

# **PRODUCT PACK 2021**



# Welcome

As 2020 proved more than ever, BBC Children in Need gives the opportunity for ordinary people to do extraordinary deeds, uniting individuals and communities in a common goal to transform the lives of young people across the UK, no matter what the circumstances. We would like to firstly thank you for your support last year when ordering merchandise, during unprecedented times we raised far more than expected, enabling us to support more children and projects than first believed possible. We are incredibly grateful for your help with this.

We are now looking forward to our appeal in 2021, and have pulled together a range of core products that we hope that you will be impressed by. The range includes some classic lines, as well as a selection of new and exciting products to keep the collection fresh and enticing for supporters. A strong focus being to continue to build on the environmentally friendly nature of our products as begun last year. We believe these products will be the perfect addition to your retail range or alternatively help with staff fundraising across your various locations.

Our 2020 appeal raised over £41m, allowing us to reach over 4,000 charities and projects. We are the No.1 Children's charity in the UK – including recognition, trust and effectiveness.

Now more than ever, thank you in advance for your support



# Core Range

Buying merchandise is just one way you can support BBC Children in Need.

This year our core range includes our best-selling lines, for instance our Pudsey and Blush bears and ears and some new designs of pin badges. When considering the ears we have chosen to update the design slightly, incorporating our new 2021 mixed spot polka dot design to keep the ears fun and exciting for supporters. Additionally following the success of our limited edition bears sold last year, we have chosen to introduce two mid price point posing Pudsey and Blush bears to be retailed at £20.

Alongside this we have introduced some new great quality stationery lines that we believe will be amazing pick up pieces for supporters. They are available in two colourway options, a bright multi coloured spot design featuring our new BBC Children In Need logo and a gold foiled spot design option. Items available include notepads, pencil cases, pens and coloured pencils.

Following the success of last years tote bag we will be offering these again but this year featuring our new gold foiled polka dot design.

Finally our new and exciting product for this year is our baking kit, including a chef hat, 3 designs of cookie cutters and a wooden spoon to encourage bake sales for fundraising, we believe the fun design will be a winner with supporters.

As touched upon on the previous slide, our main focus when creating every line within this range was the sustainability of the product. All products are either created from recycled materials, are recyclable or reusable. Like last year we will not be using any single use plastic within any of our products or packaging and will instead be using recycled PET plastic where required.

We at Children in Need take responsibility and want to lead by example, making sure our products are not wasteful and do not harm the environment, as being sustainable and looking after our planet is at forefront of everyone's minds.

# Giant Pudsey

Our special Giant Pudsey Bears are a perfect focal point at a fundraising events, helping to maximize fundraising potential. They are always popular and in high demand. Like last year our bears will be produced using 100% recycled materials.

**Cost Price (Ex VAT):** £13.90

**RRP:** £35.00

**Donation Amount:** 43%

**Carton Quantity:** 2

**Supplier:** Louis Kennedy

**Size:** 50cm x 49cm x 38cm

**Material:** 100% Recycled Polyester,  
100% Recycled Oxford Spot Fabric.

**Packaging:** Care label, FSC Swing Tag

**Age Suitability:** From Birth



# Giant Blush

Our special Giant Blush Bears are a perfect focal point at a fundraising events, helping to maximize fundraising potential. They are great to be used as raffle prizes. This year we are developing a more sustainable product producing this line using 100% recycled materials.

Cost Price (Ex VAT): £13.90  
RRP: £35.00

Donation Amount: 43%

Carton Quantity: 2

Supplier: Louis Kennedy

Size: 50cm x 49cm x 38cm  
Material: 100% Recycled Polyester,  
100% Recycled Oxford Spot Fabric.  
Packaging: Care label, FSC Swing Tag  
Age Suitability: From Birth



# Posing Plush Pudsey

Due to the success of our limited edition bears sold last year to supporters we have decided we would like to offer mid price point Pudsey and Blush bears. They will be standing in a fun pose and come in a free standing sleeve. Made out of recycled and recyclable materials.

Cost Price (Ex VAT):	£5.47
RRP:	£15.00
Donation Amount:	46%
Carton Quantity:	5
Supplier:	Brand Addition

Size:	Roughly: 27 x 14 x 32cm
Material:	100% Recycled Polyester, 100% Recycled Oxford Spot Fabric.
Packaging:	Care label, FSC Swing Tag
Age Suitability:	From Birth



\* Sample images to arrive soon



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Age Suitability:	From Birth



\* Sample images to arrive soon

# Pudsey Beanie

This year we are introducing a new Pudsey beanie bear. Like last year the bear will be made out of 100% recycled fabrics and be recyclable. It will be sold at an affordable £5.00 price point to encourage impulse purchases that will support the charity.

