

bluestep

A little insight into

Outdoor & Education



Welcome to Bluestep!

Things have been going from strength to strength here at Bluestep, so here's a little insight into what's been going on in Outdoor & Education.

A long time has passed since our first client meeting which opened our eyes to the need for a supportive and trustworthy supplier relationship in this field. With this in mind we set out to bring something different to our clients by expanding what we do. Within our first year of supplying products we opened our warehouse in Northamptonshire offering almost unlimited storage to anyone who needed it. Soon after that, we designed our bespoke online stock management system which is tailored to each individual client allowing them to keep control of their stock and other centres. If all of that wasn't enough, our creative design team began work on point of display and shop fittings to create the best possible retail experience to increase turnover and allow repeat business for our customers.

We like to see ourselves as an extension of your work force and treat each job as important as if it was our own. After realising the growth in the Outdoor & Education sector, we have spent a long time researching and focussing on development. We now have years of experience working with attractions, theme parks, zoos, museums, schools, clubs and many, many more.

Why not take a further read to catch a glimpse of what Bluestep can offer you and your business?



Our Top Ten Products

Through our knowledge and passion for retail products we have carefully selected items which can hold their own and have come out top of the leader board! Year after year we have found these products to allow clients a higher turnover of stock and increase profit. From keyrings and toys to clothing and accessories, here are our top ten selling products....

Over
5 Million
products are stored
in our warehouse and
distributed each year



#1 Book Eraser



#2 Mugs



#5 Yoyos



#6 Wristbands



#7 Bears



#3 Pens & Pencils



#4 Pads & Pensets



#8 Footballs



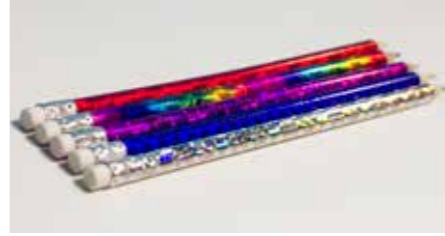
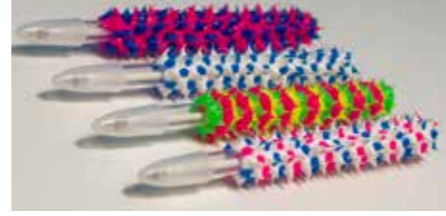
#9 Waterbottles



#10 Clothing

Stationery

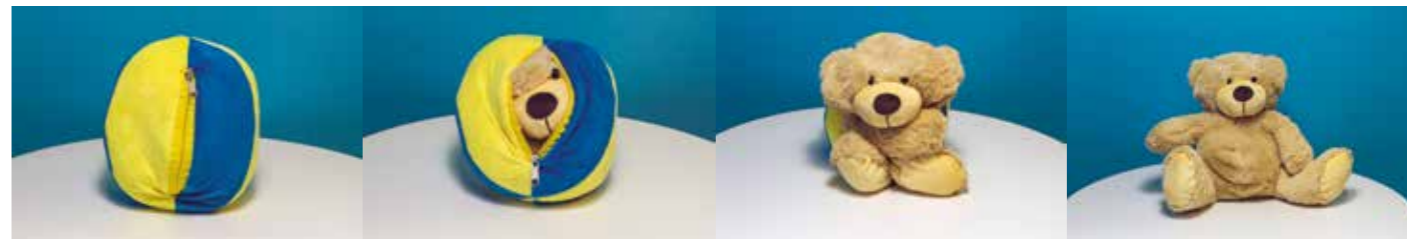
Stationery is an everyday essential and there is simply no way it can be avoided by any souvenir or gift shop. Being a lower price point means that the stock turnover is fast and keeps visitors coming back for more. Our experience with companies in both the UK and Far East means we're able to make these products as bespoke as needed.



Over **45%** of the UK's Outdoor Sector is supplied by Bluestep

Plush Toys

Everyone loves a cuddly toy and here at Bluestep we are no exception! Plush toys sell to children and adults alike as the perfect souvenir to a happy experience. With branded characters to each company it has never been easier to establish your brand.



