

Firms urged to gift British this Christmas

Submitted by: Haig PR

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An organisation that was set up four years ago to bring more UK made goods to the high street has taken its mission into the business world to encourage more firms to buy British corporate gifts.

The Great British Exchange is urging bosses to support UK producers and artisan makers when choosing corporate gifts this year and has launched a new initiative designed to make it easier for firms to buy British.

The GBE's new venture The British Gift Co promotes hampers of British made and artisan food and gifts which have been specifically designed to appeal to the corporate market.

The concept has been developed by GBE founder Matthew Hopkins who believes bosses have a role to play in supporting UK manufacturing.

"We know a lot of businesses want to support British producers but find it hard to find suitable gifts at the right price point," said Matt.

The Great British Exchange sources British gifts for high street retailers including Next, John Lewis and TK Maxx as well as smaller independent retailers, hospitality companies and garden centres. Part of the organisation's role is to advise retailers on ways of increasing sales through product sourcing and in store experience.

Matt added: "Having worked with hundreds of talented and innovative producers and makers over the past four years we have been able to use our retail sourcing experience to choose products that work brilliantly together as a hamper and offer outstanding value for businesses."

<https://www.thegbexchange.com/category/corporate-gifting/corporate-gifting-collections>

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