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ISSUE 6 | 2015

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from
our desk
to yours....

Our sixth issue of PULSE is finally here. After months of pouring over ideas, exploring trends, selecting product; our team is thrilled to debut our Winter 2015 edition. Flip through the pages, rip out pictures that inspire you, cut out quotes that motivate and encourage! There are plenty to be had and many of them come from you.

We worked with so many P.P.P. Members, to assemble this issue. It was an honor to collaborate with so many passionate retailers. We are grateful for their eye, their experience and most of all the time they dedicated to ensure a magazine of integrity and meaning to the Hospital Gift Shop community. Our Thanks!

As we were in development, a question that came up again and again is that of branding. The term "branding" is a common term bandied about in the business world. However, we often approach it from an impersonal point of view, when in reality branding is all about being authentic and true to yourself and your business.

We felt the time had come to update our branding; something that would reflect who we are as a company in 2015. Over the last few months we have worked with our tireless graphic team, to develop a new look for Purchasing Power Plus. Debuting first is our new logo, letterhead, and even envelopes with a fresh color palette. Next up? A brand new website is in the works!



Other changes include our first Director of Sales, Daniel Fleishman. We welcome this wonderful addition to our team. A graduate of the University of Florida with a Master's Degree; Daniel brings fresh perspective and a welcome infusion of new ideas! We hope you have the opportunity to meet him.

Personal changes are afoot this year, as I welcomed my third little boy. It really has been a year of new possibilities and I must take this opportunity to share my appreciation for Betty, Alicia and Randa as their touch is on all the pages of PULSE. It takes a village and we are blessed with a truly special one!

As always, we hope PULSE provides you with great ideas for your gift shop. Beyond that, we hope you realize what a truly wonderful program, Purchasing Power Plus is. We have relationships with the very best Vendors in the industry. Without their support, this magazine would not be possible. Be sure they know how much you appreciate them. Working together, P.P.P., our Members and our Vendors, we make a pretty remarkable imprint on this business we call Retail. ENJOY!

Carrie Fleishman

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SOFT AND SOPHISTICATED

the vintage kitchen

Vintage kitchen design and accessories remain a popular choice for both old and new homes. Thanks to their nostalgic notions and sentimental silhouettes they rightfully deserve a place in the heart of the home. This beautiful selection of vintage inspired finds are sure to satisfy!



PERFECT TIMING INC.

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This high design sculpted bird trio, with round glass containers nestled in a matching leaf tray, will certainly add a touch of nature to any home space. SRP \$55.00 (877) 647-0111 www.kkinteriors.com

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TWO'S COMPANY

These traditional and elegant napkin rings/place card holders come in six assorted designs. We can picture these being used at a magnificent banquet held at a palace - servants required. SRP \$18.75 each (800) 896-7266 www.twoscompany.com



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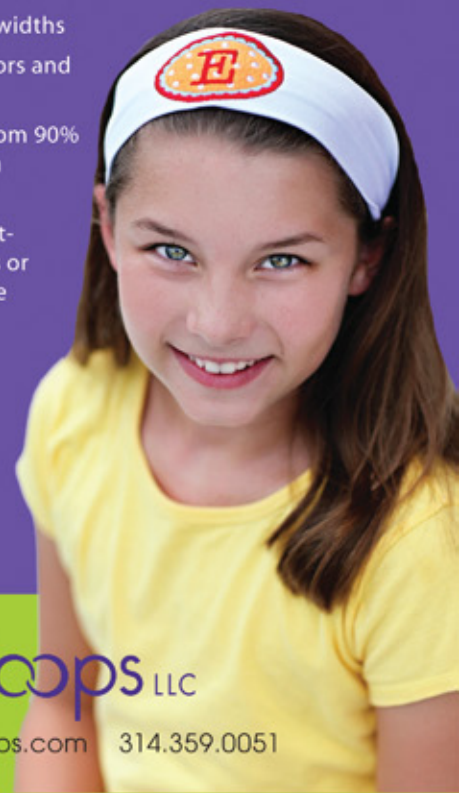
Neat yet creative, captivating while evoking, creative packaging is becoming an important marketing tool that can affect a buyer's decision. Look for it all across the industry. With the Fresh Fashion Scarf in Jar you can offer clever packaging of a fashion accessory that has been creating trends for many seasons. SRP \$18.75 (800) 896-7266 www.twoscompany.com



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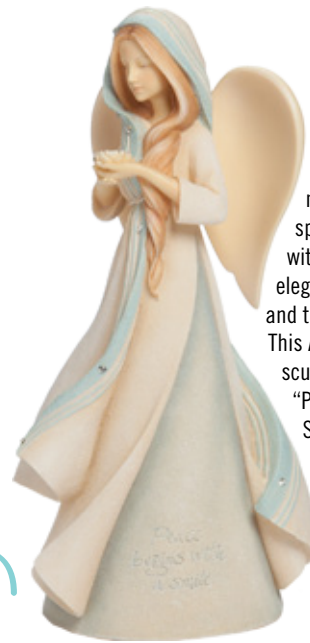


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Perennially popular, inspirational products work for every stage in life, whether dealing with trying times or celebrating a moment of happiness. This category continues to thrive and perhaps does so, because they remind us to take time to pause, reflect and reach out to those we love. Whether it's a mug, jewelry, note cards, figurines, or home décor, inspirational products strengthen us with their messages of faith, hope and love.



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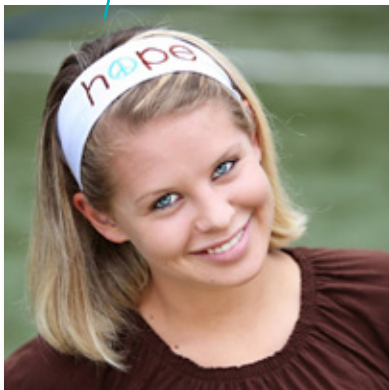


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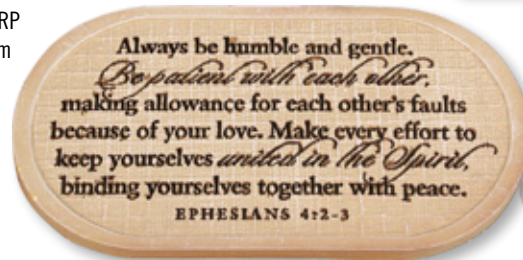
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Whitney Huttig

Buyer | Retail Therapy Gift Shop
Baptist Hospital of Miami, FL

TRUE BLUE

One of the most enticing hues of Pantone's Spring 2015 color report is Scuba Blue. Evoking carefree feelings reminiscent of a tropical escape, this energizing color works well for both home décor and fashion.

WHITNEY HUTTIG BIO

With a family history of healthcare workers, it was only a matter of time before Whitney entered into a similar setting. Whitney joined the Baptist Hospital Gift Shop family as their buyer in December 2013 and has been behind many of the merchandising changes that have seen sales and foot traffic on the rise in the store. With a background in specialty retail and accessories, her strong attention to detail and eye for trends make her an excellent match for this extraordinary hospital gift shop. Her demand for quality together with her business savviness has helped increase sales this fiscal year. (Whitney has a Bachelors in Business Management and Marketing from University of Miami)



MAD STYLE Turquoise Bamboo Watch, Item #6211E \$49.95 (877) 623-2247 www.mad-style.com

RED CARPET STUDIOS Mini Sequin Border Scarf Assortment, Item #62700-9 \$12.00 - \$15.00 (877) 985-0405 www.rcsgifts.com



JJI INTERNATIONAL 30 piece Sunrise Earrings (10 styles 3 each), Item # J0193 \$9.99 (866) 732-8668 www.jjiinternational.com



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BONITAS INTERNATIONAL Razzle Dazzle Teal Fashion Badge Reel, Item #02-70401 \$8.00 (888) 726-6533 www.bonitaswholesale.com



DESIGN DESIGN Blue Paisley Boxed Thank You Note Cards, Item #119-04500 \$12.95 (866) 935-2648 www.designdesign.us



BROWNLOW Blue & Green Floral Bamboo Cutting Board Gift Set, Item #47748 \$9.99 (800) 433-7610 www.brownlowgift.com



TWO'S COMPANY Set of 7 Vintage Decorative Bottles, Item #2421-15 \$215.00/set (800) 896-7266 www.twoscompany.com



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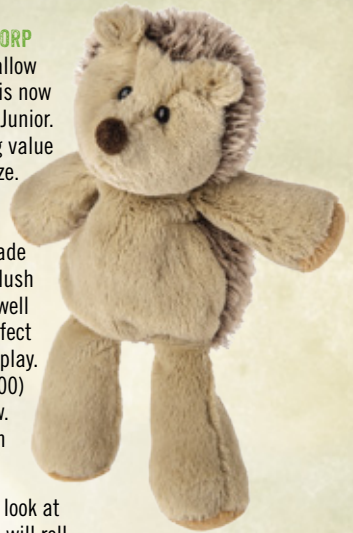
FOREST Friend

Over the years, we have shared trends featuring birds, then owls, mostly recently foxes, but now the cutest animal trend to emerge is definitely the hedgehog. (Although, we don't see the popularity of the owl trending down anytime soon...) These hedgehogs are just too cute to come out only at night!

