

# BECOME A PART OF CLARITY

YOUR TRADE ASSOCIATION BUILDING A  
BETTER FUTURE FOR THE UK HIFI  
INDUSTRY

**clarity**  
the hi-fi industry trade association

Keep your business competitive | Understand and  
sell more products | Grow your business through  
emerging technologies

# A WORD FROM THE HEAD OF THE BOARD



Elizabeth Gould

"Clarity offers more than just member benefits, we hope to bring you support in the form of our members and support from the board as critical friends"

**Elizabeth Gould**

Head of the Clarity Board & Director of Martins hi-fi



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# WELCOME TO CLARITY

Be part of a community that represents the hi-fi industry's retailers, manufacturers, and distributors.



## Should you join Clarity?

Clarity is on a mission to be a stamp of authority for hi-fi retailers, manufacturers and suppliers. Be part of a trade association that provides a community to help navigate a challenging market and recognises those offering the best in the hi-fi industry.

Membership with Clarity doesn't just offer you a seat at the industry-wide table and Clarity accreditation, it comes with benefits for your business.

Clarity strives to offer through its **Trusted Member** mark, a place where consumers can feel confident that they will be visiting a safe knowledgeable environment. Retailers and manufacturers alike show the trusted member logos on their websites and in the shop windows to reinforce this.

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## Elizabeth Gould

"Clarity is a group of like minded people in the Hi Fi industry, being a member opens up opportunities to network with other members and to gain access to the member benefits that are available."

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## Phil Hansen

"Being a member of the UK's hi-fi trade association can be of great benefit to your business. Not only in terms of the substantial savings that the member benefits can bring, but as part of a larger project that aims to support and promote good quality audio to consumers through the 'Trusted Member' scheme."

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## Geoff Matthews

"Clarity's member benefits have saved us 20% on credit card transactions, 25% on our carriage charges and around £1500 on our insurance. I estimate that overall Soundcraft (my business) has saved more than 5x the annual Membership fee. Clarity has helped me realise that the industry really is stronger together."

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A woman with blonde hair tied back, wearing a blue long-sleeved top, is looking intently at a shelf of black binders in a library or office. The shelves are white and filled with many black binders. The background is slightly blurred, showing more shelves and a bright, well-lit environment.

# Trusted Member

The Clarity Trusted Member scheme is designed to give customers confidence that the business they are working with meets (and often exceeds) a set of standards that have been created by Clarity, the hi-fi industry trade association.



## TRUSTED MEMBER SCHEME

Members of Clarity are the best of the best when it comes to hi-fi retail, manufacture and distribution. They are all passionate about what they do, which, put simply, is sharing their expertise and impartial advice with customers, to provide the very best home entertainment solutions that satisfy their requirements.

Companies that display the mark conform to the following service criteria:

### **Technical understanding**

Salespeople are fully conversant with audio products and the technology. They attend manufacturer and industry training regularly and are able to fluently demonstrate multiple products.

### **Conduct and service**

Where members and their employees engage in forums and industry networking events they conduct themselves in a professional and proper manner.

Salespeople do not prejudice customers in any way whatsoever. They will not make assumptions, instead they will always seek information in order to understand their customers' needs.

### **Communications**

The retailer/ supplier will provide excellent, professional, communication with the customer regarding their purchase, forward order, return, repair etc. and any associated service or product.

### **Corporate Social Responsibility**

All members will treat their suppliers, employees and customers fairly and ethically.

Members will provide a clean and safe environment that is welcoming and inviting to all. We encourage members to reduce their carbon footprint and engage in sustainable practices.



# Carriage Offers

Through your Clarity membership, you can now access some great savings on shipping your products direct to your customers.



## GET DISCOUNTED RATES ON YOUR PRODUCT SHIPPING

We offer discounted rates to help you save money and simplify your product shipping procedures.

No set-up or monthly fees. Just shipping services based on:

### Reliability

Harness the strength of our partnerships with the world's largest carriers, that collect and deliver orders as confirmed through our bespoke portal Price

Utilise negotiated rates with carriers, achieved through consolidating high volumes of shipments. Get quotes and book shipments with just a few clicks

### Service

Customer service is just a phone call away to help with shipments. We manage the relationship with the carriers so that you can focus on your business.

### Convenience

With our software, it's simple to fulfil your shipping needs: instant quotes and service comparisons, real-time tracking information — just some features.

You can also integrate this software into your existing Amazon, eBay, Shopify, WooCommerce, Big Commerce, Magneto, Open Cart and Etsy sites.



# Insurance Packages

In conjunction with our preferred commercial insurance broker, we've tailored hi-fi retailer insurance that could save you money and cover all your assets.



## INSURANCE SPECIFICALLY TAILORED FOR HI-FI RETAILERS

Clarity's preferred business insurance supplier, S. Johnson & Co. has developed a comprehensive insurance proposal that is specifically tailored for hi-fi retailers, covering demonstration equipment, home loans and goods in transit.

Membership with Clarity will help you reap the benefits of this bespoke insurance at a discounted rate.

### Our Insurance Partners

As part of the Aston Lark group, S. Johnson & Co are able to put your needs first and ensure you benefit from the strength of its insurer relationships and ability to provide quality independent advice and claims support. They're real people who answer the phone.

In the late nineties, the company introduced a scheme for the music retail industry. The idea of the Cover Notes Business Insurance scheme is to provide tailor-made quality insurance products for the music industry. The Clarity hi-fi retail insurance package is developed from Cover Notes and covers the high-value items that are often on display, home demonstration, loans or in transit.

As part of the Aston Lark group, S. Johnson & Co provides insurance and risk management expertise to a wide range of businesses.