Toys

Pocket money is there to be spent and we know what it needs to be spent on. We have become experts in the childlike mind needed to create toys that kids can't live without. Browse our range of top selling toys here or come to us with an idea that you want to be a reality and see what we can come up with!



Sport Balls

The perfect accompaniment to a day outdoors is a game. With our selection of footballs, rugby balls, basketballs and frisbees there will never be a dull moment. Keep customers entertained long after their visit to you with quality products that keep them smiling.



Over
2 Million
products are supplied
by us to Outdoor &
Education centres
each year



Apparel

Ranging from kid's T-shirts to adult jackets there are not many items of clothing that haven't been modelled by Bluestep at one point or another! Our experience and knowledge of these items allows us to offer a high standard of quality at great prices to you and your customer.

Bluestep are able to work with you on new developments to create bespoke products that cannot be found anywhere else. Any size, colour and design can be completed at the highest quality standards to really impress your customers!

Over
25,000
people wear and enjoy
our products every
week



Accessories

Accessories cover a vast number of products that we have available here at Bluestep. Seasonal pieces allow your customers to revisit what they need more than once in the year. Showcase your logo on baseball hats and bags then sell again when everyone needs their scarfs and woolly hats!



Miscellaneous

There are always a few special products that can't be put into a box because they are just too fantastic. See them here in all their greatness.

Anything you can think of from Bluetooth speakers to classic souvenirs are part of what Bluestep can offer you.



85%
of clients hear about
us through word of
mouth, which we think
is pretty extraordinary!



POS

We love coming up with creative solutions to briefs. There is so much Point-of-Sale merchandise out there, so why not let us work with you to design items that are unique and stand out?

We have worked with many companies to design pin badges, wristbands, keyrings, bracelets, till point display boxes and posters to name a few. We believe POS items are a must for any retail outlet.

We supply products to clients all over the world, even as far away as
Australia!



Staff Uniform

With a vast amount of experience in apparel from fitness to children's clothing we have been able to carefully select factories to supply you with everything your staff needs. Whether that be value for money or supreme quality for extensive wear we can support you from design through to manufacture and delivery.

The Bluestep team have a strong understanding and knowledge of technical workwear and PPE which, paired with their creativity and flair for design, results in uniforms that employees feel proud to wear. Nothing supports or promotes your business more than happy staff and we love to be a part of that!



Logistics

Staff uniform can be a logistical nightmare between centres and teams so we are here to fill that gap and store what you need for deliveries throughout the year. With such a large responsibility of supplying your employees with the right clothing to complete their work to the best of their ability we take it upon ourselves to nurture our relationship with you and get everything right the first time around.

Our own warehousing facility allows us to store, pick, pack and deliver to whatever your business needs might be.



Design for Print

Our committed in-house design team love a challenge! We have a young, award winning design team who have versatile skill sets and strong design backgrounds. From new attractions, fun days and events to product packaging to entice buyers, you name it, they've done it!

As well as being experts in design and printed literature, they've also branched out into the world of digital design.

They will not only meet your brief but aim to go above and beyond to give you the best possible solution.

