



Shop Small on Prime Day with Thousands of Deals and the Small Business Badge

July 11, 2022



Prime Day returns on 12th and 13th July - look out for the Small Business Badge to shop products from small and medium businesses and handmade artisans

Find thousands of Prime Day deals from small and medium businesses, many based in the UK

Customers will be able to shop products from top national brands and more third-party sellers than last year's Prime Day, including small and medium-sized businesses

LONDON – 00.01am, 11th July 2022 — Prime Day begins in less than 24 hours, and new this year, members can discover and shop products from small and medium business brands by looking out for the new Small Business Badge. This badge will make it easier for customers to identify products from small and medium business brands and artisans. For more information about the Small Business Badge and to shop curated collections for Prime Day, visit amazon.co.uk/supportsmall.

John Boumphrey, Country Manager, Amazon UK said: "More than 50% of products sold on Amazon in the UK are from small and medium sized businesses, and Prime Day can have a huge impact on these selling partners. Last year, Prime Day saw customers spend over \$1.9bn globally on more than 70 million small business products during the promotional period. And this year we have made it even easier for customers to support the 65,000 UK small businesses that sell on Amazon by looking for the new Small Business Badge."

Last Chance to Win Big by Supporting Small: For every £1 spent on eligible small business products, customers will receive a chance to win great prizes. Hundreds of thousands of customers globally will have a chance to win Amazon gift cards. Monday 11th July is the last day to enter. To learn more, visit amazon.co.uk/primedaysweepstakes.

Small Business Deals Preview - Prime Day 2022:

- **Amazon Handmade:** Save up to 20% on selected Handmade products across a wide range of categories, from natural skincare, handcrafted home décor and gifts, made by local makers and small businesses.
- **Amazon Launchpad:** Customers can save up to 30% on selected products from start-ups and small brands selling on Amazon across a whole range of categories including beauty, wellness, entertainment and smart home. Deals to watch include gin making kits from Sandy Leaf Farm, vitamins from NutriZing, smart home accessories from SwitchBot, and gaming products from JLab.
- **Other Small Business Deals:** Customers can save up to 40% on selected products labelled with the Small Business Badge, including brands Meater, HoneyPot Furniture, Chilly's, and Panda, across a wide range of categories from electronics, beauty & health products, homeware, and gifts. Preview some of the deals below:

Small Business Deals going live on 12th July include:

ITEM NAME	PREVIOUS AMAZON.CO.UK PRICE	PRIME DAY SALE PRICE	£ SAVING
MEATER Plus	£99.00	£69.30	£29.70
Cloud Nine Touch Iron Hair Straightener	£139.00	£94.50	£44.50

Bearing Gifts Luxury Hamper	£39.95	£27.97	£11.98
Symprove Daily Food Supplement	£75.05	£55.30	£19.75
Simba Hybrid Mattress	£999.00	£549.45	£449.55
Chilly's Bottles	£25.00	£18.00	£7.00
ROCCBOX Gozney Portable Outdoor Pizza Oven	£399.00	£299.00	£100.00
Honeypot Sofa	£579.00	£463.00	£116.00
Panda Luxury Memory Foam Bamboo Pillow	£45.95	£32.17	£13.78
Six Second Scribbles: The frantically fast and fantastically fun drawing game	£14.99	£9.99	£5.00
Foot Peel Mask with Peach by Plantifique	£16.10	£12.24	£3.86

Current selling price correct as of 08/07/22

Watch Small Business – Big Dreams Celebrity Panel:

Customers can still watch the *Small Business, Big Dreams* livestream panel discussion, which took place on [Amazon UK's Instagram](#). Celebrity business owners, including Patricia Bright, Olivia Attwood, and Montana Brown, offered expertise on a range of topics for budding business owners, including the power of influence and the impact it can have on start-ups, going viral and its potential effect upon a business, and more. Other panellists included small business owners Ky Wright of Human Food, Class of 2022 Forbes 30 under 30's Darcy Laceby of Absolute Collagen, and Olivia Ferdi of TRIP Drinks.

More Opportunities to Join Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast delivery at no extra cost. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with two-hour delivery windows on orders over £40 included with Prime– from Amazon Fresh and Morrisons at Amazon. Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at [amazon.co.uk/joinstudent](#) in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at [amazon.co.uk/prime](#). New members can try Prime for 30 days for free. Prime membership costs £79.00 a year or £7.99 a month.

About Amazon

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