BLOSSOM BUCKET INC. This adorable little hedgehog is ready for a great big hug with his arms open and his chest reading 'Love You.' The resin woodland critter is designed by Beth Logan. SRP \$8.99 (800) 662-5923 www.blossombucket.com



MARY MEYER CORP
New! Marshmallow Zoo hedgehog is now available as a Junior. At 9", it's a big value in a smaller size. Marshmallow Zoo is a top selling line; made of super soft plush and slouchy, "well love" body, perfect to hang for display. SRP \$12.98 (800) 451-4387 www.marymeyer.com



MAISON CHIC Harry The Hedgehog is happy to hold your child's tooth until the Tooth Fairy comes! Featuring a pocket for the tooth, and the money the Tooth Fairy leaves, this adorably soft, 7" tall, tooth fairy toy is great for boys or girls. SRP \$13.50 (800) 653-5048 www.maisonchiconline.com

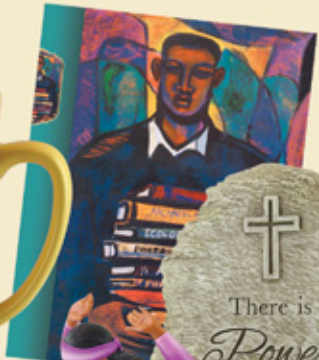
KIKKERLAND DESIGN INC. This set of two hedgehog dryer buddies will naturally control dryer static and decrease dryer time, while simultaneously fluffing fabric. SRP \$7.99 (800) 869-1105 www.kikkerland.com



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The Retail Bug

with
Lisa Burney

Manager | The Pink Palmetto Gift Shop | Columbia, SC

We would love to hear a bit about you. How did you come to be the Gift Shop Manager at Palmetto Health Baptist The Pink Palmetto Gift Shop?

I grew up in Connecticut

and was a "Pinkie" (junior volunteer, candy striper, etc..) at our local hospital in Manchester. I worked in many areas, but my favorite was the gift shop. They offered me a part time job, where I made \$1.00 an hour in 1976! I loved it and I like to say that is where I got the retail "bug." Our family eventually moved to Charlotte, NC and I went to Western Carolina University. Upon graduating, married, my husband and I owned and managed a book store. I've also managed a gift shop at the Greensboro Children's Museum and EdVenture Children's Museum in Columbia. I found my position here by working as a volunteer in the gift shop and then was hired as a full time clerk. The manager knew she would be retiring in a couple of years and mentored me as her replacement. It is the best retail job ever! No rent, no advertising, a captive audience all in a place that gives right back to the hospital where you work. AMAZING! I'm also the proud mom of three boys.

Your hospital gift shop has been a Purchasing Power Plus Member since 2001. How does the program work for you and your shop?

I was introduced to P.P.P. when I started working as a manager here five years ago. The program was already in place and from what I had heard been a great advantage for the shop. I was presented a "savings" sheet of how much we benefited from the many vendors that participated in the program. It was just a matter of asking vendors if they were a part of P.P.P. when I bought merchandise. Also, the mailings every month helped emphasize that the vendors that did participate were totally on board with saving hospitals on purchases!

What is your top selling category? Fashion Accessories still seems all the buzz. Do you think it will remain as popular in 2015?

I would have to say our top selling category right now are gift items. I know that is very general. We have so many employees buy for their co-workers, it's insane. Cards, candy, jewelry and gifts. We are totally on board with fashion accessories, clothing, shoes and now boots. If we would have bread and milk, I know our customers would buy it. We are truly becoming a boutique, so much more than back in the day where you would buy cards, candy, flowers and balloons for someone you were visiting in the hospital.

Some categories, such as stationery, can be trickier to sell. Do you have any tips?

We do sell stationery items, boxed thank you notes, boxed blank cards, cute notepads and pens. It seems like as soon as you stop selling something, a person will ask for it. We are not deep into these categories except for fun pens. Anything at the counter seems to go quicker than if it was placed in the store. Things being moved around always helps too. You may have had something forever, but as soon as it is moved, people notice it! AMAZING, right?? I would say on slower selling merchandise to offer it at a discount. Or buy 2, get one free to get it out of the store. We are constantly changing up our merchandise. Since we have the same people shopping every day with us, they are always looking

for that "New" item. Once we get something in, we sell out of it, and usually don't re-order, except for our staple merchandise. I've done that before, where, something is going great, sell out and I re-order and it seems like it will just sit. I've also learned through the years, not to do too many "pre-packs" except if it is lower minimums. I think that vendors are now catering to that, as they realize the hospitals do need to order smaller minimums.

What are a few of your favorite promotions?

I can usually do promotions on a moment's notice. We tend to do several at Christmas, including the 12 days of Christmas, discounting a certain category each of the 12 days. We also do an annual Collegiate event in August - we discount all the collegiate items that we sell,



including USC and Clemson and offer a free gift (a coaster with our name on it). I will sometimes ask vendors for any \$1.00 type item they sell or they are trying to get rid of for drawings. We thank our employees for shopping with us each year in September with our annual Employee Day that features a free gift, discounts, and a drawing.

You are lucky enough to have a mix of paid employees and volunteers? How do you best utilize their skills and balance the two?

I have five paid employees; one is a full time supervisor and the other four are part time employees that work evenings and weekends. I am very blessed to have great ladies. All but one, have been here ten years plus. I also have 14 volunteers that are scheduled for four hour shifts throughout the week. Many have been here 20 years or more. Typically, when I have capable volunteers to do pricing, merchandising, etc..I do ask them. My paid staff does everything to vacuuming, cleaning, counting money, pricing, merchandising and displaying our display cases throughout the hospital.

How do you handle inventory? Creative solutions are always a hot topic and we would appreciate your insight!

Inventory is going on right now. We are on a fiscal year, so every year, usually the last Saturday in September, we close the store and count and count and count. . . . I usually recruit not only our staff, but other volunteers in the hospital that are willing to help. I offer a free lunch! Typically, I start printing reports vendor by vendor in early August (eight weeks out), and we look at the list of what we are suppose to have from each vendor and check it off. I then do adjustments, as needed. Any spare time our volunteers/staff have that doesn't interfere with serving our customers, we take our clip board around the store. It tends to be slower on the weekends and evenings, so a lot more counting gets done then. We always have to wait until inventory day to count things, such as drinks, cards,



PHOTOGRAPHY BY DOCTORS EDGE MARKETING GROUP

candy, flowers. It usually is at least an 8 hour day, plus we have to complete any vendor lists we haven't finished. Those need to be done on Inventory Day. It is what it is. I always would say that inventory is the worst part of any retail job. But we do what we have to do and get it done. I have thought about scanners, but in our store the counting with inventory sheets seems to work the best.

We have enjoyed learning more about you, your shop and all your insight! Any final tips or ideas?

