

A4labels.com
Partnership Proposal



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Partnership Proposal with A4 Labels.com Ltd

A4 Labels.com Ltd is one of the UK's leading retailers and distributors of plain A4 sheets labels. We are proud to be the supplier of choice for many multinational companies, small UK businesses as well as Schools, College's, Hospitals and even small home users. We also work very closely with some other companies in the print or self adhesive label fields in the UK.

Our business model is very simple. We aim to offer 100's of label variations in a multitude of colours and materials in any quantities, at low prices and deliver them within 24 working hours. Over the last couple of years our ability to do this successfully has left some older, more traditional label retailers on the sidelines.

We are now seeking partnerships with companies or individuals who already have a foothold in the UK label market or maybe with print or stationary companies who are either looking to enter the label market or expand their current product offering.

Our partnership proposal should be of particular interest to the following:

The Label Print Industry

Does your company offer either a traditional or digital label print service? Do you get enquiries from clients for sheet labels, only to say no, or get a broker to drop ship them for you? Let us create your own website that will give your clients an unparalleled choice of sheet labels.

Ebay or Amazon Entrepreneur

Are you currently selling sheet labels via an internet marketplace? Would you like to legitimise your business by having your own website as a backup. Would you like to build your own brand and start to relinquish your dependency on a third party marketplace? Let us create your own website that will give your clients an unparalleled choice of sheet labels.

Existing internet sheet label retailer

Are you currently selling sheet labels via your own website? Would you like to offer an increased range and guaranteed next day delivery? Would you like an up to date 'SEO Optimised' website, but do not wish to have the expense or know where to turn. Let us create your own website that will give your clients an unparalleled choice of sheet labels.

What a partnership involves

Our partners will have a bespoke website built around either their existing brand or we can create a totally new brand for you. From the start to the launch of your website, we will involve you in the design process as much as you want.

You should choose and own your domain name. When we are ready to launch, we will simply give you instructions as to where your domain should point, or if you prefer, you can give us access to your domain so we can do the work for you.

Once the website is ready to launch, we will also supply you with a 'Label-Trade' price list, so if you would rather deal directly with your clients, you can. We can even drop-ship direct to your clients under plain cover.

Example Partner sites

Our latest partners' websites which are run by us are: www.stocklabels.co.uk owned by a specialist label company called 'Label Service'; and www.sheetlabels.co.uk owned by a digital roll label printers call Marsh Labels.

Marsh Labels Case Study

Gary Burnley, the MD of Marsh Labels approached A4 Labels.com Ltd with a view to co-operating with the sale of their A4 sheet labels. Marsh Label's business is heavily focussed on their excellent digital print business, but they did have some historic customers buying sheets which they did not want to send to competitors. Also, their offering of sheet labels was limited to about a dozen sizes, just in Matt White.



In 2011 we created a website for Marsh Labels which incorporated their company colours and logo and they used the domain www.marshlabelsshop.co.uk to head up their new sheet label site. Overnight, Marsh Labels' sales of sheet labels increased, whilst the amount of time spent dealing with sheet label enquires reduced to nothing! In December 2012, Marsh Labels acquired the domain name of www.sheetlabels.co.uk and decided to rebrand and rename their sheet label website to reflect their excellent new domain name.

Marsh Label's partnership with A4 Labels.com Ltd has increased the sales of sheet labels, and enabled them to focus their resources on their own core business, while A4 Labels handle all the sheet label business online.

Frequently Asked Questions

What does it cost to become a partner?

The cost of building a bespoke website is £875 + VAT. This fee includes a total branding and design service as per your instructions. Depending on how established your current business is and with consideration to the projected volume of sales, we can offer to cover a significant proportion of this cost for you.

Are there any on going costs?

There is a monthly service fee of £15.00 + VAT. This covers the hosting of your site, email accounts and any necessary updates, however, this fee is waived for the first month, and in subsequent month's will be taken from your commission payments.

How much can I earn?

Commission figures vary depending on what you choose to charge your client for the labels and if you wish to run any promotions.

What about payment processing fees?

Once we have agreed a commission figure with you, there is nothing extra to budget for. We will cover all credit card or other payment processing fees, however, if there are any fraudulent purchases on your website, these would be your responsibility, although we are happy to say we have never had one yet.

Will the labels have my branding?

100 sheet packs on labels will be sent in a protective clear board backed bag with you company logo and web address on the front. 500 sheet packs are completely plain with no company info at all.

How about invoices and dispatch notes?

When someone makes a purchase from your website, they will receive an order confirmation from sales@yourdomain with a fully branded PDF invoice attached. When we dispatch goods, they will be sent with your own branded dispatch note. If you wish for us to send anything else with the order, like a branded price list, this is also OK.

Can I have a link from my new partner website to my own?

Yes, this is fine and can be discussed in the design phase. We expect you to add reciprocal links to your sheet label website.

Frequently Asked Questions

What happens with returns?

As we work within the UK we are bound by the UK's distance selling regulations. Occasionally when an item is returned, if it is a straight return, we will simply null and void the sale, so no commission is due. If the return is because we have sent something in error or the goods are damaged in any way, then we will cover the full cost of replacement and your commission is still payable.

How long does it take to get started?

From taking your instructions to proceed to clients being able to place an order is about 6 weeks.

Can my clients order over the phone?

Yes, when we get started, we will also create a bespoke 0844 telephone number which can be prominently displayed on your website. When we take a call on this number, we get a voice prompt telling us it's a call from your website, so we will answer the phone 'Good Morning, YOURNAME Labels. We will enter the order onto your website's management system, process the payment, and then dispatch the order.

Who deals with email enquires?

This is up to you. Currently for all our partners, we deal with the enquiries, but the partners are copied into the emails so they can see all correspondents at any time, should they wish. Our team are experts at converting enquires into sales, due to their extensive knowledge of our product base.

How do I promote the site and work on SEO?

When we build your site, it will be highly optimised for search engines and usable on most mobile devices, tablets, and computers. It will be registered and listed on Google at launch, however, any future SEO work and other promotion is down to you. We can offer you discount codes to feature in your email campaigns. It should be remembered that successful websites need ongoing work to maintain a good presence on search engines. We can offer you a day's training in SEO techniques and managing your site, at an additional cost.

How do I get paid?

At the end of each month, we will send you a full report of your sales (you can monitor them yourself as you will have shop back end access). We will then send you a BACS payment for your agreed percentage, of net sales (not including shipping), minus your £15 monthly fee. Payments will be made by the 10th of the following month.

Frequently Asked Questions

Is there a minimum contract term?

No, unless we have offered to pay a percentage of the initial set up costs, in which case it is 48 months from launch date. As you control your domain, you are in theory able to point it anywhere you like, unless it's within a contractual period.

Can I take control and ownership of the shop?

If you would rather deal with the store yourself, we will sell you the store for an agreed fee. We can agree a fixed fee from the start, so this will always be an option you know the cost of, should it be a route you wish to follow.

I'm interested – what next?

Please drop an email to colin@a4labels.com with any questions, along with a contact number and a good time for us to call you.

Contact A4 Labels.com

If you'd like to know more about our Partnership Proposal, feel free to contact us using any of the methods listed below:

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