

Scotts & Co have improved their ROI as a premier independent direct retailer, with Direct Mail

Background

- Scotts & Co is a direct catalogue and online retailer, mailing about 30 million catalogues each year under 5 separate titles (Scotts of Stow, Gift Discoveries, Expert Verdict, Bloom and Traditional Garden).
- In 2020 Scotts achieved £50 million in sales and more than 4 million active customers, a 40% increase on the previous year (2019).

What do Scotts & Co look for in a supplier?

“We work with partners we can trust – suppliers who listen to our concerns and who are sensitive to those concerns, whether it be about the quality of the products they are supplying or the timing of their deliveries.”

“In logistics, it’s not all about price. It’s about the sensitivity to your timing imperatives, your needs in terms of mailing supplies and the management of order flows.”



Whistl are by far the most responsive and attentive to their clients’ needs. Much as we all love Royal Mail, their retail team is simply not able to move as fast and are not able to be as responsive or creative in coming up with ideas to resolve tactical challenges.



Nigel Swabey, Chairman at Scotts of Stow

GET IN TOUCH

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The Whistl logo features the word "whistl" in a bold, lowercase, orange sans-serif font. Above the letter "i" is a small orange circle with a smiling face.