Thanks for giving me this opportunity to share some thoughts. I do love my job and enjoy your events and programs. If we could just get other vendors on board on how Hospital Gift Shops have totally evolved over the years, and what we are able to sell for them. We are a force to be reckoned with!

bSoft

Stop by and see our new collection of bamboo jersey knit sleepwear & footwear

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See www.bsoftpjs.com for pricing, styles, and new patterns. Or call us at 855-702-7638

**Spring 2015 Patterns Shown Below*

WORLD BUYERS The latest in vintage lighting! Basket wire shade on pedestal with roses at base; the rustic finish accents the aged styling. Uses a standard bulb. SRP \$100.00 - \$150.00 Register on the website www.worldbuyers.com



SAGE & CO. Lighting offers many opportunities to share design style and fulfill necessary decorating needs with panache. The jute lacework pendant light adds a unique flair to any space with dancing shadows of the lace design. SRP \$240.00 (800) 999-5996 www.sagefgh.com



BLOSSOM BUCKET INC. Dress up any bare wall with this ampersand lighted wall hanging; perfect for writers, geeks, programmers, and kittens. Wait, not kittens, none the less, this symbol will make a statement; designed by Cindy Lowry. SRP \$35.99 (800) 662-5923 www.blossombucket.com

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Very cute designer glass nail files are perfect for natural or acrylic nails! Pairing bright, cheery, and fun plaids with polka dots, these nail files are not just fun and usable, they're durable, long lasting and come in a protective sleeve! SRP \$2.99 (800) 433-7610 www.brownlowgift.com



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Quality and style at an attractive price; the Add-a-Bead program has found huge success and offers new bead designs. Enamel Chevron SRP \$2.99 Crystal Chevron SRP \$4.99 (866) 381-9494 www.amandablu.com



Carson Home Accents

Inspirational message bar features delightfully bright colors and art by Sue Zipkin. Made from wood composite, includes saw-tooth hanger and removable peg on the back. SRP \$5.99 (800) 888-1918 www.carsonhomeaccents.com



Cottage Garden

Beautiful digital wavy music box playing *Still the One* features a high gloss modern green or pink finish with velvet lining and a mirror on the inside. The 4" x 6" opening allows this item to be personalized with a favorite photo. SRP \$34.99 (877) 210-3456 www.cgcollections.com



About Face Designs Inc.

Featuring the bold, bright art of the popular Sunnyside Up® Collection, this inspiring wood plaque is a great sentiment gift for family, friends or any special individual! Perfect to adorn a shelf, table or hang on a wall. SRP \$14.95 (800) 742-1766 www.aboutfacedesigns.net

Coyne's & Company Inc.

Trendy patterns play off each other in a design panel that mirrors the artistry of a hand-pieced quilt. Roomy tote with generous handle straps features front zip pocket and smartly organized interior, keeping essentials within easy reach. SRP \$49.99 (800) 336-8666 www.coynes.com



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If you haven't gotten on the accessory band wagon yet, now is the time!

Every woman loves a new scarf, piece of jewelry, handbag or a lovely new top to make them feel special!

The 2015 spring/summer trend for colors, as reported by Pantone, are beautiful pastels and neutrals such as Wisteria and Purple Haze as well as jewel tones, African Violet and Carbon.

Spring is the time for renewal, so complement an existing piece of clothing with a new infinity scarf or a new piece of jewelry in the new trendy colors for spring.

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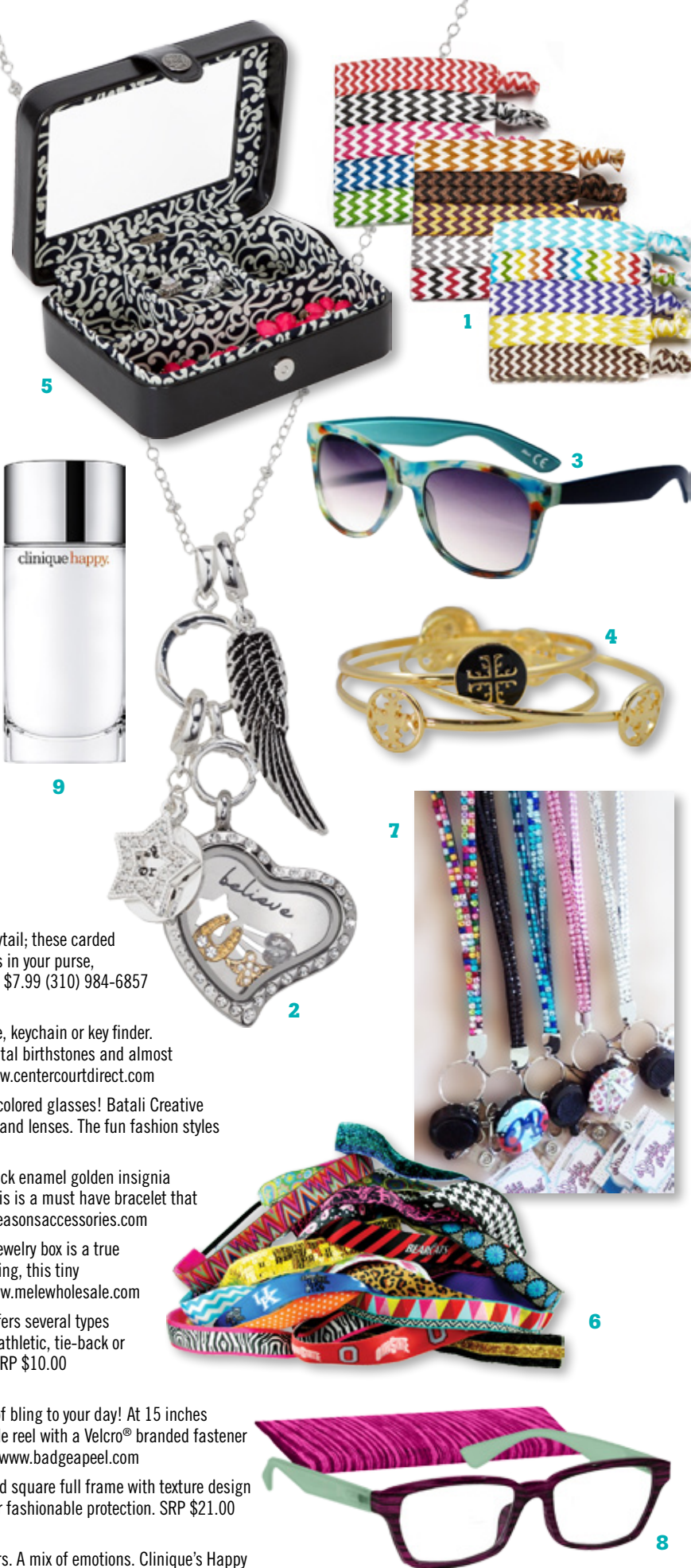
As a hospital gift shop you have an edge; shoppers are much more likely to make unplanned purchases at brick-and-mortar locations compared with e-commerce sites. Research indicates that “40 percent of consumers spend more money than they had planned in stores, while only 25 percent reported online impulse shopping.”

This is likely because as a hospital gift shop you have more control over customers’ shopping experiences. Your shop layout is ideally suited for perusing goods while your staff is friendly, ready to help and offer suggestions. These engaging opportunities, no matter how subtle, influence your customers’ purchasing decisions.

Yes, as a brick-and-mortar store, you have a lot of things going for you in the impulse buy department. The question is, are you using your powers and resources wisely?

Remember - the best impulse products are the ones that are easy to grasp—both physically and mentally. Keep them simple. As business consultant Lynn Switanowski shares, “Such products don’t need a lot of explaining. It sells itself (because) you understand what it does.” Here we share a collection of impulse items that are simply fabulous!

- 1 Accent Accessories** Fun, functional, and perfect for a quick ponytail; these carded no-tug hair ties are comfortable and won’t leave creases in your hair. Toss in your purse, gym bag, or travel case; bonus, they look great on your wrist! SRP \$5.99 - \$7.99 (310) 984-6857 www.accentaccessoriesinc.com
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- 3 Creative Group / Batali Sunwear** Look at life through rose colored glasses! Batali Creative Eyewear offers readers, sunglasses, and sun readers with quality frames and lenses. The fun fashion styles you bank on! SRP \$19.95 (718) 366-8886 www.creativeeyeglasses.com
- 4 Four Seasons Accessories** No matter what season, these black enamel golden insignia bangles are the perfect accessory to add a touch of class to any outfit. This is a must have bracelet that your customers are going to love. SRP \$28.00 (800) 886-7564 www.fourseasonsaccessories.com
- 5 Mele & Co.** Like a jewel plucked from the sands, the Juniper travel jewelry box is a true treasure. With its glass top lift lid and a stylish scroll patterned fabric lining, this tiny temptress shines with a light all its own. SRP \$35.00 (800) 635-6353 [www.mlewholesale.com](http://www.melewholesale.com)
- 6 One Up Bands/Heads Up Apparel LLC** One Up Bands offers several types of headbands to help keep hair and sweat away from your eyes. Non-slip athletic, tie-back or elastic headbands in hundreds of designs! Super comfy and super fun! SRP \$10.00 (937) 298-6282 www.oneupbands.com
- 7 Outside the Box, LLC** These rhinestone lanyards will add a lot of bling to your day! At 15 inches in length, they are equipped with safety breakaway feature and retractable reel with a Velcro® branded fastener on the face to attach Badge A-Peel buttons. SRP \$12.00 (800) 977-4704 www.badgeapeel.com
- 8 Peepers** Grab your chair and hit the beach with these specs! Featured square full frame with texture design on the front and trendy color-blocking; paired with a coordinating case for fashionable protection. SRP \$21.00 (800) 348-2508 www.peeperspecs.com
- 9 Sheralven Enterprises Ltd.** A hint of citrus. A wealth of flowers. A mix of emotions. Clinique’s Happy fragrance interplays fresh, vibrant notes; ruby red grapefruit, bergamot with soft, sensual ones; Hawaiian wedding flower, spring mimosa. Wear it and be happy. SRP \$38.00 (800) 697-1100 www.sheralven.com

