

BLUF's membership cards - 2023

BLUF is a free site to join, and we're committed to remaining that way. To cover the costs of maintaining and developing the site, we rely on sales of our own merchandise, and on donations from members.

Since 2013, we have had a membership card scheme, where members who donate a qualifying amount (presently £10, or equivalent) can download and print out a credit-card sized membership card, or display a virtual card on screen in our apps.

In 2020, the original BLUF Card became known as the BLUF White Card, and we introduced a new BLUF Black card, which is available only to members who set up recurring donations (from £2.50 per month, or equivalent) to the club.

Many vendors offer discounts to our members, and if you are already doing so, we are most grateful for your support. When we add a new discount, we prefer to make it available only to those who can show a BLUF card, to help encourage people to donate to the club. Some vendors choose to only offer a discount, or to offer a larger discount, to members who have a BLUF Black card.

By using the card to verify eligibility for discounts, vendors no longer need to rely on honesty, or require members to pre-register for a discount, while BLUF benefits through an increased number of donations.

Both Black and White cards can be displayed in our app, and for Black card holders, we also post them a physical card, which can be verified by typing their number into a page on our website. Cards also now have a QR code, which can be scanned with a phone camera to verify it instantly.

At of August 2023, total card holders: just over 300 White, just under 300 Black.

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 over 4900 around the world (Germany, USA and UK over 900 members each; Netherlands & France 300 each).

Clone Zone

Clonezone stocks the best in luxury quality gay men's leatherwear, from brands all over the world including 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 discount off in all Clonezone stores and online. Simply show your card at the till or use a code 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, and Manchester

BLUF White card: 15% with code BLUF15

BLUF Black card: 17.5% with code BLUFMEM

Restrictions: Black Card discount available online only

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



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All offers are listed in the members' section of the site, with an indication of whether a BLUF card is needed, and any restrictions, or voucher codes that are required online. 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.

On the member offers page, each vendor has a description, as seen on the previous page, and we can optionally include an image and a link. Members can see whether or not a card is required, and the discounts available, including different discounts for the two cards. If a voucher code is required (for online orders, for instance), it will be shown only to members who are eligible.

You can supply your own text (though we may edit it), if you wish. If possible, text should be in English, French, German and Spanish, so we can show the correct version to different users. It is also possible for you to update this information directly if you wish.

On the membership card page itself, there's a summary of the offers available with the BLUF cards:

Vendor	City	White card	Black card	More info
Spexter	Munich	10%	10%	Info • website
Fetish Freak	London	10%	10%	Info • website
Regulation	London	10%	10%	Info • website
Mister B	Amsterdam	5%	10%	Info • website
Mister B	Berlin	5%	10%	Info
Boxer		5%	5%	Info • website
Clone Zone		15%	17.5%	Info • website
Embossy Boots		10%	15%	Info • website
Thickwall Cylinders		10%	10%	Info • website
SM Apartments	Berlin	10%	10%	Info • website
Haus Mein Gott		15%	15%	Info • website
FStop74	Pittsburgh	10%	20%	Info • website
Cuts and Curls Hairstyling	Amsterdam	10%	10%	Info • website
De Bruin & Stacey	Venlo	10%	10%	Info • website

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Verifying a card

As mentioned, members can display their card in the BLUF app - which will only display it if it's valid, though you can still scan the QR code if you wish. For a BLUF White card, they can also download a PDF and print it out.

Both cards can now also be added to an Apple Wallet, and soon a Google Wallet.

The status of all cards can also be verified at, bluf.com/merchant by typing in the card number.



Sample cards are shown at the left. The physical Black card has a QR code on the rear, which is displayed on the front in the BLUF app.

On most modern mobile phones, the camera app will automatically read the code, and ask if you want to open a link. (On some Androids, you will need to tap the Google Lens icon).



The link will display a page on the BLUF site indicating if the card is valid or not; the page may look slightly different depending on whether a white or a black card is scanned.

If you would like more details, to offer a discount to BLUF Card holders, or to update an existing offer, please contact nigel.whitfield@bluf.ltd.uk

