

BUSINESS INFORMATION PACK

HALL^{OF} NAMES

Your history revealed

A unique collection of exclusive historical and heraldic gifts, including Coats of Arms and Surname Histories.

Hall of Names has been researching names and their histories since 1971 and with programmes such as *'Who Do You Think You Are'* and the increase of internet family tree resources means the interest in surnames has never been more popular.

The authenticity and reputation of the business is second to none and these personalised products are not available on the high street. They present a perfect gift for anyone interested in discovering the history of their surname.

WELCOME TO HALL OF NAMES

Hall of Names Europe launched in 2002. Initially researching the market to identify a large demand for Heraldry and Family Tree gifts, our extensive database now stores Coats of Arms and Surname Histories for over 800,000 British surnames, 35,000 Scottish Clan Histories, 24,000 Irish 'Sept' Histories and an extensive collection from France, Germany, Spain, Italy, Portugal and beyond.

In 2010, sales for Hall of Names Europe were in excess of 150,000 prints and products are now available at a host of venues around the UK including Warwick Castle, Belfast Castle, Conwy Castle, Clovelly Heritage Centre and at Portsmouth Historic Dockyard, Balmoral Castle and most recently Longleat House.

We can offer your customers a distinctive product, whilst our representatives attend various shows and fairs throughout the country. We really value our business partners and products so if you would like to be a part of a successful and up and coming business with a host of fantastic benefits please do contact us.



Wendy Spencer

Wendy Spencer
Business Development Director

ONLINE SHOPPING

Hall of Names Europe has a pioneering new website to support the business. Aside from being an information tool, the website also has:

- Access to an extensive database of over 1,000,000 surname histories
- Full details of the whole product range
- Easy instant purchase by credit card
- Business opportunities
- Details of venues where products are sold
- News and updates

Click through and take a look at www.hallofnames.org.uk to see the full product range.

Licensee Case Study KEN RAWLINGS

Below: The Hall of Names stand at the *Who Do You Think You Are* exhibition



Ken Rawlings joined Hall of Names at the end of May 2009 but wished he had started earlier. Having seen the eye-catching stand at the *Who Do You Think You Are* exhibition at Olympia, he was interested to know more about the business.

He is a retired Company Director and South East Regional Organiser for the Rimmer Family History Society, a one name Family History Society based in Southport, Lancashire. Ken has always been very interested in history and the authenticity of the product range drove him to recognise the business opportunity and become involved in the business.

Ken sees his attention being focused on showing and selling products in local hotels, craft fairs, village halls and theme events. He says, "I would welcome the opportunity to develop the business further as it has enormous potential, support from the head office team is excellent and the products are interesting and popular."

Ken also feels that the Hall of Names brand attracts interest from a wide variety of people and the products sell themselves. He welcomes the opportunity to deal with the general public, something he hasn't done for over 50 years.

Case Studies LONGLEAT HOUSE & THE BALMORAL ESTATE



Hall of Names Europe's range of historic and heraldic gifts have been available to purchase at Longleat House in Wiltshire since March 2010. Due to the new and unique products, takings have significantly increased in the first year.

Longleat House is widely regarded as one of the best examples of high Elizabethan architecture in Britain and one of the most beautiful stately homes open to the public. It has a number of added attractions such as a Safari Park, Railway and Maze and was visited by Queen Elizabeth I in 1574 – the first in a long line of royal guests.

Hall of Names opened its shop in 2010 which has given the Gifts and Treasures Shop in the grounds of the Longleat Estate a major boost and has proved very popular. Everyone was fully trained during a week's trial which was a huge success. Hall of Names is set to grow within Longleat in the future and the Retail Manager at Longleat Estates says, "After a successful trial with Hall of Names, we were thrilled with the results and have a great successful partnership selling its products at Longleat."



The Balmoral Estate in Scotland is set amongst the magnificent scenery of Royal Deeside, in the shadows of Lochnagar and purchased by Queen Victoria in 1848. It has been the Scottish Home of the British Royal Family ever since and currently has an estimated 70,000 visitors each year during April and July. The Estate started selling Hall of Names Europe products such as the Coat of Arms & Surname History and Anniversary Double in February 2009, through its website and in its gift shop.

Initially on a trial, it soon became obvious that it would be a worthwhile and straightforward investment and is now an integral part of the gift shop.

Hall of Names has a great product range, that sells well in our environment and within our market segment.

Garry Marsden
Visitor Enterprise Manager, The Balmoral Estate

Becoming a Partner HOW YOU CAN JOIN THE TEAM

As a business, you could become a partner in a leading, lucrative company – not only could you offer your customers a distinctive product, but a host of fantastic benefits are available to you without the need to purchase any stock.

As experts in our field, all software is compatible with Windows so all that is required is a printer. Innovation and a commitment to research keep us ahead of any competition.

We have an exclusivity to license any products to a new business or individual and offer a free trial manned by our own staff who in turn can train members of your staff and demonstrate the viability of the business for your specific location.

Business benefits include:

- A profitable and rewarding business partnership in a proven market with over 150,000 histories sold last year alone
- A distinctive unique product range which will attract visitors and prove to be a valuable addition to your business
- An easy to use simple program and system with minimal initial outlay and maximum reward and returns
- Instant, top quality products which take no more than five minutes to print and frame
- An authenticity guarantee on all products
- Complete sales and training guides together with free trials

Individuals wishing to set up their own business on a full or part time basis are welcome, giving flexibility in the workplace. Products can be sold at a range of locations, including:

- Gift shops
- Hotel shops
- Tourist attractions
- Heritage centres
- Tourist Information Centres
- Craft fairs
- Country shows
- County shows
- Highland games
- Tourist areas
- Shopping centres



Hall of Names Europe has over 1,000,000 histories all available in an extensive range of products. All are beautifully finished, either framed or unframed.



COAT OF ARMS & SURNAME HISTORY

These charming parchment scrolls have been exclusively illustrated by a well known artist with heraldic detail in mind. Each scroll includes a full colour Coat of Arms and a detailed surname history. Each surname history is over 1800 words long. It includes the first recorded instance of the name and place of origin, often 1100 AD or earlier, what the name actually means,

variations in spelling, the earliest medieval movements of the name and famous people from all periods of the surname history. Titles held by family members are included, together with any movement to other countries and early settlers to the New World. Each history includes a Bibliography on the back of each scroll detailing credible reference materials used in the histories.



SCOTTISH CLAN HISTORIES

A distinctive collection of 35,000 Scottish Clan Histories are highly accurate and readable histories. Each history is delightfully laid out and printed on beautiful parchment paper with a colourful clan crest or badge. This stunning piece includes a detailed and entertaining history of the clan's early origins, usually 1100 AD

or earlier. It also includes interesting facts and stories related to the clan, and specific clan details such as the tartan associated with the clan, the pipe music, Gaelic name, clan chief and clan seat. All clan histories bear a gold seal and a specific certificate number ensuring authenticity.



COAT OF ARMS EMBROIDERY

A magnificently embroidered piece using gold and silver wires, mounted onto black felt. Available in single or doubles side by side and each is deep set in a spectacular gold or silver frame. A stunning and ideal present for that wedding or anniversary.



ANNIVERSARY COAT OF ARMS

Featuring two Coats of Arms side by side, the Anniversary Double is an exciting personalised gift option, perfect for weddings and anniversaries. The message at the bottom can be customised to suit the occasion.

If you would like more information on joining a motivated team in a successful and thriving business, please telephone or email Wendy Spencer on 01984 632120 or info@hallofnames.org.uk