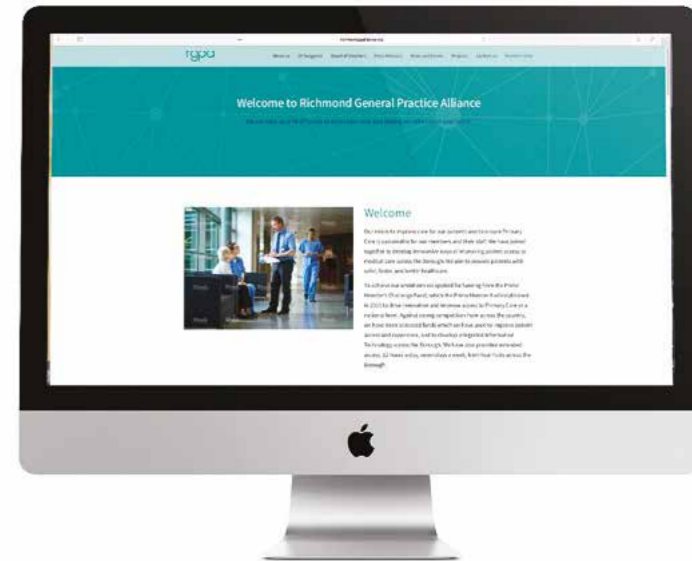


Digital Design

Our design team have extensive knowledge of designing for a variety of digital platforms. When it comes to social media we are pretty savvy and we can hold our hands up to being serial tweeters and crazed hashtaggers.

When it comes to developing an effective and impactful online presence, utilising the most effective online and digital platforms to compliment your brand is key.

We have extensive knowledge when it comes to designing sleek and stylish websites that are not only easy to navigate but are responsive.

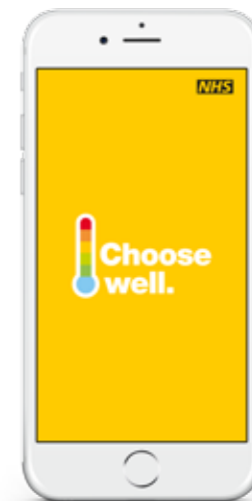
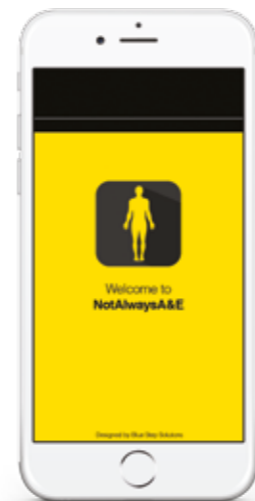
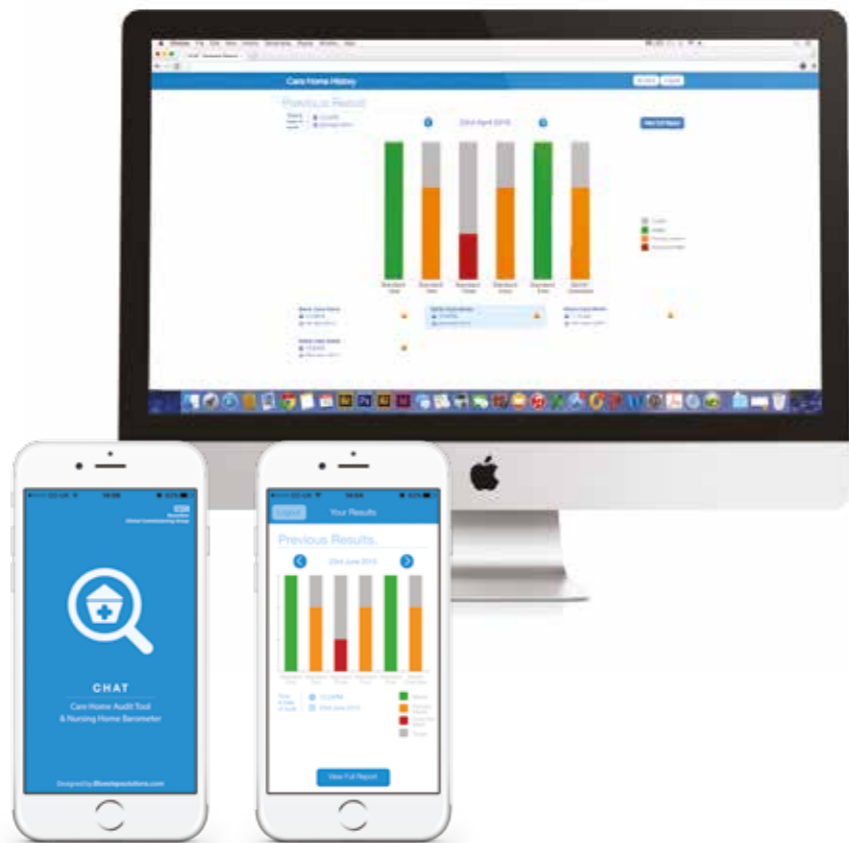


App Development

An area of the marketing and design industry that's currently thriving is mobile app development. We saw an opportunity in this boom for our clients and decided to get involved.

