Selling on Tackl

The guide for UK tackle shops: 0% commission, 500 free listings a month, and a marketplace built only for anglers

For shop owners, managers and staff

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Contents

Contents 2

1. Tackl for tackle shops at a glance 3

Where Tackl is heading . . . 3

2. Fees, and what you save 4

Fees per order . . . 4

A month's trading: worked example . . . 4

What the buyer pays . . . 4

Questions about fees . . . 5

3. How Tackl compares 6

4. What you get 7

Bulk stock upload . . . 7

Stock management . . . 7

A fishing-only audience . . . 7

Your own shop page . . . 7

Postage and collection . . . 7

Getting paid . . . 7

The Seller Hub . . . 8

Extra income: sell club tickets . . . 8

5. Your responsibilities as a business seller 9

6. Pros and cons, honestly 10

Our recommendation . . . 10

7. Questions shops ask 11

Getting started . . . 11

Stock and listings . . . 11

Orders, postage and returns . . . 11

Payments and money . . . 12

Visibility and marketing . . . 12

8. Getting started 13

Talk to us . . . 13

1. Tackl for tackle shops at a glance

Tackl is a UK marketplace built only for fishing. Tackle shops list new, used, ex-display and clearance stock alongside private anglers, in front of an audience that is only there for fishing. Shops pay no commission on sales: the first 500 listings each month are free, then 20p per listing, and the only cost on a sale is card processing of about 1.5% + 20p.

What you get	In short
0% selling commission	You keep 100% of the sale price and the postage the buyer pays, less card processing of about 1.5% + 20p charged by Stripe
500 free listings a month	Then 20p per listing. Most independent shops will never pay a listing fee
A fishing-only audience	Every visitor is an angler: no competing with phone cases and trainers for attention
Your own shop page	Logo, banner, opening hours, address, 'Collect in store', reviews and every item you sell, with a Verified Shop badge
Bulk stock upload	Spreadsheet (CSV/Excel) upload with column matching, eBay listings import, or barcode scanning — everything arrives as drafts you check before publishing
Stock management	Inventory console, bulk edits, options (sizes, colours, flavours) with their own stock and photos, drafts board with 'Publish all ready'
Postage done for you	Flat postage bands paid by the buyer; labels generated automatically with tracking; or Collect in store
Paid safely	Payments through Stripe; your money arrives in your bank account after the buyer receives the item

Where Tackl is heading

Tackl is building the UK's fishing hub: tackle shops, private sellers and buyers on one marketplace, linked to everything anglers already come for — the Academy guides and rigs, Bait Intel, the venues map, conditions, catch logs and clubs. A rig guide links to the hooks and leads you stock. A venue page shows the tackle shops nearby. A club can authorise your shop to sell its day tickets. Every part of Tackl is designed to send anglers to the shops that serve them.

2. Fees, and what you save

On Tackl, a shop pays no commission. On a typical £25 order with £4.99 postage, eBay takes about £4.53 including VAT on its fees; Tackl's only cost is card processing of about 65p.

Fees per order

Order (item + £4.99 postage)	eBay UK business seller*	Vinted Pro***	Tackl
£10 item	about £2.50	£0 (buyer pays about £1.20)	about £0.42 (buyer pays £0.90)
£25 item	about £4.53	£0 (buyer pays about £1.95)	about £0.65 (buyer pays £1.50)
£50 item	about £7.90	£0 (buyer pays about £3.20)	about £1.02 (buyer pays £2.50)
£150 item	about £21.40	£0 (buyer pays about £8.20)	about £2.52 (buyer pays £6.50)

* eBay figures use the Sporting Goods final value fee of 10.9% on item price plus postage, the 0.35% regulatory operating fee and the £0.40 per-order fee (£0.30 on orders up to £10), plus 20% VAT on eBay's fees, as published on ebay.co.uk in October 2026. Tackl figures are Stripe card processing of about 1.5% + 20p for UK cards. Rates change; check current fees before relying on these examples.
*** Vinted Pro charges business sellers no commission; the buyer pays a Buyer Protection Pro fee, typically about 5% of the item price + 70p (it varies), and Vinted releases a Pro seller's money 14 days after the buyer receives the order. Tackl buyer fee: 4% + 50p per order.