Find them at: [www.insuranceland.co.uk](http://www.insuranceland.co.uk)



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# Finance & Card Rates

Courtesy of Blink, members are offered very competitive credit card rates, virtual terminals and EPOS integration; the rates are better than other major providers.



## JOIN BLINK THROUGH CLARITY AND SAVE £1000s ON YOUR CREDIT CARD CHARGES

Clarity has teamed up with the leading credit card services supplier Blink to make it's exceptionally low rates available to Clarity members.

Blink provides all the traditional credit card services, such as hand-held terminals, but is also bang up to date in terms of online Virtual Terminals, Pay links, Direct Debits, Integration and Tracking information.

### Testimonials from Clarity Members

#### Connected Distribution

"Delighted we have made significant savings in our credit card processing charges since we moved to Blink.

"Savings have been about 15-20% on our monthly credit card charges, the money is in your account next working day and we got three months of free terminal rental when we signed up."

#### Soundcraft hi-fi

"Changing from our current supplier, who offered very good rates, to Blink has saved us a lot more than the cost of our annual Clarity subscription.

"Blink has transformed the way we do business using credit cards and saved us a lot of money."

To take advantage of these incredible rates and excellent service contact us by clicking below and we will put you in touch with Blink and they'll help you save money.



# The Clarity Annual Conference

Join the UK's only annual hi-fi conference with speakers talking about the latest trends, challenges and more concerning the hi-fi industry, network with industry colleagues and benefit from free attendance as a Clarity member.



## MINGLE WITH LIKE-MINDED HI-FI SPECIALISTS

The annual Clarity Conference is the only dedicated industry event of its type in the UK.

The conference is an opportunity for members of Clarity, plus any other individuals and companies operating in the UK hi-fi industry, to come together to discuss topics of relevance to the ever-changing market. Hear from a number of keynote guest speakers who share their knowledge and enlighten the audience. Previous speakers included the likes of Google, GfK, Digital Radio UK, BT, BPI and Dolby.

This carefully curated event is a 'must-attend' for members of the hi-fi industry and is always oversubscribed.

Information about each year's conference will be communicated to the industry via the Clarity website, social media accounts, e-newsletters and trade media.

### Show off your wares and be part of an awards ceremony

The Bristol show is an opportunity for manufacturers to show off their wares, and Clarity hosts a late afternoon award ceremony after a day judging them under various subject headings, for example, we judge best-in-category for:

- Demonstration
- Presentation
- Innovation
- And present a Lifetime Achievement Award

And more! It's a chance to have you, your company or your product win an industry-recognised award which we hope in years to come will help us continue to spread excellence and bring a better future to the UK hi-fi industry.



# Access GfK Market Data

Receive one or two presentations annually from GfK on the state of the market - offering important data points for your business. This data is available commercially at a cost of thousands of pounds and free of charge to Clarity members.

## What is GfK?

In a world of data overflow, disruption and misuse, picking up the right “signal from the noise” is key to success. Together with its attention to detail and advanced AI, GfK provides you with world-class analytics that delivers not just descriptive data but also actionable recommendations – helping to boost sales, as well as organisational and marketing effectiveness.

### **A global leader in data and analytics for over 85 years**

GfK is impartial, with no vested interest. It is a testament to this integrity that its highest standards serve the world's leading brands and reset industry benchmarks. GfK has been a global leader in data and analytics, providing consumer and market insights for over 85 years. From its inception, it has placed clients' and partners' trust at the core of its values.

GfK is a company that leads with innovation – their highly experienced engineers, consultants, and data scientists have continuously pushed industry boundaries with new methodologies and measurement technologies, to help their clients succeed.

**GfK data is available exclusively to Clarity members.**



Growth  
from  
Knowledge

A woman with blonde hair and glasses, wearing a light-colored blazer and trousers, stands in a bright office environment. She is holding a tablet computer and smiling. The background features a large window, a brick wall, and a vase of white flowers. The overall atmosphere is professional and positive.

# Industry- Recognised Training

Get access to industry-recognised training courses covering sales, marketing, two-channel and AV system set up, streaming and networking with subsidised pricing for Clarity members.



## CREATE THE BEST POSSIBLE EXPERIENCE FOR YOUR CUSTOMERS, AND REAP THE RESULTS

Provided by our training partners at T21 Group, Clarity Training is aimed at retailers and manufacturers who want to truly excel at creating the best possible experience for their customers whilst gaining the best results for the business.

### One-day sales training courses

By taking part in one of our lively one-day sales training courses you will gain expert tips and guidance on how to:

- Create a best-in-class customer experience
- Attract new customers
- Increase sales conversion rates
- Drive profitability through sales
- Take control of your customer/ buyer conversations
- Build long-lasting relationships
- Refine your consultative selling approach
- Improve your communication skills

### Training to help you and your team continuously evolve

It's easy to think that you only need training if you're new, but in a constantly evolving, dynamic industry that in recent years has undergone seismic disruption, it is critical that everyone is at the top of their game, not just to ensure that you can deliver a memorable customer experience which sets you above your competitors, but also to ensure that you can continue to grow your business profitably.

INTERESTED IN  
JOINING US?  
WE'D LOVE TO  
HEAR FROM YOU!



Visit our website:

[www.clarityalliance.co.uk](http://www.clarityalliance.co.uk)

Email our team:

[clarity@clarityalliance.co.uk](mailto:clarity@clarityalliance.co.uk)



Your trade association building a better future for the UK hi-fi industry.

Keep your business competitive | Understand and sell more products | Grow your business through emerging technologies

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