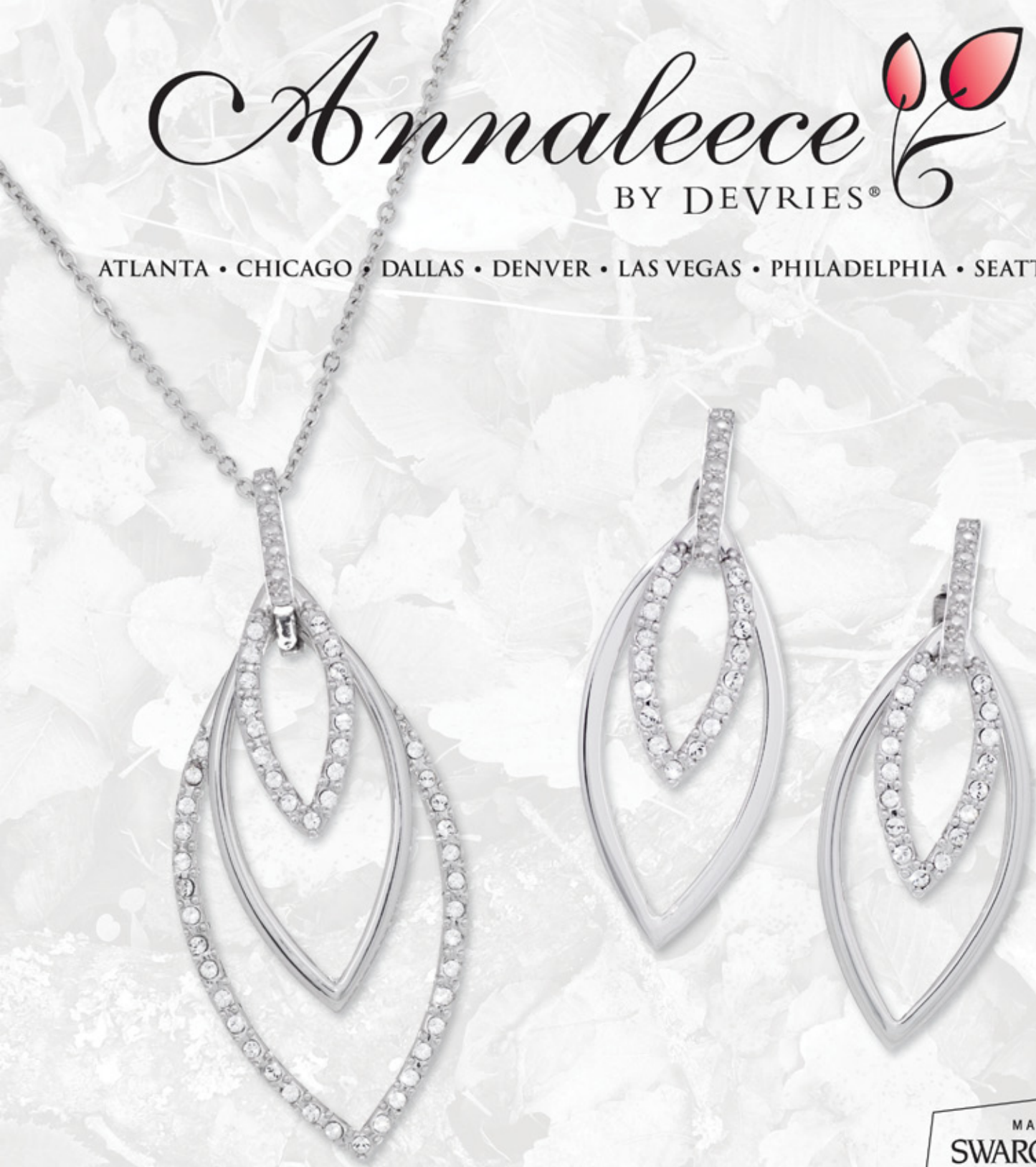


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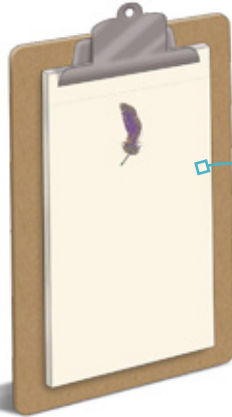
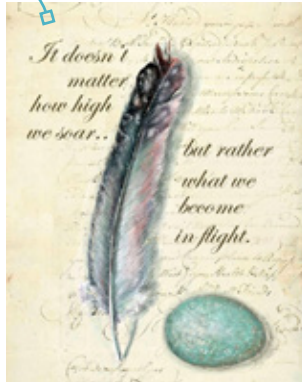
Put a Feather On It



There is something so captivating about feathers that seems to inspire creativity and give flight to imagination. Feathers not only make excellent embellishments for garments and accessories, but we love how they can be incorporated into home, holiday and special event décor as well.

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The Weekend Retreat collection was created to bring comfort, calm or even playful nature into the home setting. This feather design candle brings the outside in; filled with lavender vanilla scented wax. SRP \$30.00 (800) 394-4225 www.mwcbk.com



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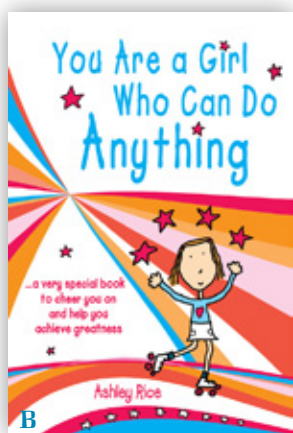
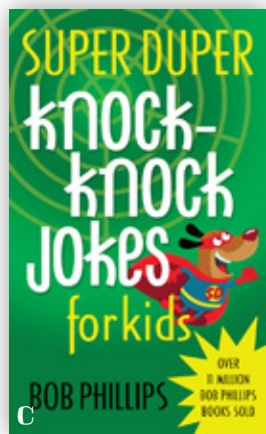
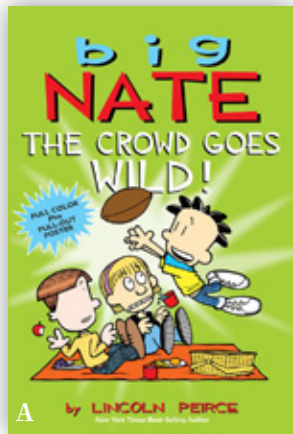
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MIRELI TORRES BIO

Mireli is Supervisor of Retail Therapy Gift Shop and Concierge for Baptist Hospital of Miami. Baptist Hospital is the largest Baptist Health Facility with 680 Beds. Baptist Health of South Florida is the largest faith-based, not-for-profit health organization with six hospitals, each having their own gift shop, and many outpatient centers. Mireli has been with Baptist Hospital for over 27 years and her experience includes working in the Executive Offices for over 15 years, while assisting in developing new departments such as Concierge, Patient/Guest Services, International Services, and Employee Special Events. Mireli has been with the Baptist Hospital Gift Shop family for the last three years and during this time, together with her team, has implemented processes and programs to streamline workflow in areas such as receiving, ordering, and accounting by 30-50%. Her strong background in Finance and Customer Service has helped increase sales this fiscal year while decreasing expenses both by 10%, despite having the same customer base daily. They are expecting to finish this fiscal with \$1.4 million in sales and are currently only \$20,000 away from our goal. (Mireli has a Bachelors in Business Management and Finance from Nova University)