<b>Cost Price (Ex VAT):</b>	<b>£1.85</b>
<b>RRP:</b>	<b>£5.00</b>
<b>Donation Amount:</b>	<b>46%</b>
<b>Carton Quantity:</b>	<b>30</b>
<b>Supplier:</b>	<b>Louis Kennedy</b>

<b>Size:</b>	<b>14.5cm x 13cm x14cm</b>
<b>Material:</b>	<b>100% Recycled Materials</b>
	<b>Natural non plastic beans</b>
<b>Packaging:</b>	<b>Care label, FSC swing tag with cotton thread attachment</b>
<b>Age Suitability:</b>	<b>From Birth</b>





# Blush Beanie

This year we are introducing a new Blush beanie bear. Like last year the bear will be made out of 100% recycled fabrics and be recyclable. It will be sold at an affordable £5.00 price point to encourage impulse purchases that will support the charity.

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<b>Carton Quantity:</b>	<b>30</b>
<b>Supplier:</b>	<b>Louis Kennedy</b>

<b>Size:</b>	<b>14.5cm x 13cm x14cm</b>
<b>Material:</b>	<b>100% Recycled Materials Natural non plastic beans</b>
<b>Packaging:</b>	<b>Care label, FSC swing tag with cotton thread attachment</b>
<b>Age Suitability:</b>	<b>From Birth</b>



# Pudsey Ears

We will also be offering our classic have updated our Pudsey plush ears introducing the new mixed polka dot design within the ears to create a fresh and fun look for 2021. The ears are also created using 100% recycled materials.

**Cost Price (Ex VAT): £0.85**

**RRP: £2.50**

**Donation Amount: 49%**

**CDU Quantity: 20 Units**

**Carton Quantity: 80 Units**

**Supplier: Brand Addition**

<b>Size:</b>	Headband 15cm x 2.5cm Ears 6cm x 5cm
<b>Material:</b>	100% recycled materials
<b>Packaging:</b>	FSC Swing Tag, Care Label & CDU
<b>Age Suitability:</b>	Not suitable for Children under 36 mnths



# Blush Ears

This year we have updated our Blush plush ears introducing the new mixed polka dot design within the ears to create a fresh and fun look for 2021. The ears are also created using 100% recycled materials.

**Cost Price (Ex VAT): £0.85**

**RRP: £2.50**

**Donation Amount: 49%**

**CDU Quantity: 20 Units**

**Carton Quantity: 80 Units**

**Supplier: Brand Addition**

**Size: Headband 15cm x 2.5cm**

**Ears 6cm x 5cm**

**Material: 100% recycled materials**

**Packaging: SC Swing Tag, Care Label & CDU**

**Age Suitability: Not suitable for Children under 36 mnths**



# Modern Pudsey

## Dine

We hope that you like this years pin badges, they are a move on from last years modern, minimalist design, this year with glittered bandanas. The design is available in silver and and gold.

Cost Price (Ex VAT):	0.36p
RRP:	£1.00
Donation Amount:	47%
CDU Quantity:	60 (30 Gold / 30 Silver)
Carton Quantity:	300
Supplier:	Brand Addition

Size:	28 x 25mm
Material:	Zinc alloy pin with antique gold or silver nickle plating. Silver or Gold glitter infill
Packaging:	FSC Backing Card & CDU
Age Suitability:	Not suitable for Children under 36 months



## Juggling Pudsey and Hula Hooping Blush Pin Badges

Following on from the success of our Eco Pins last year we wanted to introduce some new designs for this year. These designs we believe will be really popular with children, they are made from recycled HIPs materials and are recyclable as well. They are also produced in the UK.

Cost Price (Ex VAT):	0.34p
RRP:	£1.00
Margin:	49%
CDU Quantity:	60
Carton Quantity:	300
Supplier:	Louis Kennedy

Size: 3cm H x 2.5 W  
Material: 100% recycled material  
Packaging: FSC Backing Card & FSC CDU  
Age Suitability: Not suitable for Children under 36 months



\*sample images to  
come soon



# Pudsey Tote Bag

Due to the success of last years tote bag, we will be offering a new design for 2021. The heavy duty reusable shopper features a gold foil polka dot design and this years new minimalist logo. The bags will be created out of organic materials, and we hope the sale of these bags will also help to encourage people to reduce the use of single use plastic bags, while also promoting the charity at the same time.

