

Daley Hub

Your Strategic Growth Partner

We're Daley Hub, your strategic growth partner.

Your secret to successfully navigating the complex UK retail market.

Here are just a few of the brands we've helped achieve big things...

PHILEX

Michaels
Where Creativity Happens

POSITEC

Kingfisher

RugDoctor

WTF®
WORLD'S TOUGHEST FIX

QUICKLOADER®
SECURE WITH CONFIDENCE

FurnitureClinic
Cleaning & Restoration for Leather, Fabric and Wood

litheli

JCB

SUPER HOOKS™

TYMAN

ca
european aerosols

BATAVIA

ManoMano

aleo
BY TRIGANO

tineco
Live Easy. Enjoy Life.

ALFORT
SINCE 1906

CRC®

And here are others that we have great relationships with...

SCREWFIX

TESCO

TOOLSTATION

Wickes

dobbies garden centres

currys

Pets at Home

LAKELAND

halfords

BUNNINGS warehouse

Robert Dyas

JOHN LEWIS & PARTNERS

B&Q

The Range Home · Leisure · Garden

TOOLBANK

JML

Argos

You've got a great business.
And you want the UK to know about it.

But entering the UK market comes with its own unique challenges.

From getting in front of the right buyer to dealing with strong competition in an already saturated sector, it's not always easy to conquer this powerful market.

- Cultural Differences
- Complex nature of UK retail
- Intense Competition
- Market Saturation
- Brand Reputation and Recognition
- Regulatory Compliance



Which is why you need a strategic growth partner

We're Daley Hub, your flexible workforce.

Our team will allow you to confidently navigate the complex UK retail sector and achieve seamless market entry.

Over the past decade our Team have worked with some of the largest DIY and Home Improvement retailers and suppliers giving us first hand insight and experience in to what the buyer wants and why suppliers propositions either succeed or don't get past the first email.

Our team



Clive Daley
Founder
Principal Consultant Retail & Supply Chain Expert



Kerry Daley
Founder
Principal Advisor, Retail Strategy & Communication



Karl Thomas
Head of Consumer Product



Nils Kernchen
Marketplace Expert



King Tian
Shanghai Office
Associate Consultant

Thinking about selling into Europe's Online Marketplaces?

Nils Kernchen, former Marketplace Lead at ManoMano UK & Germany, helping brands understand the real opportunity behind marketplace success UK, and especially Europe.

Nils specialises in:

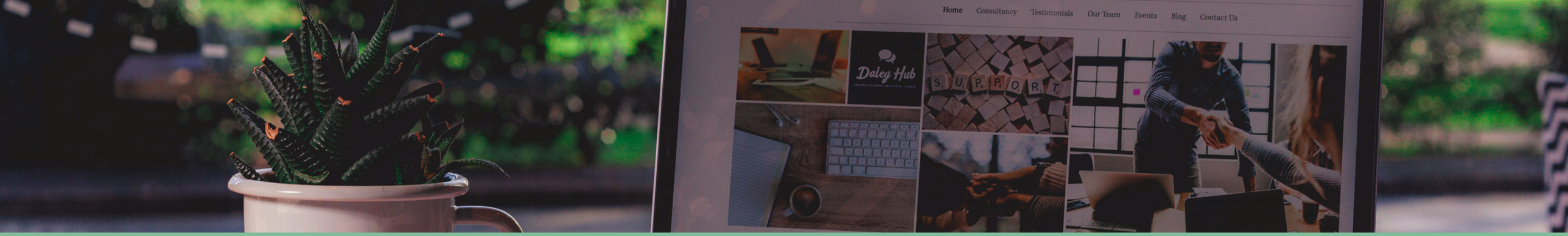
- Benchmarking your category across UK & EU marketplaces
- Identifying competitive gaps
- Building actionable 3-month strategies
- Guiding brands through the preparation phase before they invest in execution

If Europe is on your roadmap, Nils will show you what's possible—and what's necessary.

Contact :- nils@daleyhub.com



Nils Kernchen
Marketplace Expert



Our approach is simple...