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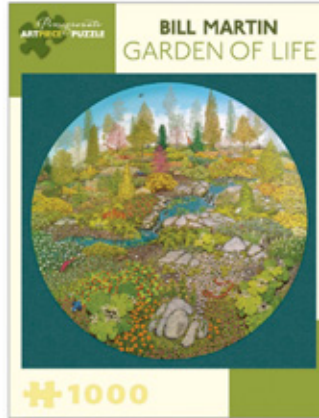


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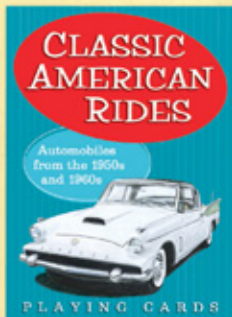
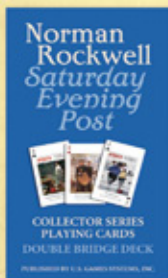


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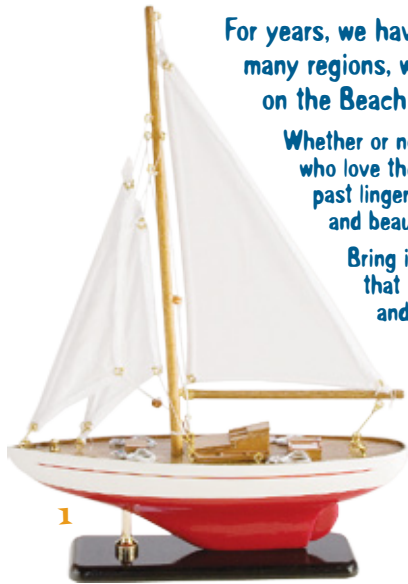
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Lakeside Retreat

For years, we have watched nautical trends ebb and flow. While still popular in many regions, we have seen a bit of a departure and are enjoying the fresh spin on the Beach Home with this new wave of products for the Lakeside Retreat.

Whether or not you actually have a lakeside home or not, this trend works for those who love the outdoors, dream of fishing, long hikes and skipping stones. Summers past linger in our memories of camping, the sticky feeling of smores on our fingertips and beautiful sunsets over the lake.

Bring in an assortment of products for a display that is perfect for spring and summer and is front window worthy!



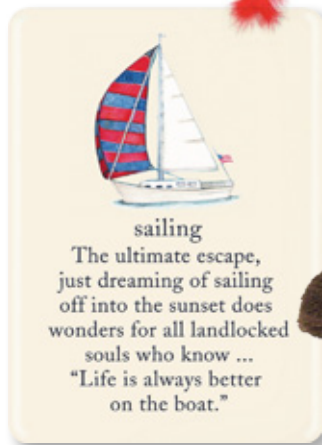
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6

1 BERKELEY DESIGNS Berkeley Designs captures the romance of sailing with this model sailboat. A classic J-Class design 14" high with a wooden base. SRP \$28.99 (800) 272-3872 www.berkeleydesigns.com

2 BURTON+BURTON The Big Catch hand-painted photo frame fishing pole is a clever way to display three photos of family or friends. Decorative rustic fishing pole with fishing theme accents and frames will be an attention getter! SRP \$24.99 (800) 241-2094 www.burtonandburton.com

3 CARDTHARTIC This fun button magnet celebrating sailing is great for those who can't get enough of the water. A message that is fresh, meaningful and original. Made in America SRP \$4.50 (800) 814-8145 www.cardthartic.com

4 CHESAPEAKE BAY CANDLE Evoking an early evening stroll by the lake, the notes of pine needles and cedar are complemented by warm cashmere. Oakmoss, birch, and amber round out this intriguing fragrance. (877) 916-6550 www.chesapeakebaycandle.com

5 PBC INTERNATIONAL Chantilly Lane makes people smile with singing animated gifts. 12" Happy Camper bear dances side to side while singing, "Hello Muddah, Hello Fadduh, (A Letter From Camp)". SRP \$24.99 (800) 421-9039 www.chantillylane.com

6 P. GRAHAM DUNN Make a splash with this paddle frame! The classic black frame is the perfect way to display your favorite lake or fishing memories. Frame comes equipped with a keyhole to mount on your wall. SRP \$29.99 (800) 828-5260 www.pgrahamdunn.com

7 PRIMITIVES BY KATHY, INC. With the sign that reminds you of where you are and what should be on your agenda, while complementing the room, you can relax and enjoy yourself! SRP \$39.95 (866) 295-2849 www.primitivesbykathy.com

8 TWO'S COMPANY It's all in the details! Share these vintage lakeside hanging door signs with sailing rope on your door at your lake house! SRP \$10.00 (800) 896-7266 www.twoscompany.com

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When planning your autumnal displays for Fall 2015, be inspired by a trip to the apple orchard. Nothing says fall quite like a big basket of honey crisp apples with a cider donut and steaming mug of coffee.

To celebrate one of our favorite seasons, we have pulled together some of our favorite ways to include apples in a fabulous display in your shop!



JEREMIAH JUNCTION INC. Like “a greeting card in your front yard”™ beautifully illustrated garden flags provide year round enjoyment. Durable poly-nylon blend suitable for outdoors – won’t ever mildew – no need to wash – fade resistant dye. SRP \$9.99 (800) 231-8108 www.jeremiahjunction.com

WELLSPRING Do you love all things apple? This collection features main and side dishes as well as salads, desserts, breads and extras. Yum! 36 pages of easy to make, delicious to share recipes; a great gift for teachers or hostess. SRP \$6.99 (800) 533-3561 www.wellspringgift.com



YANKEE CANDLE COMPANY INC.

Yankee Candles are made from premium grade paraffin and infused with the finest quality ingredients to deliver “true-to-life” scents. Each wick is hand-straightened to ensure the best burn possible. SRP \$28.00 (800) 792-6180 www.wholesale.yankeecandle.com

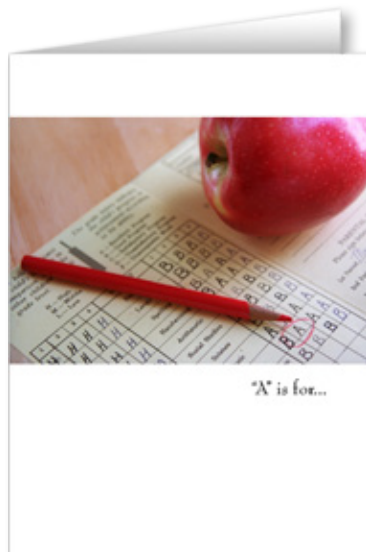


BANANAGRAMS, INC.

Appletters is the addictive game for early readers where players work together to build a “word worm.” But stay on your toes! If you forget the rules, you might get called a “Rotten Apple!” SRP \$12.99 (866) 598-6339 www.bananagrams.com



ROMAN INC. Roman, Inc.’s “Words That Define Us” collection apple box inspires. This distinctive box makes a great decorative piece for your home or a perfect treasured gift. SRP \$25.00 (800) 729-7662 www.roman.com



SUN DAY GREETINGS A perfect greeting card for someone special who does an outstanding job! Appropriate to school, work or many other occasions. Congratulations SRP \$2.75 (800) 939-1103 www.sundaygreetings.com

AMBIESCENTS Red, crispy and full of flavor, Macintosh apples ripe from the tree explode with the sweet aroma of refreshing fruit. Fragrance cubes are safe for use in your home or office. SRP \$3.49 (800) 340-0221 www.ambiescentswholesale.com



THE LIFE AQUATIC

MAKE A SPLASH!



CLOUD B A compact solution for soothing sleep no matter where bedtime lands! These octos project stars and friendly little fish blowing bubbles while illuminating in soothing colors to help ease children's fear of the dark. SRP \$19.95 (888) 425-6832 www.cloudb.com



THE PETTING ZOO INC. This is a soft and cuddly 12" corduroy dolphin that is sure to put a smile on anyone's face, young and old. Your dolphin lover will fall in love with this plush toy. SRP \$17.50 (888) 867-4059 www.pettingzooplush.com



SNIFTY SCENTED PRODUCTS Snifty Pen has gone under the sea with the aquarium themed scented pencil toppers! Each display includes 100 assorted scented toppers with decorative wood pencils/erasers in five different scents. SRP \$130.00 for display (908) 486-1000 www.sniftypen.com

SOZO "Too Cute!!" is what everyone will say when they see this adorable fish swaddle and cap set from SOZO. This i-Parenting Award winning style is 100% cotton and machine washable. SRP \$24.95 (860) 673-0396 www.sozousa.com



IF is a British design company that has been producing reading themed gift ranges for nearly 20 years. Along the way we have picked up several industry awards and our products are now distributed around the world to over 80 countries and into many different retail environments.



