

The BLUF membership card

BLUF is a free site to join, and we're committed to remaining that way, and to not having different 'paid' and 'free' classes of membership. However, we do have bills to pay, and a relatively small percentage of members make donations towards our costs.

Historically, a number of vendors have offered discounts or other benefits to BLUF members, usually requiring prior registration by email, or simply taking them on trust. Other vendors have been unable to provide benefits without some way of proving someone is a member; it's not possible for non-members to access the site to check if someone has a profile.

The BLUF membership card is our way of addressing these problems without fundamentally changing the nature of the club and our own relationship with members.

The card is available to any BLUF member who has donated a qualifying amount to the club within the last six months (£10 or equivalent), or who gives their time to help (eg site admin or organising events), though most give more than the minimum suggested.

In order to encourage take-up of the card, we prefer vendors and venues to offer benefits only to members who present a BLUF card, or quote the number. For example, some vendors offer discounts of between 5 and 15%, while some clubs offer reduced entrance with a BLUF card. By using the card to verify eligibility, vendors no longer need to rely on honesty, or require members to pre-register for a discount. BLUF benefits through an increased number of donations.

Vendor benefits

We hope that vendors who offer a benefit to BLUF card holders will benefit from an increase in custom from our members, of whom we have almost 3900 around the world (Germany 800+; UK 750+; USA 750; Netherlands 275; France 250).

All offers are listed in the members' section of the site, with an indication of whether a BLUF card is needed in store, online, or both. New offers are notified to members in the weekly email as they are added.

We also add information in our public listing (see bluf.com/shops) where there is a member offer. Where an offer is for a venue or event, those are highlighted in the BLUF calendar, and in our automated Twitter events feed @BLUFevents.

Offers involving the BLUF card are also highlighted in various places throughout the site. Examples are shown on the next page.

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Clone Zone

Clonezone stocks the best in luxury quality gay men's leatherwear, from brands all over the world including Fetish Freak and Mr S Leather. We have always been aware of the iconic BLUF club, and are happy to announce that we have joined up with the team to offer all card-carrying members 15% off in all Clonezone stores and online. Simply show your card at the till or use code BLUF15 online. It's important to us that you have access to our hand-selected ranges of leather at a special rate. If you have any questions about BLUF membership at Clonezone, please feel free to email me (Mark Aylward) at marka@clonezone.co.uk (BLUF #650) Clonezone has stores in London, Birmingham, Manchester, Berlin and Vienna.

A BLUF card is required for this offer

www.clonezone.co.uk • marka@clonezone.co.uk



On the member offers page, each vendor has a description, and we can optionally include an image and a link. The page indicates whether or not a card is required, and you can supply your own text (though we may edit it). If possible, text should be in English, French, German and Spanish, so we can show the correct version to different users. The example above is for CloneZone. It is now also possible for you to update this information directly if you wish.

On the membership card page itself, a panel summarises the member offers available with the card, as shown at the right.

Below, you can see how an offer appears in our shop listings, for members - non-members will see a note that there is an offer, but not the full details.

Card offers

Here's what you can save with a BLUF Card:

- o **Boxer**, Barcelona, Berlin, Madrid, Gran Canaria: 5%
- o **Clone Zone**: 15%
- o **Cuts and Curly Hairstyling**, Amsterdam: 10%
- o **De Bruin & Stacey**, Venlo: 10%
- o **Embossy Boots**: 10%
- o **Fetish Freak**, London: 10%
- o **HML Fetish**: 10%
- o **Leather BNB**, San Francisco: 10%
- o **Leather Hell**: 10%
- o **Mister B**, Berlin: 10%
- o **Mister B**, Paris: 10%
- o **Mister B**, Amsterdam: 10%
- o **Montera Leather**, Barcelona: 5%
- o **Play Room Apartment**, Berlin: 20%
- o **Rainbow Apartment**, Berlin: 15%
- o **Regulation**, London: 10%
- o **RoB Manchester**, Manchester: 10%
- o **RoB Paris**, Paris: 10%
- o **Samauth Photography**, Utrecht: 20%
- o **SM Apartments**, Berlin: 10%
- o **Spitfire Leather**: 15%
- o **Thickwall Cylinders**: 10%
- o **Troy Anicete Designs**, New York: 15%

Regulation

London, United Kingdom

17A St. Albans Place, Islington Green, N1 0NX

Categories: accessories custom made fetish leather rubber

Long-established fetish store in Islington, with a good range of leather, rubber and toys, plus gear from the world-famous Fetters of Warwick.

Made to Measure and custom options available.

Telephone: +44 20 7226 0665

regulation@btconnect.com

www.regulation-london.co.uk

RegulationLTD

Regulation.London

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BLUF member offer

10%: Regulation is London's Independent Gay Fetish Retailer offering a huge selection of BDSM toys and fetish products. We manufacture quality rubber and leather gear as well offering our custom and made to measure services. Shop online or visit us in store. All BLUF members receive 10% off in store on presentation of their membership card. 15% on the day of BLUF London Socials. Some exclusions apply (electro, Fetters, made to measure).

You will need a BLUF Card to take advantage of this offer.

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We will be investigating other ways to promote offers to our members on the site, though regret we cannot give access to member emails.

Card details and verification

Cards are created as a custom PDF, for the member to download and print. When printed at normal size, the card is around 8x3 inches; at 50% it will be the same size as a credit card.

Each card has an expiry date, and a card number, which will be different each time a card is issued. The first four digits are always the member's BLUF number. Each member can have only one valid card at a time, and cards cease to be valid if someone leaves the club.

For merchants who wish to verify a card (for example, for online orders), we have provided a web page at bluf.com/merchant which will indicate if a card is valid or not. It up to each vendor to decide whether they wish to use this, view a card in store, or to take a member's word on trust.

The PDF is colour, though we would be grateful if vendors would accept cards printed in black and white too, and regardless of whether they have been printed full size or credit card size, or displayed on screen, eg via our Android and iPhone apps, or just showing the PDF, in lieu of a printed card.

A sample card is shown below; the name is entered by the member, and may not be their full name. On member cards, the black B is replaced by a photo. The second image shows how the card will appear on-screen in our Android app; it looks similar on the iPhone app too.

If you would like more details, or to offer a benefit to BLUF Card holders, please contact webmaster@bluf.com