Discover

We quickly build a clear understanding of your business, ambitions, success measures, preferred pace of growth, and the opportunities you want to pursue or avoid

Develop

We assess market dynamics, your product, competitors and retailer expectations to identify achievable scale and define the actions needed to influence retailers and create incremental growth opportunities.

Deliver

We leverage our expertise, relationships and network to position your products effectively across UK and European retail, online and marketplace channels to build visibility and momentum.

Decide

We create a structured retail strategy and growth roadmap, providing clarity and the ability to make decisions on scaling your business while managing risks with a sustainable long term commercial plan.

We're here to help your business get UK retail ready...

We can also help support and advise on a wide range of business areas including:

Product support
- USPs
- consumer needs
- Amazon optimisation
- in-store merchandising and product training
- provide compelling reason to range

Distribution
- warehouse and logistics
- 3PL
- drop ship
- domestic supply

Brand expertise
- support on brand awareness PR
- create a brand plan
- devise a promotional calendar
- insights for a retail investment plan

Sustainable practices
- sustainability
- recycling
- ethical processes
- ethical returns solution

Financials
- financial status
- retail terms
- company stability
- scalability

Other business needs
- credibility of existing business
- retail partners
- proof of concept
- product returns management
- BSci / Sedex / Ecovardis

Our partners | critical toolkit

In-store merchandising and product training



Marketing/PR



3Pl, Drop Ship, Distribution



Product Returns Management



Amazon Optimization



The Daley Hub approach

Product Benchmarking

Comparative positioning vs known relevent brands



Develop 3 to 12 month strategy



Store Research

Target retailers with the product entry offer



Strategic Report

Compelling proposition

Reasons for the retail buyer - why would they want it?



Industry insight

Meetings with knowledgeable buyers?



Marketing/PR

How do other brands talk about their products, where do they play? Advice and guidance of whats required



we helped these guys break into large retail...

FurnitureClinic
Cleaning & Restoration for Leather, Fabric and Wood

Furniture Clinic manufacture and sell over three million products yearly to customers worldwide from their 50,000 sq ft factory based in Newcastle, UK. They have a really strong online business but wanted to launch into large retail.

We met with Ben at the Global DIY Summit in June 24 began working with his team in October 2024. We sit here now in December 2025 and we have launched in 6 retailers and others are in discussion.

hobby craft
LAKELAND
Dunelm
Robert Dyas
BAUHAUS
halfords











Daley Hub are very well connected and have great inroads into many large retailers in the UK. They are a pleasure to deal with, and I look forward to continuing the relationship."

Ben Staerck,
Managing Director,
Furniture Clinic

these guys from Finland launch into the UK...

We work closely with founder, Mikko, to launch the brands to the UK market, securing so far Halfords instore and online & B&Q Tradepoint partnership for 2027.

The business owns brands including building renovation brand ‘WTF’, World’s Toughest Fix, and QUICKLOADER, that sells a range of straps and bungees for bikes, wanting to replicate its success in Finland over here in the UK.







FAST TOUGH SAFE





It was a pleasure to launch these guys from France into DObbies

We worked closely with Thierry to launch the brand into the UK market, securing so far Dobbies Garden Centre in store summer 2025 with a full range going in again for 2026.

This long standing brand had found it challenging to gain access to the UK market and had not been successful on a few occasions.

We worked closely with Thierry and the team. We drew on their experience and importantly demonstrated the differences and strong attributes this Europeon manufactured range had. We found a logistics solution that worked for everyone, and within a few months of approaching the retailer secured in store ranging.

We love seeing the product on the shelf!

dobbies garden centres





alēo By Trigano

And here's what some of our other clients have to say about us...

Daley Hub has impressed us with their **deep understanding of our business and the UK market**, and their ability to convert an unknown brand into finding the right market gap has been invaluable."

Andreas Härnlöv,
Alfort, Head of International Sales

Working with people that share similar values, smile easily and who are **very driven** are the best kind - Clive and the team is exactly that!"