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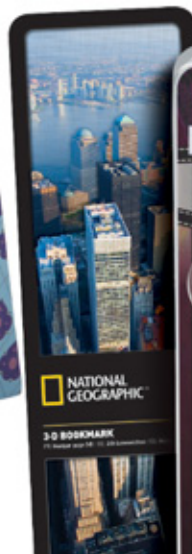
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DOUGLAS TOY COMPANY Purple sea horse by Douglas is 10" tall and sparkles with shiny, shimmery fabrics in purples and pinks. A perfect gift, toy, or present topper! One of three seahorse styles available. SRP \$10.00 (800) 992-9002 www.douglascuddletoy.com



KAHINIWALLA

Pebble's crochet octopus rattles are a perfect size for little hands with plenty of places to grab onto. Handmade in Bangladesh, Pebble products provide much-needed employment to women in rural Bangladesh. SRP \$15.95 (330) 612-5850 www.kahiniwalla.com



BUMKINS FINER BABY PRODUCTS Make mealtime fun and easy with Bumkins melamine dishware. These bowls match their popular plates and are ideal for feeding young children. Dishwasher safe SRP \$4.95 (866) 286-5467 www.bumkins.com



KATHY IRELAND IMAGINE Ocean Explorer memory match tray; the timeless game of memory match with a fresh twist! Instead of laying pieces flat, pull up from the tray until you find a pair. Kids not only develop memory skills but fine motor skills too. SRP \$19.99 (888) 523-6366 www.bendonpub.com

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SET THE SCENE

Birthday celebrations are a bit like a road trip; getting to the destination is half of the fun!

Choosing a theme, selecting decorations and planning activities make the days leading up to the event seem like part of the celebration itself. Pinterest has become an amazing resource for party ideas, birthday themes, recipes, decoration tips and more. It truly inspires us to get more and more creative. But remember, it needn't be elaborate to be special.

People are always on the lookout for ways to plan a birthday celebration without breaking the bank.

Your store can easily become a valuable resource for customers planning parties by offering products that will spark their imagination and allow them to host a truly magical day for someone special! Visit Pinterest to inspire you with your own display ideas. We have showcased just a few of our favorite looks here.



95 & Sunny

Celebrate this year with an abundance of happiness and appreciation! Toast yourself and your birthday well-wishers with remarkable hand painted wine glasses from 95 & Sunny. SRP \$25.00 (888) 953-4537 www.95andsunny.com



The Gift Wrap Company/Pepperpot

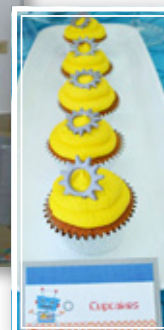
It's such a wonderful treat to receive a uniquely packaged gift. Gift Wrap Company's range of gift packaging containers makes it easy to give creatively wrapped gifts that will wow the lucky recipient. SRP \$4.00 (800) 443-4429 www.giftwrapcompany.com

Kate Aspen Chews these! The universal look of gumball machines hasn't changed in decades, so this colorful gumball favor jogs old memories and makes new ones at birthdays and the occasional whimsical event. SRP \$1.35 (800) 659-0471 www.kateaspen.com



First & Main Inc.

Birthday Mylar balloons will put the finishing touches on any birthday. A fun way to surprise and celebrate a special day with a deluxe double sided Mylar "Happy Birthday" balloon. SRP \$1.49 (800) 726-1400 www.firstandmain.com



BIRTHDAYS

GUND Inc. GUND's Itty Bitty Birthday Boo is modeled after the internet sensation with over 16 million Facebook fans. The Itty Bitty Boo's are 4" and dressed in Boo's favorite outfits. The perfect impulse item for Boo fans of all ages. SRP \$11.99 (800) 448-4863 www.gund.com



Marian Heath Greeting Cards Inc. Perfectly sweet, it looks good enough to eat! This layered paper cupcake is deliciously sprinkled with glitter, beads, ribbon and a cherry red gem. Inside Verse: *Wishes for a sweet year ahead! Happy Birthday* SRP \$6.99 (800) 688-9998 www.marianheath.com



Fravessi Greetings Beautiful gift enclosures feature attractive designs and glitter on the front. The inside of each card is printed with a coordinating pattern and blank for a personalized message; individually wrapped in cello. SRP \$1.99 (800) 223-0963 www.fravessipaperstreet.com

Design Design Inc. This vivid party design brightens up a room and celebrates a special day! There are 20 napkins per package. Napkins are biodegradable, printed with water-based inks on 3-ply tissue, and bleached without chlorine. SRP \$5.50 (866) 935-2648 www.designdesign.us



Boston International Having a variety of birthday cake toppers in your baking and decorating repertoire will have you ready for every celebration, whether it's a sophisticated grown-up fete or a little girl's dream party. SRP \$3.50 (800) 637-5061 www.bostoninternational.com

For Arts Sake Greetings & Gifts This colorful and festive gift bag is perfect for any birthday! Gift bags make wrapping a cinch; grab some tissue, wrap around your gift and tuck in the bag, Voila! Perfect for everyone! SRP \$2.99 (800) 689-5270 www.forartsakeusa.com



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easy entertaining

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Stacy Waller

Business Manager | St. Luke's Hospital
Wishing Well Gift Shop | Bethlehem, PA



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www.mwcbk.com
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Great food, special friends and easy entertaining, does it get any better than that?

With the popularity of Pinterest these days, help fuel the excitement in your shop by offering some of these items that can make entertaining not only fun, but a breeze!

I have selected a few items that not only work well together stylishly but can be adapted to any type of party, indoors or outdoors. I am seeing a lot of purples, turquoise, greens and corals for the new Spring items.



Galvanized Tin Wash Bucket for Drinks

burton + BURTON (800) 241-2094
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Wellspring (800) 533-3561
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“Stacy is very passionate about retail and loves finding the perfect items to complete a look or category for her shops and customers. She has always been drawn to design, colors and decorating as a hobby.”

STACY WALLER BIO

With more than 20 years gift industry experience, Stacy Waller is the Business Manager for the Auxiliary Gift Shops at St Luke's University Health Network in Bethlehem PA. St Luke's has more than eight thousand employees in the Lehigh Valley area of Pennsylvania, making up the gift shop's main customer base. They have four gift shops, ranging in size from 400 - 900 sq feet. All is managed with a small but mighty team of employees and approximately 100 volunteers.

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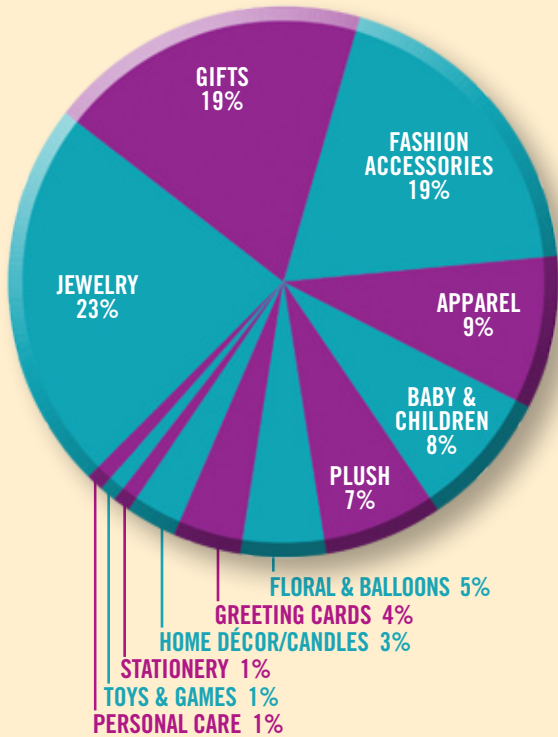
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“I cannot keep FROZEN merchandise on the shelf. It is selling very well and I see it selling through the first part of 2015.”

