

industry news

WEB NEWS...

Selling online made easier

"Independent craft retailers have been given a boost with the launch of an online shop builder called Super Simple Shop, which will enable small retailers to tap into the lucrative online market which generated a massive £26.2 billion worth of sales in the first six months of 2010," promises Nick Reacvill, founder and director of Super Simple Shop.



The cost-effective package is aimed at independent craft retailers and hobbyists who are looking at online retailing for the first time, or sellers who have been previously dissatisfied with their web-based experiences. It offers users an avenue to generate new and additional sales or increase current income.

The easy-to-use format enables users to build an effective website to showcase individual and unique products along with useful hints, tips and guidance to assist even the most novice of web users in making the most of their online retail site. It has built in secure online payment facilities and allows retailers to make simple but effective design choices to maximise the visual appeal of their products.

"By looking particularly at the needs of specialist and niche retailers in the craft market, we believe that we have developed a product which will appeal as it's affordable, very easy to use and effective in allowing them to reach out to a much wider customer audience," said Nick.

Flexible packages start from £10 per month with no long term commitment required. For further information, visit www.supersimpleshop.com.

Angelic help

iForce has become a corporate Angel by providing international charitable foundation Global Angels with a complimentary fulfilment service. Global Angels promises that 100% of every donation it receives from the public goes directly to projects working at grass-root levels to empower children and their communities around the world.



By managing the fulfilment of online orders on a donated basis for the charity's merchandise – which includes clothing, wristbands and jewellery – iForce is helping Global Angels fulfil its 100% promise as well as freeing the foundation's founder and CEO, Molly Bedingfield, to focus on organising fund raising events, which iForce also supports through its network of clients. iForce is one of the UK's leading e-fulfilment and returns logistics businesses, offering end-to-end solutions to their clients' business challenges.

Founded in 1998, iForce has pioneered the development of traditional fulfilment skills, processes and technologies for the e-commerce world as well as offering strategic planning and consultancy for e-retailers, e-analysis, stock management, customer service and logistics. For further information visit: www.iforcegroup.com.

Global Angels Foundation was officially launched in July 2005. Find out more at www.globalangels.org.

More on safety at work

A quick and easy online tool to help retailers assess the hazards in their shop is now available to trial. The Health and Safety Executive (HSE) has worked to produce the web tool to help implement Lord Young's recommendation that low-risk workplaces, such as shops, are spared unnecessary paperwork and bureaucracy.

The aim of the tool is to take the mystery out of risk assessments, giving retailers the means to be confident that they have identified the key risks in their premises and how to minimise them. Judith Hackitt, chair of HSE, said: "The new 20-minute risk assessments make it clear that the assessment of low-risk shops can be done quickly and easily. There really is no need for long detailed documents covering very minor and highly improbable risks." The online tools prompt users to answer a series of straightforward questions that generates their risk assessment and action plan.

HSE recently launched a similar 20-minute risk assessment tool for offices and one specifically for use in classrooms is out to consultation. Simplified risk assessments for other low risk workplaces are currently being developed. The online risk assessment tool can be found on HSE's website at www.hse.gov.uk/consult/condocs/risk-assessment/shop.htm

MAGAZINE NEWS...



30 years on

Congratulations to Traplet Publications on its 30th anniversary. Traplet is a multinational company with offices on four continents. "It certainly has come a long way from its humble beginnings in MD Tony Stephenson's front room!" said Mark Keeling of Traplet. Over the last 30 years Traplet has created a number of quality leisure magazines, including four top selling crafting titles including Patchwork & Quilting, Craft Stamper, Sewing World and Beads and Beyond. "Plus with a wide range of books, DVDs, parts and plans, Traplet is at the heart of the craft and hobby communities," Mark added. The company is now diversifying with a range of bespoke embroidered workwear for businesses and societies. For more information, visit www.traplet.com.