Mikko Ikonen
CEO at Rakennuskemia
WTF

Daley Hub are **like a Swiss army knife**, they have so many features that your team can enjoy - coaching, management, entertainment, speaking - our teams were lucky to appreciate all of these qualities."

Christian Raisson
Founder,
Mano Mano Fr

What else do you need to know about us?

Are you a sales agency?

We are so much more! We open doors, and we keep them open. When we work with your business, we will become an extension of your senior team, supporting you as and when you need it. Having been both a supplier and retailer, we understand both sides, and we know how to engage retailers to get the best results.

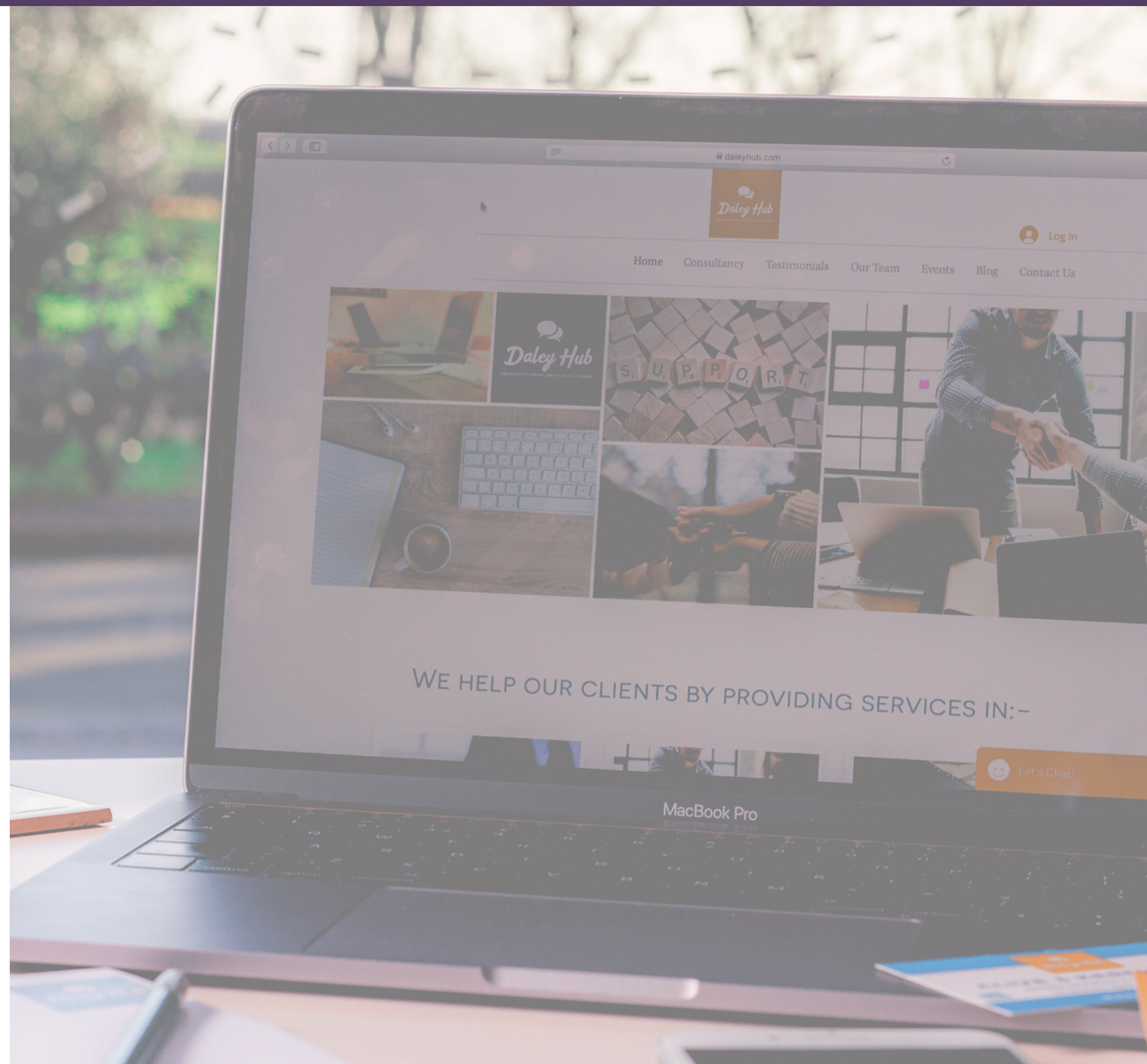
What's your strategy if the retailer says no?