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Chemical-free Cleaning – A Natural Fit for Hospital Gift Stores

Hospital Gift stores who cater to both healthy-minded caregivers as well as patients and their families create natural partners in the chemical-free cleaning movement. Because of their jobs and their circumstances, all of these potential customers are open to a product that creates a healthier home environment and produces a better clean in less time and with less effort. This is exactly what an e-cloth® does. The technology and cleaning method was developed by the Swedish hospitals during the early 90's.

Using an e-cloth® is the best way to begin chemical-free cleaning and realize you don't sacrifice performance while cleaning without household cleaners. A fabric and just water cleans more effectively than chemicals. In fact, e-cloth® products were prominently featured in the May 2012 issue of Real Simple Magazine, rating e-cloth® Best of the Best in three categories! Real Simple did this not because they clean chemical-free, but because they provide a better clean with less effort than traditional cleaning methods.



e-cloth® Window Pack

What is chemical-free cleaning?

It is a lifestyle change. It is making a choice to clean differently in order to make homes safer by eliminating toxic chemicals while getting the same results consumers expect. Recent studies have shown that more than 25% of the population is aware of the dangers of household cleaning chemicals and are actively reading labels and seeking alternatives. Chemical free-cleaning is a new category for hospital gift stores to capitalize on due to consumers' desire to have a safe and healthier home for their families.

Different health conditions require limited exposure to household chemicals and in many cases, no exposure at all. Hospitals deal with these issues all the time. This places a hospital gift shop in a unique position to get maximum benefit from selling e-cloth® and help patients, healthy-minded caregivers and visitors eliminate harmful cleaning chemicals by offering e-cloth® cleaning products. The hospital gift store in the end provides a service to patients, hospital staff and visitors by helping them achieve the same clean they expect without the exposure to harmful household cleaners.

How do e-cloth®s Work?

e-cloth®s have 1.6 million fibers per square inch. Why is fiber density important? Dirt, oil, grease, grime and even bacteria are attracted to and trapped by the fibers – so the more fibers you have the better the cloth performs. Think of it as millions of tiny hands grabbing onto everything on the surface of your countertop. These fibers are made from polyester (naturally attracts dirt, dust and oil) and polyamide (which naturally attracts water). By spraying a surface with water, the cloth acts as a magnet while the millions of fibers scrape the surface. The result is a clean that you have to experience to believe.

e-cloth®s have also been proven to remove over 99% of bacteria (including Listeria and E. coli) from a hard surface using just water and a cloth. The cloths don't kill bacteria, they collect bacteria from surfaces. When you rinse the cloth under hot water, all but .02% of the bacteria is released from the cloth down the drain. This ensures there can be no transfer back onto clean surfaces.

Because of the fiber density, the chemistry in the cloth and the advanced fiber technology, e-cloth®s provide an unparalleled clean. Windows and mirrors get a crystal-clear clean and glass is left streak-free, smear-free and lint-free. Stainless steel surfaces will be smudge-free and fingerprint-free. Kitchen surfaces from countertops to stoves and microwaves all clean up quickly and completely using just an e-cloth® and water.



e-cloth® really is a better cloth and a better clean.

Still not convinced? e-cloth® stands behind its products 100% and if a customer isn't satisfied, it will refund their money. If an e-cloth® disappoints within 300 washes, nearly six years of use machine washing it once per week, it'll replace it.

Chemical-free cleaning is an alternative to current cleaning methods. It provides a better clean, in less time, with less effort. Because of this, e-cloth® cleaning products generate a tremendous amount of word of mouth. Word of mouth among hundreds or thousands of hospital employees spreads quickly. You just have to get it started and once your customers try an e-cloth®, they can't help but talk about it. This becomes free advertising and generates extra traffic and revenue for your store.



Performance Proven — Video Floor Display is the Best Way to Sell e-cloth®

- On average, stores with an e-cloth® Video Floor Display enjoy sales of \$3,500/sq ft of fixture foot print — that's only two turns of the fixture and the best e-cloth® retailers do 4-5 turns per year
- Fixture and Video are provided **FREE** with the purchase of the stock that fills it
- Only e-cloth® best sellers are placed on this fixture — if something doesn't work, we'll find something that will

Strong Selling Support Program

- **FREE** Kitchen Pack provided to key store associates & volunteers for use at home
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- 50% off Coupon Code provided for use on www.ecloth.com so store associates & volunteers can purchase any e-cloth® at a discount for personal use — the more e-cloths® associates & volunteers personally use, the more you will sell in your store
- Store listed in e-cloth's® online Store Locator
- Store Cleaning Kit supplied free-of-charge to each store to have you save money by reducing the cost of your cleaning supplies

Item #10423V e-cloth® Video Floor Display Stand 135 CT, holds Top 15 Best Sellers.
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LET THEM BE
little

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Lullaby Light Cube Soothing Star Projector is the perfect way to soothe baby to sleep with calming music under a gently lit night sky. Three play modes; womb sounds, heartbeats, and lullabies with ten minutes of play. SRP \$29.99 (203) 870-4867 www.scsdirectinc.com



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Cuddle Barn This big, soft 10" bear sways and sings to "Rock a Bye Baby," "Mary Had a Little Lamb," and "Twinkle, Twinkle Little Star." Available in pink and blue, batteries included. SRP \$19.99 (888) 883-1885 www.cuddle-barn.com

Bunnies By The Bay Baby's first outfit should always have extra ears for extra cuteness. Sweet hand-covers and tender bunny appliqué on soft cotton knit. Set includes cotton gown, hat and rattle. Size 0-3 months; also available in blue. SRP \$40.00 (877) 467-7248 www.bunniesbythebay.com



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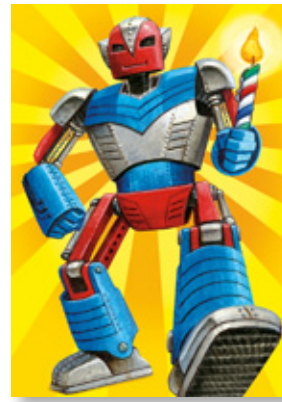
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LET THEM BE
little

continued from page 44



Sara Kety LLC First, put it on. Then, take a Selfie! Guaranteed to be a hit with all those babies who are obsessed with posting pictures of themselves on social media! SRP \$15.99 (866) 699-6660 www.sarakety.com



Trend Lab LLC Your baby will dream in style and comfort with the Dream Big Little One three-piece crib bedding set. The lovely neutral palette is perfect for a baby boy or girl! SRP \$149.95 (866) 873-6352 www.trend-lab.com

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Thoughtful Little Angels

It's a Greeting Card for every occasion, It's a Special Sentiment saying just the right thing, It's a Keepsake Pin to be treasured forever, It's a Value your customers will love. All proudly made in America. SRP \$5.99 - \$6.99 (877) 852-8723 www.thoughtfulangels.com



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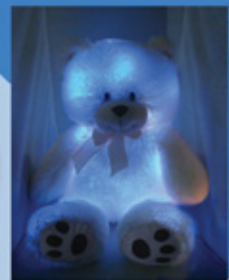
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 An advertisement for PacificSilver fashion jewelry. The top half is split into two sections: the left side shows several watches with colorful straps (pink, teal, blue, white, black) and butterfly-patterned faces; the right side shows various lanyards and bracelets, including pearl necklaces and star-shaped bracelets. The bottom section features the PacificSilver logo and contact information.

nufoot ✓ home ✓ travel ✓ yoga ✓ play

The Next Generation Patient Socks

www.nufoot.com • email: sales@nufoot.com • tel: 925-743-9831

 An advertisement for nufoot patient socks. The top part features the nufoot logo (a yellow footprint) and a list of activities: home, travel, yoga, and play, each with a checkmark. Below this, a person's feet are shown wearing black socks, surrounded by several pairs of colorful and patterned socks (striped, polka-dot, leopard print, solid colors). The bottom part of the ad contains the product name and contact information.

Wristful Thinking

“I think we will continue to see more inspirational sayings, quotes and scripture on all kinds of products. People are looking for hope and inspiration, especially in the hospital gift shop venue, and I see continuing growth for products that inspire. The best part is that they appeal to all ages and people from all walks of life. Gifts are about depth as well as style these days.”

