



Supplying Waterstones Publishers Quick Answer Guide

Waterstones buy many of their books from small publishers via Gardners. In order to sell your books to Waterstones branches via Gardners, it is necessary to register with Waterstones, via Gardners. To do this please e-mail the Independent Publishers Co-Ordinator at: ipc@waterstones.com and ask for a Waterstones trading application form. This form is also available to download from www.waterstones.com

Please complete and return the form to Gardners and once you are registered, Waterstones will notify you that you may market your books to their branches.

However, submitting this form does not guarantee that Gardners will hold stock, but we will process any order we receive. When Waterstones orders copies of your books the orders come to Gardners, we order from you or your distributor, the book is delivered to Gardners and we supply the branches. You invoice us and we then invoice Waterstones.

- Waterstones will not accept deliveries direct to store, they must come via Gardners Books.
- We constantly review the level of business that we do with you, with a view to holding stock of your books if the sales warrant it.
- All the marketing initially is down to you, the publisher.
- Finally, provided that all the details are correct with Nielsen BookData, all our other customers will be able to order your titles from us.

Why do I have to fill out this form, I already trade with you?

Waterstones have asked us to ensure you fill out the forms so that they have the correct data. They then use this data to ensure Nielsen Booknet Teleordering are sending the orders to the right place.

Can I deliver direct to the store?

No. Waterstones insist that we deliver the books, along with the electronic invoice and delivery note they need, to ensure you get paid. If you deliver into us, we will generally get the books to Waterstones within 48 hours.

Where are my orders?

When a Waterstones branch places an order through Gardners we will supply from any stock that we have. If we don't keep stock, we will order from you the same day through Nielsen Booknet Teleordering. If we don't send you an order it's because Waterstones have not ordered from us.

Do my books need to be in stock?

Books do not need to be in stock as we are able to obtain any book quickly providing that Nielsen have all your details. If you wish to optimise the process you should consider registering for email orders from Nielsen's. This has a cost implication but does ensure the customer gets the goods earlier.

When would Gardners hold stock of my book?

We review all titles regularly and if a title is selling well we may then take some into stock on a consignment basis. For more information and help completing the Waterstones Trading Application form, please refer to the dedicated publisher section on our website at www.gardners.com