



## **The Canadian Gift Association's NEW Online Marketplace has Officially Launched**

*CanGift 365 is happening digitally, 7 days a week, 24 hours a day for retailers ready to place orders with wholesale suppliers and brands.*

Toronto (March 30, 2021) – The Canadian Gift Association (CanGift) has partnered with trusted industry innovator Brandwise to create an online marketplace featuring order-taking capability all year round.

### **Shop Today on CanGift 365**

“We have always been focused on providing exclusive opportunities for our wholesale members to connect with retailers across the country,” explains Anita Schachter, President & CEO of the Canadian Gift Association. “We’ve worked extremely hard to find a direction that will create new business opportunities, and I am very pleased to say, this online platform is unique to Canada.”

CanGift 365 allows qualified retail buyers to log in to explore brands and products from participating CanGift members. They can place orders directly through the site with the ability to work directly with trusted industry salespeople trained specifically on those products.

An expansive search feature allows buyers to discover products across all brands, making this platform highly accessible for any size of business to be successful in the marketplace.

In addition to the safety and convenience of ordering directly from the comfort of your own store, office or home, CanGift 365 enhances the relationship between wholesale suppliers, retailers, salespeople, agencies and the gift industry as a whole.

*Launch highlights include:*

- Access to over 100,000 products available
- More than 50,000 qualified retail buyers invited to shop
- 25% buyer registration in the first two weeks of the launch
- Nearly 100 CanGift Gold Members (suppliers) currently active
- Full access to your order history
- Conveniently accessible through your phone, your iPad, your laptop and even your smart TV – anytime, anywhere

The CanGift 365 marketplace provides a foundation for retailers within the association and enhances the future of their in-person trade shows. With Brandwise’s experience in training, technical and show support and operations expertise behind this initiative, the digital platform can also be used for face-to-face order capturing, making it a timeless opportunity for all participants.

**To create a Passport and shop CanGift 365, visit <https://shopcangift365.bwwweb.net/>.**

**To participate and become a CanGift Gold member please email, [membership@cangift.org](mailto:membership@cangift.org).**