A month's trading: worked example

A shop sells 80 orders a month, averaging £25 plus £4.99 postage.

Marketplace	What it costs the shop each month	Per year
eBay UK (business seller)	about £362 in fees	about £4,350
Amazon UK (Professional plan)**	about £390 (15% referral fee plus £25 + VAT plan)	about £4,680
Vinted Pro	£0 in seller fees; buyers pay about £156 a month in protection fees; payouts 14 days after delivery	£0
Tackl	about £52 in card processing; listings free under 500	about £624

** Amazon figure is illustrative, using a 15% referral fee and the £25 a month (plus VAT) Professional plan; categories and rates vary.

The shop in this example keeps around £3,700 a year more on Tackl than on eBay for the same sales. Vinted Pro is the closest model to Tackl: no seller commission, with the buyer paying a protection fee. On fees alone Vinted Pro costs the shop slightly less, because Vinted absorbs card processing; Tackl's buyer fee is lower (4% + 50p against about 5% + 70p), its audience is only anglers, and shops are paid after delivery rather than 14 days later.

What the buyer pays

Buyers pay Tackl's Buyer Protection fee of 4% + 50p per order on top of your price. That fee pays for protected payments and claims handling; it is not taken from you. Because you are not paying eBay's fees, you can price

lower on Tackl than on eBay and still earn more per sale.

Questions about fees

Is it really 0% commission?
Yes. Tackl takes nothing from your sale price or postage. The card processing fee (about 1.5% + 20p) is charged by Stripe, the payment provider, as it would be on your own website.

What happens after 500 listings?
Each listing over 500 in a month costs 20p. A shop with 600 live listings would pay £20 that month.

Are there monthly fees or setup fees?
No. No subscription, no setup fee, no contract.

Who pays for postage labels?
The buyer pays the flat postage band at checkout; Tackl buys the label from that and you print it. You never pay for postage out of your margin.

Is VAT charged on Tackl's fees?
Listing fees over 500, where they apply, are invoiced with VAT where applicable. Your own sales VAT is between you and your accountant, as now.

Do I pay anything if an order is refunded?
You refund the item price; card processing on the original payment is not returned by Stripe. Tackl charges nothing.

3. How Tackl compares

eBay and Amazon bring huge audiences and charge for them. Vinted charges sellers nothing but is built for fashion. Your own website keeps more but needs its own traffic. Tackl charges no commission and its audience is only anglers.

	eBay UK	Amazon UK	Vinted Pro	Own website	Tackl
Selling commission	10.9% + 0.35% + £0.40/order, + VAT	About 15%	0%	None	0%
Monthly cost	Optional shop subscription	£25 + VAT	£0	Platform and hosting	£0 (500 free listings)
Payment processing	Included in fees	Included	Included	About 1.5–2% + 20–25p	About 1.5% + 20p
Fee paid by the buyer	None	None	About 5% + 70p	None	4% + 50p
When you're paid	After eBay's hold	Amazon cycle	14 days after delivery	Immediately	After delivery and a short check window
Audience	Everyone	Everyone	Mostly fashion	Only who you bring	Anglers only
Fishing categories and details	Broad	Broad	A few broad categories	Your own	Full fishing categories: test curve, hook size, bait type
Your shop page	Limited	Minimal	Profile	Full	Shop page, hours, Verified badge, reviews
Bulk upload	Yes	Yes	Limited	Depends	Spreadsheet, eBay import, barcode scan
Local customers	No	No	No	Some	Collect in store, local shop and venue pages
Fishing content linking to your stock	No	No	No	Your own blog	Academy, Bait Intel, venues
Sell club tickets	No	No	No	Possible	Yes, as a Clubside partner shop

4. What you get

Bulk stock upload

Get your stock on Tackl without typing it in. Three routes, and you can mix them:

- **Spreadsheet upload:** download Tackl's template or use your own CSV/Excel file; match your columns to Tackl's fields; preview with errors highlighted before anything is imported.
- **eBay import:** export your active listings from eBay Seller Hub and upload the file; titles, prices, quantities, conditions and photos come across.
- **Barcode scanning:** scan products with your phone; Tackl matches thousands of products in its catalogue and fills in the details; quick-count mode adds one with each scan for multiple units.
- Everything arrives as drafts with a readiness check, so nothing goes live until you've checked it.