Bluestep can offer full app design and development facilities. We've already developed a number of apps which have collectively generated thousands of downloads across several app markets. One of our most well-known clients, the NHS, are winning national awards and yielding thousands of downloads on apps created in partnership with Bluestep. Tracking your downloads and data analysis is just another service we offer, so feel free to enquire if you think an app might be your next step to engage your customers further.

New to mobile apps? Get in touch, we'd love to give you the low down and see how we can help you!



Bespoke Products

It's good to be different!

Why not try something a little out-of-the ordinary? There are some really engaging ways to entice customers to you and we would love to help you create them. There is nothing we will say no to until we try and there is not much we have said no to after we have tried. Have a look at some of the quirky and fun designs we have come up with and developed with our clients in the past and see if you can keep us on our toes!



Online Stock System

With a bespoke online stock management system in place available for Outdoor and Education clients, ordering and management is fluid and cost effective.

The system can be custom branded to your organisation and comes with the added feature of allowing us to monitor stock levels. With a talented in-house marketing and communications team, we utilise these opportunities to create marketing strategies that significantly increase sales and revenue. Working at present on the development of a retail app for other Outdoor and Education clients, this came about once noticing an opportunity and a need in the purchasing habits for young adults.

Carton Sizes

Due to our relationships and knowledge of Far-East trading, we have the added advantage of being able to dictate carton sizes, so cartons can be packed as you wish. Packaging can be branded to your preference too.

Testing

Without fail, we adhere to trading standards and ensure all products are of optimum quality and everything is tested to sufficient selling standards.

Quality Control

We work with pre-production visuals, pre-production samples and product samples ensuring all products are quality checked before they are shipped.



*Bluestep are aware of all online purchasing security and issues surrounding minors purchasing online and have implemented processes that ensure all platforms adhere to these policies and legalities.



Policies

We endeavour to provide all parties involved in the execution of an order with the best possible services and working conditions. We have a range of policies in place including:

- Customer Care
- Health and Safety
- Code of Conduct
- Ethical Trading
- Sustainability

Quality Control

We have a select number of facilities on our preferred suppliers list which are carefully selected based on quality control and conditions. These factories have been visited by members of the Bluestep management team to ensure standards are up to the level we would expect including environment, sustainability, health and safety and more.



Warehousing

We have our own warehousing facility so we can store, pick, pack, and distribute your items. We work on a rota with allocated packing days ensuring consistency of your service. We also offer a courier service including next day delivery and Palletways.

Our policies are completely flexible and can be adapted over time to suit your working requirements.



Ethical Sourcing

Bluestep only work with a select number of factories in the UK, Europe and the Far East. We carry out due diligence procedures to ensure that the factories meet our expectations and we are proud of our ethical code of practice. We have worked hard to establish a great relationship with all of our factories whom we have dealt with for a number of years.

We know that an ethical and green practice across the supply chain is something all businesses need to be aware of which is why all our factories are fully audited and conform to our strict code of ethical trading – we can even provide the documents for you if you need them. We're also able to provide products made from eco-friendly materials at your request.

Modern Slavery

Bluestep offer absolute transparency of our supply chain, and work in line with all new legislations.



Notes:

Notes:



Tithe Barn
Blisworth Hill Farm
Stoke Road
Northampton
NN7 3DB



Contact Us

Bluestep is situated in the picturesque village of Blisworth. Based on Blisworth Hill Farm, we are surrounded by beautiful countryside and with good travel links to both London and the North, you really do get the best of both worlds. Why not pop in for a cuppa sometime? Apparently we make nice tea!



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Blue Step Solutions Limited



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MADE WITH
LOVE & CARE



Animation



Branding



Campaign
Management



Digital Design



Merchandise, Storage
& Fulfillment



SEO &
Copywriting