

The logo for GC buying group is centered in a white square with a red border. The letters 'GC' are in a large, black, serif font. Below them, the words 'buying group' are written in a smaller, black, serif font. The background of the entire page features a colorful geometric pattern of interlocking shapes in purple, orange, blue, and teal, with a solid red horizontal band passing behind the white logo box.

GC
buying group

The strongest connection between
retailers and vendors in the housewares industry.
Privileges and perks include networking, marketing
tools, and realistic growth opportunities.

Vendor **Membership** Details

Connecting Stores & Vendors
Since 1981

GC Buying Group members form the original and leading buying group in the housewares industry.

Discover how GC Buying Group can help you grow your business, boost profits, and get connected with the most market-savvy store owners around the country. Established in 1981, GC is celebrating over 40 years of dedication and success in home, gift, and housewares. With a membership of over 300 store locations nationwide, GC represents a large group of passionate independent retailers with outstanding buying power.

Learn how you can join and enjoy the benefits today!

GC bringing independent retailers & vendors together for over 43 years!

GC Buying Group Values Relationships

- 300+ GC Store Member locations nationwide
- Networking/selling at member meetings:
GCX: Start the Year Winter Conference & GCX: Connect Summer Conference; both featuring the Exclusive GC Vendor Showcase. Other member events throughout the year
- Digital and in-person store training opportunities
- Keep In Touch (KIT) campaign by GC with all members
- Independent Retailers in Kitchen, Home Décor, Gift, and Outdoor Living categories

A membership program dedicated

Member Benefits Boost Profits:

- Immediately reach strong independent retail stores
- Your own dedicated vendor webpage on the GC member portal with your products, catalogs, and pricelists
- Exclusive digital purchasing via GC online ordering expedites orders from GC store members
- GC Portal EDI Connection: Reduces paperwork, updates inventory details, increases efficiency, speed, and accuracy
One-time EDI Connection fee of \$500
- E-commerce marketplace enables GC store members to present your products direct-to-consumers everywhere providing drop-ship service when necessary
- Share new products, promotions, price lists and other important information directly to Store Members via the GC e-newsletter: Week in Review
- In-office staff with extensive industry experience available daily 9 am to 5 pm CST to assist you
- The GC Vendor Newsletter provides you with monthly information, news, and updates from GC
- Affordable annual membership fee of \$1000

More Membership Opportunities:

Dedicated custom-tailored marketing emails for your products and promotions sent to store members

Custom designed digital Marketing Lookbook distributed to members

In-Person Member events at regional markets with vendor sponsorship opportunities and presentations to store members

One-on-one consulting

to your growth & success!



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