Stock management

- One inventory console for every item: price, stock, condition, category, postage band and status.
- Bulk edits across many items at once: price, weight, postage band, category, condition.
- Options: one listing for a product in several sizes, colours, weights or flavours, each with its own price, stock and photo.
- Stock goes down automatically when an item sells; out-of-stock options are shown but can't be bought.
- Drafts board showing what's ready to publish, with 'Publish all ready'.
- Coming: in-store till (Square) sync so a sale in the shop updates stock on Tackl.

A fishing-only audience

Everyone on Tackl is there for fishing: buying tackle, reading rig guides, checking conditions, finding venues and logging catches. Your listings aren't buried among unrelated products, and Tackl's own content points anglers to the tackle they need: a hair rig guide shows hooks and hooklinks for sale; a venue page shows tackle shops nearby; Bait Intel shows what's catching and where to buy it.

Your own shop page

- Your logo, banner, description, address, phone, website and opening hours.
- A Verified Shop badge once your business is checked.
- Every item you sell, searchable and filterable, with 'Collect in store' where you offer it.
- Reviews from buyers and your followers.
- Listed on Tackl's local pages: 'Fishing tackle shops in [your county]' and '[your town]', and on nearby venue pages.

Postage and collection

Buyers pay flat postage bands at checkout: Large letter £1.99, Small parcel £2.99, Standard £4.99, Rods and oversized £7.99. When an item sells, Tackl generates a tracked label from your chosen couriers; you print it or show a QR code at the drop-off point. Rods and oversized items are booked with DPD. Or let local buyers collect in store for free.

Getting paid

Buyers pay through Tackl checkout (cards, Apple Pay, Google Pay). The money is held until the buyer receives the item, then released to your Stripe account and paid to your bank on your chosen schedule. Every sale, fee and payout is recorded in your Seller Hub for your accounts.

The Seller Hub

Orders, labels, packing slips, bulk printing, the 'Post now' list with deadlines, messages, offers and payouts, in one place on your phone or computer.

Extra income: sell club tickets

Clubs and fisheries using Clubside can authorise your shop to sell their memberships and day tickets over the counter, with the commission you agree. Anglers come in for a ticket and leave with bait.

5. Your responsibilities as a business seller

As a business, the same UK consumer rules apply on Tackl as on eBay or your own website. Tackl shows buyers the right rules on your listings automatically.

- Describe items honestly, with condition grades (New, New – other, Used – Excellent / Good / Fair, Clearance) and photos of any faults; mark untested items as untested.
- Post within 3 working days of the sale using the label provided, or the order can be cancelled.
- Accept returns for change of mind within 14 days of delivery (buyer pays return postage unless you choose to), and refunds for faulty items within 30 days (you pay return postage).
- Reply to buyer messages and problems within 2 working days.
- Show your business name, address and contact details on your shop page.
- Keep sales on Tackl: taking payment outside Tackl removes buyer protection and breaks the seller terms.

6. Pros and cons, honestly

Tackl is cheaper to sell on than eBay and only shows your stock to anglers. It is also newer and smaller than eBay, so for now it works best alongside your other channels, not instead of them.

Pros	Cons
0% commission: keep 100% of the sale, less about 1.5% + 20p card processing	A smaller audience than eBay today; Tackl is still growing
500 free listings a month, then 20p	Buyers pay a 4% + 50p protection fee on top of your price, which some will notice
Fishing-only audience and content that links to your stock	No in-store till sync yet (on the roadmap)
Your own shop page with Verified badge and local listing pages	Tackl does not list your stock on eBay for you
Bulk upload by spreadsheet, eBay import or barcode scanning	Flat postage bands may not match your own courier contracts
Collect in store brings local buyers through the door	A new platform: features are still being added
Sell club tickets as a Clubside partner shop	As on any marketplace, consumer rights apply to your sales
A UK team you can phone	Vinted Pro also charges no commission and has a much larger audience, though few of them are anglers

Our recommendation

List your used, ex-display and clearance stock on Tackl first: it sells well to anglers and costs you nothing in commission. Keep eBay for volume while Tackl grows, and price slightly lower on Tackl — you'll still earn more per sale.

7. Questions shops ask

Getting started

How long does it take to set up?
About ten minutes for the setup checklist, then however long your stock upload takes. Most shops are live within a day of applying.

