One4all
- Prezzye
- Sainsburys
- Tesco

Email giftbetter@gcva.co.uk to take part in our Spring Bank Holiday campaign - May 27.

GiftBetter Social Reports [here](#)
To learn more about GiftBetter, email giftbetter@gcva.co.uk

Members News & Moves

materials, and RFID and connected solutions.

Our new offer for the retail gift card market is a perfect choice for brands wishing to improve their environmental footprint by using a paper-based alternative to Plastic. Visit fedrigoni.com



Kaldi's mission is to transform the savings habits of Gen Z & Millennials by getting them to save earlier & better. Kaldi is building a 'save while you shop' app that auto-invests cashback from the UK's biggest brands. Kaldi seamlessly shifts users savings into their choice of low-cost equity index funds, providing a healthy, effective and inclusive solution to saving. Visit kaldiapp.co.uk



One Prepaid is the French leader in gift card processing. As technical expert in the pre-paid sector for almost 20 years, we work with major retailers in France and around the world. In addition to setting up customised gift card programmes, we offer white-label B2C and B2B shops and full API support for B2B distribution. Visit one-prepaid.com



Valuedynamx is the global leader in earn and burn loyalty commerce powering engagement propositions for some of the world's largest airlines, banks, FIs and hotel groups. We are part of Collinson, acknowledged for delivering the world's most valued travel ecosystem. Visit valuedynamx.com

GiftCard500 Campaign



The GCVA [#Giftcard500 campaign](https://www.gov.uk/guidance/gcva) is calling for HMRC to lift its Trivial Benefit Allowance from £50 to £500. We are relaunching this campaign, once again emphasising the benefits to the economy.



Sainsbury's has launched a new digital service in store called Gift Card Choices. This allows customers to purchase digital gift card codes in store via a QR code, which can be sent as a gift or for self-use. Ideal for last-minute gifting!

Big news this month!

[BHN signs agreement to acquire Tango card](#)

[Dots.eco \(casually saving the planet\) partners with Lifestyle](#)

[Little Starts Gift Cards is a finalist in the 'Supplier of the Year' category at the Club Hub Awards '24](#)

[M&S customers can now add their gift cards and e-gift cards to their M&S account for easier redemption](#)

[Primark Connect event - Bringing our global leaders together in Dublin](#)

[Runa in Malaysia: The future of digital payouts](#)

[Tillo expands market leadership with strategic acquisition of Jigsaw Business Solutions](#)

[Valuedynamx: Powering Emirates Skywards with the Launch of "Pay with Points / Miles" Offering](#)

BRC-KPMG Retail Sales Monitor



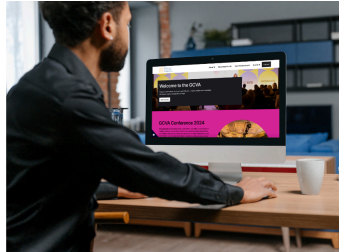
The BRC-KPMG Retail Sales Monitor is a key indicator of consumer demand and the health of the economy. Collated from a cross-section of high street brands and

If you want to be involved, please get in touch.

Thank you to the #Giftcard500 campaign supporting partners:

- Blackhawk Network
- Edenred
- Love2shop
- Motivates
- Miconex
- Prezzee
- Tillo

GCVA News & PR



NEW GCVA website! Enjoy exclusive access to our new Members Area. Join [here](#)

We want you to be able to access all of our great content on the Members Area of the site, and benefit from everything we have to offer: data, research & insight, and invites to all upcoming events.

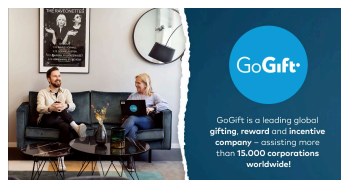
Thank you to [Bravand](#).

Positive news for gift card retailers. More coverage on the GCVA State of the Nation '24 & Global Data research showing how gift card programmes encourage shoppers to spend more and upgrade their presents.

Gift cards are a gateway to enjoying higher-priced items while enjoying savings.

View the monthly PR reports [here](#)

Newsletter Sponsor



Meet our Newsletter Sponsor:

[GoGift](#) is a global gifting brand and online retailer catering innovative gifting solutions to over 15,000 satisfied corporate clients worldwide.

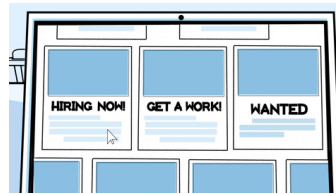
Visit global@gogift.com.

pure online retailers. View the latest report [here](#)

Other insights:

- BRC launches the [Consumer Sentiment Monitor](#) - a monthly survey of 2K UK consumers asking questions on their outlook on the economy, their finances & retail spending intentions
- [Spring Budget '24 - key points](#)
- [Good news for households as prices fall](#)
- [Retail crime: "a crisis that demand action" - read survey](#)

GCVA Job Board



Email members@gcva.co.uk with your open roles, and we'll add them to the website and newsletter.

Team GCVA



Delighted to welcome Dr Hannah Shimko to the GCVA!

Hannah said, *"I am excited to lead the GCVA into its next chapter, supporting a growing team to continue to deliver the quality engagement and events members and wider stakeholders have come to rely upon.*

At the same time, we'll be looking at new endeavours, helping the sector further enhance its reputation, expand new commercial opportunities and campaign on areas of best practice and social impact." Full announcement [here](#)

GCVA Staff:

Dr Hannah Shimko | Managing Director

Amberlie Ross-Scott | Interim Operations Director

Victoria Evans | Senior Manager:

Content & Sponsorship

Rhiannon Whitehead | Digital

Got a story to share? Send us your company or personal news & updates to feature in the next newswire.

Email members@gcva.co.uk.

Find us on LinkedIn [here](#).

Content & Events Executive
Tom Morris | Operations Executive
Georgia Wellard | Administration Executive

GCVA Freelance:

Nika Talbot | Copywriter & Newsletters
Natasha Russell, NR Events | Event production & delivery

 Tweet  Share  Forward

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United Kingdom

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You can [update your preferences](#) or [unsubscribe from this list](#).

