



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
A365 Limited	<i>Cookware / Homeware / DIY / Hardware / Home Décor</i>		
Alessi UK Limited	<i>Italian Kitchenware / Tableware</i>		
Amefa GB Limited	<i>Cutlery / Knives / Housewares</i>		
Ancient Wisdom	<i>Giftware</i>		
Anniversary House	<i>Partyware / Balloons / Cake Decorations</i>		
Apollo Housewares Limited	<i>Kitchen & Home Appliances / Accessories</i>		
Arthur Price Limited	<i>Cutlery</i>		
Black + Blum	<i>Lunch boxes / Bottles / Thermoses</i>		
Blue Canyon Limited	<i>Bathroom Accessories</i>		
Bluestem Group	<i>Electrical Appliances</i>		
Bodum UK Limited	<i>Coffee Makers / Travel Mugs / Kettles</i>		
Burton McCall	<i>Cookware / Pet / Giftware / Garden Tools</i>		
Casa & Casa Limited	<i>Homewares / Shopping Trolleys / Kitchen Bins / Steps / Glassware / Stools</i>		
Charles Bentley & Son Limited	<i>Painting & Decorating / Homeware / Kitchenware</i>		
Charter Office Equipment	<i>Stationery / Office Furniture / Catering Products / Bespoke Printing</i>		
Circular (Ashortwalk Limited)	<i>Cookware / Homeware / DIY / Giftware</i>		
CPC	<i>Electronic Parts / Components / Appliances</i>		
Culpitt Limited	<i>Cake Decorations</i>		
Dartington Crystal	<i>Glassware / Giftware / Home Accessories</i>		
Dayes Limited	<i>Kitchenware / Houseware / Cleaning Materials / Brushware</i>		
Denby Pottery	<i>Tableware / Dinnerware</i>		
Dexam International Limited	<i>Cookware / Knives / Kitchenware</i>		
DK Household Brands UK Limited	<i>Cookware / Woks</i>		
DKB Toys & Distribution	<i>Toys / Games / Collectables & Homewares</i>		
DRH Collection Limited	<i>Kitchenware / Tableware / Bakeware / Giftware</i>		
Ecozone	<i>Eco Friendly Products</i>		
Eddingtons Limited	<i>Homeware / Cookware / Tableware / Kitchenware / Kitchen Trolleys</i>		
Enesco Limited	<i>Licensed Giftware</i>		
EPE International Limited	<i>Electrical Wholesaler / Small Appliances</i>		
Esselle Retail Limited	<i>Soft Furnishings / Curtains / Rugs / Kitchen Textiles</i>		
Ethiqana Limited	<i>Wooden Toys / Eco Products / Homeware / Giftware / Fashion / Pet</i>		
Eurosonic Group Limited	<i>Homeware / Kitchenware / Electrical Appliances / Vapes</i>		
Falcon Products Limited	<i>Cookware / Bakeware / Kitchenware / Gas Lighters / Eco Cleaning Range</i>		
Go On, Make Me Limited	<i>Toys / Models / Puzzles / Giftware</i>		
Harewood International Products Limited	<i>Homeware / Cookware / DIY</i>		
Haus	<i>Cookware / Kitchenware / Homeware</i>		
Heathcote & Ivory Limited	<i>Bath, Body & Wellness Items</i>		
HG UKI Limited	<i>Household Cleaning Products</i>		
Horwood Homewares	<i>Cookware / Kitchenware / Homeware</i>		
H.T Maddocks & Son Limited	<i>Cookware / Kitchenware / Homeware / DIY / Hardware / Home Décor</i>		
HugglePets	<i>Pet Supplies / Food / Accessories / Toys / Cages</i>		
Johnson's Veterinary Products Limited	<i>Veterinary Medical Treatments</i>		
Joseph Joseph Limited	<i>Kitchenware / Waste Bins / Bathroom Accessories</i>		
Judge (Horwood Homewares)	<i>Cookware / Kitchenware / Homeware</i>		
JVL Products	<i>Housewares / Household Cleaning / Floor Mats / Laundry</i>		
King Cole Limited	<i>Knitting Patterns / Knitting Wool</i>		
Korbond Industries Limited	<i>Haberdashery</i>		
Kuhn Rikon (UK) Limited	<i>Fine Cookware / Kitchen Tools & Gadgets</i>		
Le Creuset UK Limited	<i>French Cookware / Kitchen Essentials / Dinnerware</i>		
Likewise Floors Limited	<i>Floor Mats</i>		
Metaltex UK Limited	<i>Kitchenware / Storage / Laundry</i>		
Meyer Group Limited	<i>Cookware / Bakeware</i>		
Nautilus Designs Limited (RBUK)	<i>Twin Slot Shelving / Floating Shelving / Shelf Storage Systems</i>		

Current Bira Direct + Suppliers

New suppliers

Supplier name	Main Product Range's	Existing Supplier Review	Request Details
Neat Ideas Limited	<i>In Store TV Advertising / General Merchandise</i>		
Newmark Limited	<i>Cookware / Houseware / Giftware</i>		
Paper Rose	<i>Greeting Cards / Giftware</i>		
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 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