We don't take 'no' as a final answer. We have those 'uncomfortable' conversations with retailers on your behalf, asking those difficult questions so we can find an alternative avenue to get the result you're looking for. We give them a reason to come back to you – it's a 'no' for now, not a 'never'.

How do you choose who to work with?

We know what makes retailers tick. We know exactly what they're looking for, so we always love to see a business with an interesting, inspiring and innovative story, but also those that have great company values.

For more information, visit daleyhub.com



And here's how you support what we do...

Our time

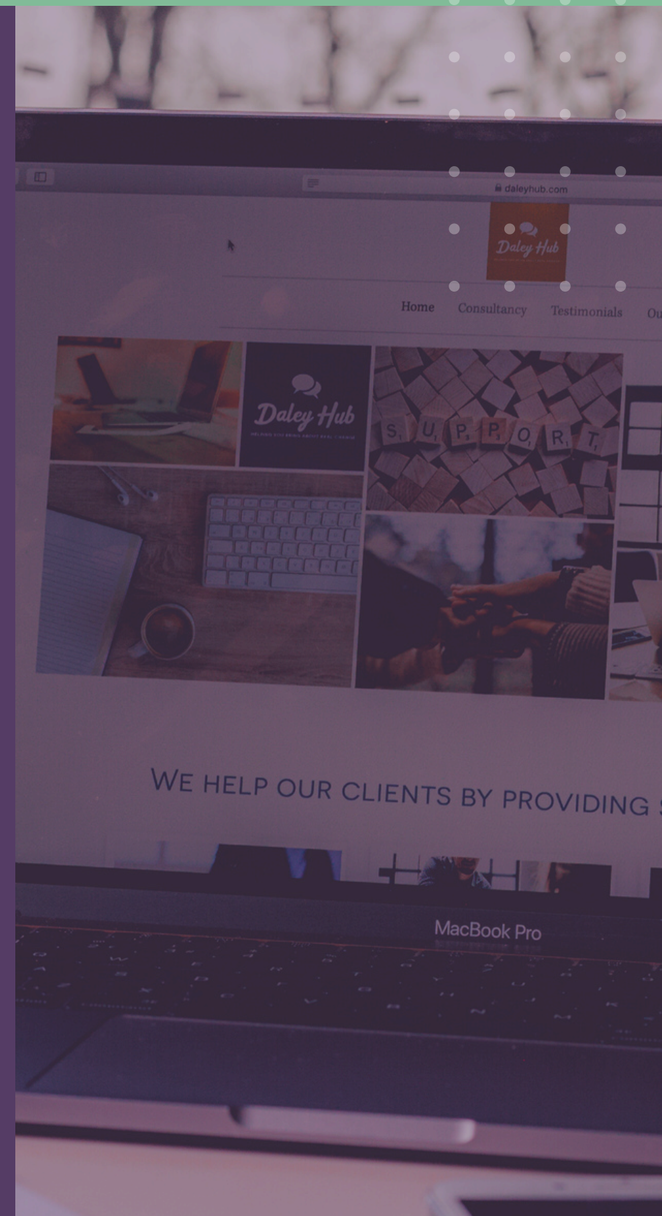
Management fee between £2,000 - £4,000 per month

+ commission between 3-10% depending on sector
+ any expenses agreed in advance

Additional 'partner' activity

We also provide additional support on a range of additional activity including:

- Amazon selling optimisation
- in-store product management, maintenance and/or training
- returns management (refurb and resell)
- storage and delivery
- marketing and PR activity
- Europe Marketplace advice and guidance



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Let's chat!

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www.daleyhub.com