Cost Price (Ex VAT):	£1.73
RRP:	£5.00
Margin:	48%
Carton Quantity:	120
Supplier:	Brand Addition

Size:	38(W) x 42 (L)cm Handles 2.5(W) x 70(L)cm
Material:	100% cotton bag
Packaging:	FSC swing tag with thread string.





# Multi Coloured Pencil Case

**New for 2021:** This year we will offering fun sustainable pencil cases in 2 alternative designs. This brightly coloured polka dot pencil case featuring the our new Children in Need logo is made out of recycled materials and is perfect pick up line.

Cost Price (Ex VAT):	£1.45
RRP:	£3.00
Donation Amount:	35%
CDU Quantity:	20
Carton Quantity:	80
Supplier:	Brand Addition

Size:	20 x 8 x 8cm
Material:	100% recycled materials
Packaging:	FSC CDU and swing tag with thread string.



# Gold Spot Pencil Case

**New for 2021:** This year we will offering fun sustainable pencil cases in 2 alternative designs. This gold foiled polka dot pencil case featuring the our new Children in Need logo is made out of recycled materials and is the perfect pick up line.

Cost Price (Ex VAT):	£1.45
RRP:	£3.00
Donation Amount:	35%
CDU Quantity:	20
Carton Quantity:	80
Supplier:	Brand Addition

Size:	20 x 8 x 8cm
Material:	100% recycled materials
Packaging:	FSC CDU and swing tag with thread string.



# Multi Coloured Notebook

**New for 2021:** This year we will be offering two alternative designs of A5 notebooks, this multi coloured polka print option is hardback, great quality and matches the pencil case we are also offering.

Cost Price (Ex VAT):	£1.47
RRP:	£3.50
Donation Amount:	41%
CDU:	12
Carton Quantity:	48
Supplier:	Brand Addition

Size:	A5
Material:	80gsm paper, Hardback book, 200 sheets Made from recycled paper
Packaging:	CDU and low tack sticker barcode.



# Gold Spot Notebook

**New for 2021:** This year we will be offering two alternative designs of A5 notebooks, this gold foiled polka print option is hardback, great quality and matches the pencil case we are also offering.

Cost Price (Ex VAT):	£1.47
RRP:	£3.50
Donation Amount:	41%
CDU:	12
Carton Quantity:	48
Supplier:	Brand Addition

Size:	A5
Material:	80gsm paper, Hardback book, 200 sheets Made from recycled paper
Packaging:	CDU and low tack sticker barcode



# Pudsey Pens

**New for 2021:** Multi coloured polka dot pens available in 5 assorted colourways. The pens are not only fun and stylish but are also made out of recycled materials and recyclable. The pens have either a gold or silver foiled print on the barrel featuring our new Children in Need logo. At only £1.00 they are also a really affordable pick up line.

Cost Price (Ex VAT):	£0.23
RRP:	£1.00
Donation Amount:	60%
CDU:	25
Carton Quantity:	100
Supplier:	Brand Addition

Size:	TBC
Material:	RPET Plastic
Packaging:	FSC CDU and low tack sticker barcode





# Coloured Pencils

**New for 2021:** A tube of 6 colouring pencils in made from natural, recycled and recyclable materials. Available in the new multi coloured polka dot design featuring our new Children in Need logo. A perfect pick up line to keep the kids entertained and offered at a really affordable price as well.

Cost Price (Ex VAT):	£0.66
RRP:	£2.00
Donation Amount:	50%
CDU:	16
Carton Quantity:	64

Size:	Pencil: 18 x 0.8cm Tube: 18.5 x 3.3cm
Material:	FSC Cardboard Tube, Wooden Pencils
Packaging:	FSC CDU and low tack sticker barcode





# Baking Kit

**New for 2021:** This year we are offering a baking kits which includes fun accessories including 3 cookie cutters, a chef hat and a wooden spoon. We hope that these vibrant accessories will help to promote bake sales and fundraising for the charity.