What do I need to sign up?
Your business details, a Companies House number or proof of business (a utility bill or business bank letter), your returns address and your bank details for Stripe payouts.

Do I need a website or an eBay shop?
No. Tackl can be your only online shop, or sit alongside your existing ones.

Can more than one member of staff use the account?
Yes; staff can manage listings and orders from their own phones.

Is there a contract?
No. Stop any time; your sales records stay available to you.

Stock and listings

Can I upload my whole stock list at once?
Yes, by spreadsheet. Items arrive as drafts, so you can check prices, conditions and photos before publishing.

I already sell on eBay. Can I bring my listings across?
Yes. Export your active listings from eBay Seller Hub and upload the file; Tackl imports titles, prices, quantities and photos.

Can I sell new stock as well as used?
Yes: new, new – other (open box or ex-display), used and clearance, each clearly labelled.

How do I list a product that comes in several sizes or flavours?
Use options: one listing with each size, colour or flavour as its own choice, with its own price, stock and photo.

What can't I sell?
Anything illegal or unsafe, live animals, weapons that aren't fishing tools, and anything on Tackl's prohibited items list. Live and frozen bait are collection only for now.

Do my listings expire?
No. They stay live until sold or you end them.

How do I keep stock in sync with my shop?
For now, update stock in the inventory console or bulk edit; a till (Square) sync is on the roadmap.

Orders, postage and returns

How do I know when something sells?
A notification and an email straight away, with a 'Get your label' button and the post-by date.

How quickly do I need to post?
Within 3 working days. The Seller Hub shows a 'Post now' list with deadlines.

Can buyers collect from the shop?
Yes, if you switch on Collect in store. They pay online and collect; no postage.

What about rods and big items?
They go in the Rods and oversized band (£7.99) and are booked with DPD, with tracking added to the order.

How do returns work?
Buyers can return within 14 days for change of mind (they pay postage unless you choose to), and faulty items within 30 days (you pay postage). Tackl handles the process in the order; you approve and refund.

What if a buyer says an item never arrived?
Tracking decides it. If tracking shows delivery, the claim is reviewed with the evidence; if it's lost in transit, Tackl handles the courier claim.

Payments and money

When do I get paid?
After the buyer receives the item and the short review window passes, the money is released to your Stripe account and paid to your bank on your chosen schedule.

Does Tackl hold my money?
Payments are held by Stripe until delivery is confirmed, which protects both you and the buyer. Tackl never mixes your money with its own.

What records do I get?
Every sale, refund, fee and payout, exportable for your accountant.

Why not just sell on Vinted?
Vinted Pro charges no commission too, and has a huge audience. But it is built for fashion: fishing sits in a handful of broad categories with no fishing details, buyers pay a higher protection fee (about 5% + 70p against Tackl's 4% + 50p), and Pro sellers are paid 14 days after delivery. Tackl gives you anglers only, proper fishing categories, a shop page, local pages, Collect in store and club ticket sales. Many shops will use both.

Can buyers make offers?
Yes, if you allow offers. You accept, decline or counter.

Visibility and marketing

How will anglers find my stock?
Through Tackl search and categories, your shop page, local shop pages, venue pages near you, Academy guides and Bait Intel that link to relevant items, and Tackl's product feeds to Google Shopping.

Can I promote my listings?
Yes, through Tackl's promotion options in the Seller Hub.

Can customers follow my shop?
Yes. Followers see your new listings and price drops.

8. Getting started

From 'yes' to selling usually takes a day.

Step	What happens
1. Invite	Tackl sends a personal invite link with your shop's name already filled in
2. Set up (about 10 minutes)	Business details, verification, Stripe payouts, postage and Collect in store, and the business seller standards
3. Add stock	Upload a spreadsheet, import from eBay, scan barcodes, or list one by one; check your drafts
4. Review	Tackl checks your details, usually within a day
5. Go live	Your shop page goes live with a Verified Shop badge; publish your drafts
6. First week	Tackl checks in, helps with your first sales, and makes sure your shop appears on local pages

Talk to us

Ashley Francis sets up the first shops personally. Email team@tackl.co.uk or reply to your invite, and we'll help with your stock upload, your first listings and your first sale.