

An Post launch The Gift Voucher Shop

September 20, 2002



An Post and Total Shopping Convenience (TSC) have launched a major marketing initiative to capture €57 million of the Gift Voucher market over the next year.

Using An Post's network of 1,000 automated outlets some 500 shops and businesses will be able to market an extensive range of gifts to every household in Ireland and to the corporate market through the Post Office network.

TSC says the Gift Voucher market in Ireland is currently worth more than €190 million per year, with The Gift Voucher Shop targeting 30% of this market over the next 12 months. The total gift market is worth €1.27 billion and there are in excess of 26 million gift giving opportunities per year in this country.

Household names such as Argos, Brown Thomas, Choice Hotels Ireland, Debenhams, Heaton's, Mount Juliet, Peter Mark, Shaws Department Stores, The Body Shop, The Great Southern Hotels Group, Tower Records and Woodies DIY as well as local businesses have signed up to The Gift Voucher Shop.

Vouchers for a range of items from jewellery to clothing to flying lessons can be purchased through any of An Post's 1,000 automated outlets. There is also the opportunity to purchase vouchers over the telephone or on-line through the website www.giftvouchershop.ie.

TSC says the Gift Voucher market in Ireland is currently worth more than €190 million per year

A free directory featuring participating businesses in The Gift Voucher Shop programme will be available through participating Post Offices.

Dublin-based Total Shopping Convenience was established in 2000 and employs 12 people at present. This figure is projected to rise to 20 over the next 12 months.