**Cost Price (Ex VAT):** £5.51  
**RRP:** £10.00  
**Donation Amount:** 28%

**Carton Quantity:** 20  
**Supplier:** Brand Addition

**Size:** Hat 22-24" circumference,  
**Material :** Hat – recycled polyester, velcro adjuster at the back, machine washable. Recycled Plastic Cutters, Wooden Spoon.  
**Packaging:** FSC cardboard box



\*design on box not finalised,  
cost could reduce if we  
exceed the MOQ of 5k  
overall (CIN ordering 4k)



# Licensed Product Opportunities 2021

The following product lines we are not planning to order for our core range, however if partners are interested in ordering them, we can either offer them exclusively or for any partners interested as long as overall MOQ's can be met.

# Colouring Book and Stickers

**New for 2021:** We are offering a colouring book option to partners, we think they will sell well alongside the colouring pencils. They would be great pick up lines to keep children busy on long car journeys and or rainy days. The book will have colouring in pages and also include a sticker sheet so little ones can create their own masterpieces.

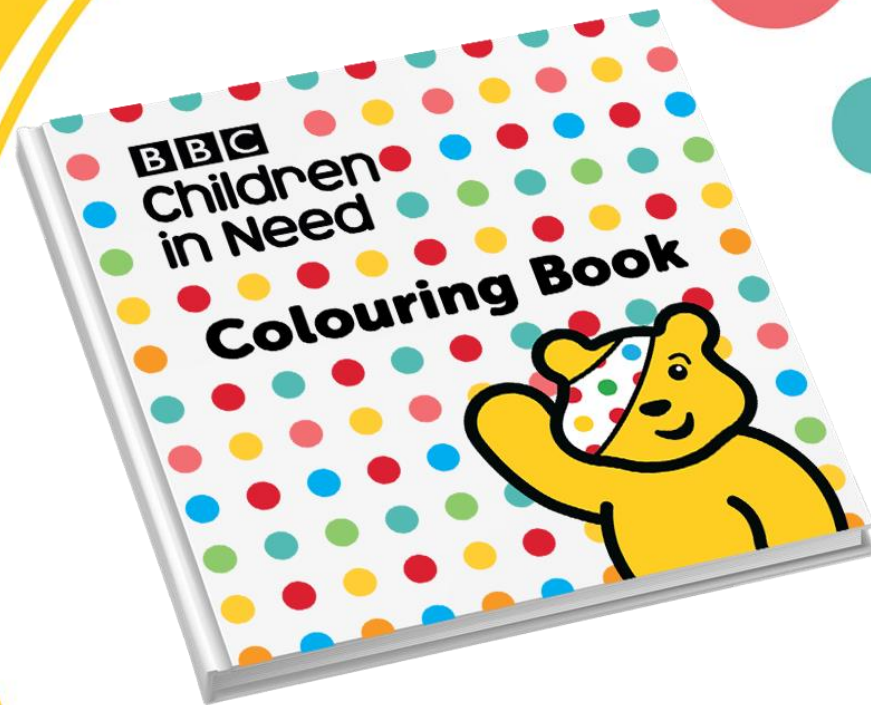
Cost Price (Ex VAT):	£0.79
RRP:	£2.00
Donation Amount:	43%
CDU:	25
Carton Quantity:	100
Supplier:	Brand Addition
MOQ:	5K

**Size:** 16 x 15 1.5cm

**Material:** 100gsm uncoated recycled paper

**Paperback Book - 20 pages 1 sticker sheet.**

**Packaging:** FSC CDU, Low tack barcode sticker



# Plant Your Pencil

**New for 2021:** This amazing eco friendly pencil holds a plant seed at the bottom of it encased in a water soluble tube which can be planted to grow plants such as a sunflower, forget me not, daisy and other available options. This new products helps to give back to the environment in a really exciting and fun way.

Cost Price (Ex VAT):	£1.87
RRP:	£3.00
Donation Amount:	21%
CDU:	72
Carton Quantity:	TBC
Supplier:	Brand Addition
MOQ:	5K / Seed options in multiples of 100

**Size:** Seeded pencil – 10cm x 0.5cm

**Material:** FSC card holder, wooden pencil

**Packaging:** FSC CDU and Card Sleeve



# Jute Bag

**New for 2021:** This Jute Bag is a great sustainable shopper option for partners to order. The design is fun and minimalist and created out of organic materials, and we hope the sale of these bags will also help to encourage people to reduce the use of single use plastic bags, while also promoting the charity at the same time.

Cost Price (Ex VAT):	£2.19
RRP:	£6.00
Margin:	46%
Carton Quantity:	TBC
Supplier:	Brand Addition
MOQ:	10K
	Possible option to lower MOQ however this would impact cost.

