



Business name:

Membership No:

Email address:

Address:

Postcode:

Contact name:

Phone number:

Consent:

I confirm Bira Direct can share information with suppliers to negotiate preferential terms on my behalf;

Signed:

Print:

Date:

Please return completed forms to Lisa Richardson

Email: lisa.richardson@bira.co.uk
Phone: 0121 446 3737

Postal Address:

Lisa Richardson, Sales Support & Business Development
Bira Direct, 225 Bristol Road, Birmingham, B5 7UB

Bira Direct +

A new online ordering platform for ordering from suppliers and to receive Direct+ exclusive promotions and offers

Request further details ☐

Request activation email ☐

Supplier name	Main Product Range's	Existing Supplier Review	Request Details
Alessi UK Limited	Italian Kitchenware / Tableware		
Ameffa GB Limited	Cutlery / Knives / Housewares		
Ancient Wisdom	Giftware		
Anniversary House	Partyware / Balloons / Cake Decorations		
Apollo Housewares Limited	Kitchen & Home Appliances / Accessories		
Arthur Price Limited	Cutlery		
Black + Blum	Lunch boxes / Bottles / Thermoses		
Blue Canyon Limited	Bathroom Accessories		
Bluestem Group	Electrical Appliances		
Bodum UK Limited	Coffee Makers / Travel Mugs / Kettles		
Casa & Casa Limited	Homewares / Shopping Trolleys / Kitchen Bins / Steps / Glassware / Stools		
Charles Bentley & Son Limited	Painting & Decorating / Homeware / Kitchenware		
Charter Office Equipment	Stationery / Office Furniture / Catering Products / Bespoke Printing		
Circular (Ashortwalk Limited)	Cookware / Homeware / DIY / Giftware		
CPC	Electronic Parts / Components / Appliances		
Culpitt Limited	Cake Decorations		
Dartington Crystal	Glassware / Giftware / Home Accessories		
Dayes Limited	Kitchenware / Houseware / Cleaning Materials / Brushware		
Denby Pottery	Tableware / Dinnerware		
Dexam International Limited	Cookware / Knives / Kitchenware		
DK Household Brands UK Limited	Cookware / Woks		
DRH Collection Limited	Kitchenware / Tableware / Bakeware / Giftware		
Ecozone	Eco Friendly Products		
Eddingtons Limited	Homeware / Cookware / Tableware / Kitchenware / Kitchen Trolleys		
Enesco Limited	Licensed Giftware		
EPE International Limited	Electrical Wholesaler / Small Appliances		
Esselle Retail Limited	Soft Furnishings / Curtains / Rugs / Kitchen Textiles		
Ethiqana Limited	Wooden Toys / Eco Products / Homeware / Giftware / Fashion / Pet		
Eurosonic Group Limited	Homeware / Kitchenware / Electrical Appliances / Vapes		
Falcon Products Limited	Cookware / Bakeware / Kitchenware / Gas Lighters / Eco Cleaning Range		
Go On, Make Me Limited	Toys / Models / Puzzles / Giftware		
Harewood International Products Limited	Homeware / Cookware / DIY		
Haus	Cookware / Kitchenware / Homeware		
Heathcote & Ivory Limited	Bath, Body & Wellness Items		
HG UKI Limited	Household Cleaning Products		
Horwood Homewares	Cookware / Kitchenware / Homeware		
H.T Maddocks & Son Limited	Cookware / Kitchenware / Homeware / DIY / Hardware / Home Décor		
HugglePets	Pet Supplies / Food / Accessories / Toys / Cages		
Johnson's Veterinary Products Limited	Veterinary Medical Treatments		
Joseph Joseph Limited	Kitchenware / Waste Bins / Bathroom Accessories		
Judge (Horwood Homewares)	Cookware / Kitchenware / Homeware		
JVL Products	Housewares / Household Cleaning / Floor Mats / Laundry		
King Cole Limited	Knitting Patterns / Knitting Wool		
Korbond Industries Limited	Haberdashery		
Kuhn Rikon (UK) Limited	Fine Cookware / Kitchen Tools & Gadgets		
Le Creuset UK Limited	French Cookware / Kitchen Essentials / Dinnerware		
Likewise Floors Limited	Floor Mats		
Metaltek UK Limited	Kitchenware / Storage / Laundry		
Meyer Group Limited	Cookware / Bakeware		
Nautilus Designs Limited (RBUK)	Twin Slot Shelving / Floating Shelving / Shelf Storage Systems		
Neat Ideas Limited	In Store TV Advertising / General Merchandise		
Newmark Limited	Cookware / Houseware / Giftware		
Paper Rose	Greeting Cards / Giftware		

Current Bira Direct + Suppliers

New suppliers

Supplier name	Main Product Range's	Existing Supplier Review	Request Details
Pettle Pets	<i>Dog Grooming Brushes</i>		
Portmeirion Group UK Limited	<i>Fine China / Giftware / Cookware / Tableware</i>		
Price's Patent Candles Limited	<i>Candles / Reed Diffusers</i>		
Qualtex UK Limited	<i>Extension Leads / Dust Bags / Domestic Appliance Spares</i>		
R K Wholesale Limited	<i>Domestic Appliances / Homewares</i>		
Screwfix Spares Limited	<i>Household Spare Parts & Accessories</i>		
Showerdrape (STD) Limited	<i>Bathroom Accessories</i>		
Simplehuman UK Limited	<i>Kitchen Waste Bins / Bathroom Bins / Bin Liners</i>		
Smidge (Horwood Homewares)	<i>Tableware / Outdoorware / Homeware</i>		
Sodastream UK	<i>Sparkling Water Makers</i>		
Speedy Products Limited	<i>Curtain Poles / Tracks & Accessories / Blinds & Accessories</i>		
Stax Trade Centres <i>(application form attached)</i>	<i>DIY Trade Centre & Distributor</i>		
Stellar (Horwood Homewares)	<i>Cookware / Kitchenware / Homeware</i>		
Supreme PLC (Brand Essentials)	<i>Batteries / Vapes / Matches / Lighting inc Bulbs & Lamps / Phone Chargers</i>		
Taylor's Eye Witness Limited	<i>Kitchen Knives / Scissors / Salt & Pepper Mill Sets</i>		
The Cookie Catcher Limited	<i>Cookware / Giftware</i>		
The Lovely Gift Group	<i>Personalised Gifting / Pet Keepsakes / Memorial Gifts</i>		
The House Nameplate Co. Limited	<i>House Name Plates</i>		
Tradestock Limited	<i>Homeware inc Trays & Table Mats</i>		
Turtle Mat	<i>Floor Mats</i>		
Ultimate Products	<i>Small Domestic Appliances / Laundry / Housewares</i>		
UltraGrime (Nuvik UK Limited)	<i>Cleaning Wipes</i>		
Victorinox UK Limited	<i>Kitchen Knives</i>		
Villeroy & Boch (UK) Limited	<i>Fine Giftware / Glassware / Chinaware / Dinnerware / Bathroomware</i>		
Wax Lyrical	<i>Candles / Reed Diffusers</i>		
What More UK Limited	<i>Housewares / Plastic Storage Boxes</i>		
Whitefurze Limited	<i>Housewares / Plastic Storage Boxes</i>		
Witt Limited	<i>Cookware / Homeware</i>		
Yorkshire Cleaning Fabrics Limited	<i>Household & Car Cleaning Materials inc Dishcloths & Stockinette</i>		
Zwilling J.A Henckles Limited	<i>Cookware / Cutlery / Knife Sets / Storage</i>		

Current Bira Direct + Suppliers

New suppliers