**Size:** 28 X 32 X 15cm

**Material:** Natural Cotton or Recycled Material

**Packaging:** FSC Swing tag and thread string



# Bracelets

**New for 2021:** This year we would like to offering an alternative to our wristbands with our adjustable bracelet designs. Depending on quantities ordered we can increase the amount of colour options for any partner interested. We think the designs are stylish and modern and we really hope you like them as much as we do. We think at only £1.00 them are great impulse buys to help to raise money for the charity.

Cost Price (Ex VAT):	£0.44
RRP:	£1.00
Donation Amount:	39%
CDU:	60
Carton Quantity:	240
Supplier:	Brand Addition
MOQ:	25k per colourway

Material:	RPET Cord with zinc alloy charm charm
Packaging:	FSC CDU and backing card





# 100% Recycled Coffee Cup

**New for 2021:** 100% recycled and recyclable coffee cup. Available in a modern and sleek design. Great quality, food safe and made in the UK.

<b>Cost Price (Ex VAT):</b>	<b>£2.74</b>
<b>RRP:</b>	<b>£6.00</b>
<b>Donation Amount:</b>	<b>37%</b>
<b>Carton Quantity:</b>	<b>TBC</b>
<b>Supplier:</b>	<b>Brand Addition</b>
<b>MOQ:</b>	<b>5K</b>

<b>Size:</b>	<b>Volume – 350ml</b>
<b>Materials:</b>	<b>100% recycled PP plastic</b>
<b>Packaging:</b>	<b>FSU Card Wrap</b>



# Gold Crystal Pudsey Pen

**New for 2021:** This reuseable stainless steel crystal Pudsey pen is a great collectors piece. The classy design could be bought as a lovely gift for someone while also supporting the charity through the purchase. We believe some people may also like to buy the product alongside the gold polka dot notebook we are also offering within the core range as a matching set.

Cost Price (Ex VAT):	£1.50
RRP:	£3.00
Donation Amount:	33%
CDU:	24
Carton Quantity:	96
Supplier:	GMD
MOQ:	6K

Size:	TBC
Materials:	Stainless steel metal ball pen with 3D crystal topper and ink refill
Packaging:	FSU CDU and low tack sticker barcode



# Toothbrush and Cup Set

This novelty toothbrush, toothbrush cover and cup set is a fun way to encourage children to brush their teeth, while also supporting the charity through the purchase of the product. The product is made out of recycled plastic and lights up for 2 minutes to help to children know how long to brush their teeth for.

<b>Cost Price (Ex VAT):</b>	<b>£2.18</b>
<b>RRP:</b>	<b>£5.00</b>
<b>Donation Amount:</b>	<b>39%</b>
<b>Carton Quantity:</b>	<b>12 inner / 72 carton</b>
<b>Supplier:</b>	<b>Louis Kennedy</b>
<b>MOQ:</b>	<b>5K</b>

<b>Size:</b>	<b>14.5cm H Toothbrush</b>
	<b>8.3cm x 6.5cm Cup</b>
<b>Materials:</b>	<b>100% recycled PP plastic</b>
<b>Packaging:</b>	<b>FSU Card, RPET Blister</b>



# HOW TO ORDER

**Deadline for completed and signed orders: Monday 8<sup>th</sup> February**

This year we are using two suppliers for our **core range** as detailed on the product pages. You will receive two order forms which you will need to fill in and sign as this also acts as the contract between you and the supplier.

- Cost prices within this pack include delivery to one UK Address. Any additional deliveries required will be at an additional cost, confirmed by the supplier.
- **Please note:** Final cost prices, margin and product specification will be confirmed upon order collation and are subject to minimum order quantity's being met.
- Please ensure you submit all supplier manuals and delivery instructions with your order form, to ensure an efficient service.
- CDU unit quantities when ordering, where the volume isn't divisible by the number of units in a CDU we shall round it up to the higher CDU value.
- Once orders are received and calculated we can confirm the best possible delivery dates into you, however please confirm your ideal delivery date on the order form and we will try our best to achieve this for you.

In terms of the **licensed product opportunities**, if any are of interest please speak to your account manager and we will send over a separate order form for them to you.

**Looking for something else?** We can also source bespoke product to suit your customer demographics - if you are interested in this please contact your account manager and the Trading team will be in touch directly with you.