BRYN SEYLE

Gift Shop Coordinator, University Hospital Gifts, Loma Linda, CA



Alexa's Angels Be-you-tifully BRAVE Bracelets - The latest addition to the Positivity Collection...these stretch bracelets are colorful reminders of strength and courage. Crafted of Rhodium/18K Gold Plate and Nylon. SRP \$10.00 (877) 264-3576 www.alexas-angels.com



K&K Interiors, Inc. Assorted antique silver stretch chain message charm bracelets, with charms: Strength, Love, Believe, Trust, Hope, Faith. SRP \$9.99 (877) 647-0111 www.kkinteriors.com

Howard's Jewelry Inc. Bangle bracelets continue to be a strong seller in jewelry. The triple bangle bracelets highlight unique designs that your customers will love. Six styles to choose from. SRP \$19.99 (800) 777-5658 www.howardsjewelry.com



Angel Star Inspired Products, Inc. Wear this dazzling beaded bracelet as a reminder that your Guardian Angel is always watching over you! Detailed silver wings hang from the clasp and strong elastic ensures that this bracelet is a perfect fit every time! SRP \$8.99 (800) 264-3577 www.angelstar.com



Pacific Silver Express yourself and what's important to you! These fun bangles come in lots of designs you can stack up and show your charmed life. Charmed Life bangles in assorted styles and finishes. SRP \$9.99 (800) 548-8552 www.pacificsilver.com



Coronet Jewelry Celebrate Breast Cancer Awareness with this silver pink ribbon charm bracelet. SRP \$13.50 (800) 837-8686 www.coronet-jewelry.com

MEMBER TO MEMBER

“Nufoot has been one of our best introductions this year. We started with the floor spinner program this spring and have had to reorder twice since then.”

TIM HERLICH

Retail Shop Supervisor,
Evergreen Healthcare Gift Shop, Kirkland, WA

NUFOOT



NUFOOT

More comfortable than slippers, protecting your feet from germs and slippery floors; skid-resistant bottom and machine washable fabric contains anti-microbial treatment to minimize odors. Wear at home, office, and more. Starting \$18.00 (925) 743-9831 www.nufoot.com

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

MADE IN AMERICA

PROMOTING ★ LOCAL ★ PRODUCTS

with **GARY JENNINGS**
 Assistant Manager
 The Galleria at Westminster Canterbury
 Richmond, Virginia

The Galleria at Westminster Canterbury, Richmond has been holding USA/Virginia Day for 14 years the week before Thanksgiving.

We promote products made in the USA and especially our Virginia food products. We pass out our product list several weeks before the event and copies of recipes. We have about five tables outside our store with volunteers helping to sample foods sold in the store.

We have made and sampled soup, chili, breads and cakes as well as dips and such from our products over the years. We ask our vendors for samples and recipes using their products. Some years we have had as many as five vendors attend to sample their products and sometimes they just send samples.

We usually have several local authors signing books. It is an event our customers love. They buy gifts for Thanksgiving hostess presents. They also have a chance to see what we have available for Christmas gifts.

Every year we wonder if we have we done this particular promotion one time too many, but each year sales are up from the year before. We typically triple our normal days sales!

RECIPE

HAM & CHEESE SPREAD

- Spread one 8 oz. cream cheese onto a plate
- Cover the cream cheese with a thin layer of **Edwards Ham Pate**
- Spread a layer of **Graves Mountain Pepper Jelly** over the ham spread
- Serve on **Pepperidge Farm crackers**

All ingredients are available in the Galleria.

Make the most of your greeting card program with cards ranked #1 by retailers!



Quad display rotates in only 27"

- PPP Member Advantages:**
- ✓ 10% discount on product
 - ✓ Discounted fixtures
 - ✓ 55% profit margin (with PPP discount)
 - ✓ Full-service program

Visit showroom 619A, Building 2
 Show orders receive Free Freight, additional 5% discount and free gift.

Call for Sales & Service:
 (800) 525-0846 ext. 4585 or (800) 229-3092



Gifts for adults and children.



Over 3,000 cards for Everyday and Holidays.

ON TAP

CRAFT BEER

The popularity of craft beer continues to grow!

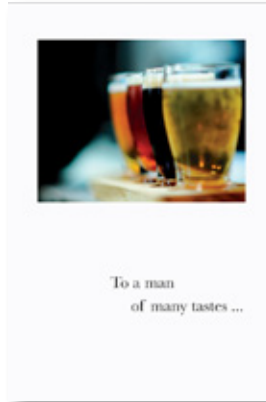
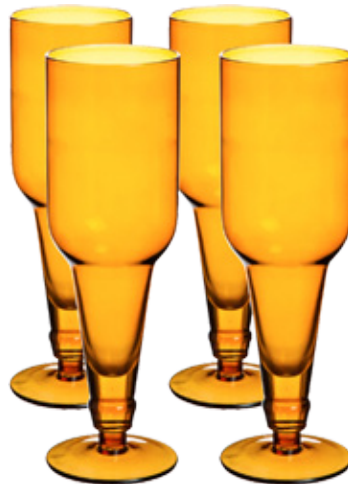
Spend just an hour on a Saturday morning watching the Food Network or the Cooking Channel and you will quickly tap into the fact that craft beer is THE trend to watch in food and beverage. And those selling it say it's a trend that's unlikely to change. Outlets who specialize in providing artisan beer say the industry is experiencing a cultural shift as knowledge and interest in craft beer deepens.

“I think it's exactly the same as interest in wine, cheese, coffee, they're all things where it's very hard to go back once you're appreciating flavor”

KIERAN HASLETT-MOORE

Regional Wines & Spirits' beer expert

As for consumers, this industry explosion has spilled over into the gift world. This is a great way to explore gifts for men (and women) in a new way for 2015! Here is a grouping of our favorites.



CARDTHARTIC Simple and warm without being sappy, Cardthartic is one of those rare lines that includes strong cards for men. Inside verse: “and one excellent friend. Happy Birthday” Made in America SRP \$3.50 (800) 814-8145 www.cardthartic.com

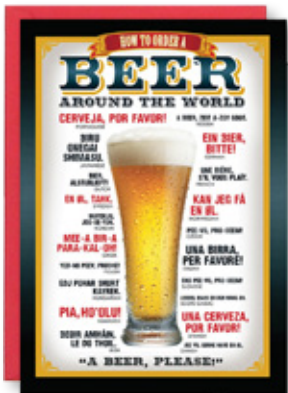
EVERGREEN ENTERPRISES INC. The By the Bottle collection captures the artisan, crafted feel of a DIY project, creating beer glasses from bottles themselves. These sets of four unique glasses are beautifully packaged in a natural carry handle box. SRP \$50.00 (800) 774-3837 www.myeevergreen.com



LEANIN' TREE The next time you're having a get-together, make sure that Leanin' Tree party napkins are on the menu. Choose from 37 beverage-size napkin designs; 20 3-ply napkins per pack. SRP \$4.95 (800) 525-0846 www.tradeleanintree.com



OATMEAL STUDIOS Self-Stick notepads are certain to tickle the funny bone. Oatmeal Studios has been in the business of making people laugh for over 35 years! Delight shoppers with bright, colorful artwork and on-the-mark humor. SRP \$2.25 (800) 628-6325 www.oatmealstudios.com



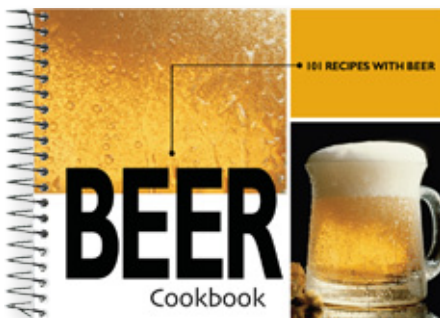
SELLERS PUBLISHING INC.

The RSVP® greeting card line from Sellers Publishing has become the fastest growing card line in America, offering complete-line options at 32 feet. SRP \$2.95 (800) 625-3386 www.rsvp.com



THE GIFT WRAP COMPANY / PEPPER-POT All That Ales You is the perfect gift bag for the person who loves ales, pilsners and IPA's. It is printed on metallic card stock and has ribbon handles. SRP \$5.00 (800) 443-4429 www.giftwrapcompany.com

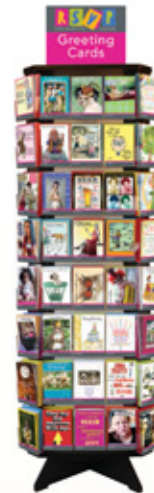
CQ PRODUCTS Beer makes every dish taste better! Delicious recipes for appetizers, breads, vegetables, meats, main dishes, and even desserts, that every beer-lover will appreciate. Tuck this little gem into gift baskets with your favorite brew. SRP \$4.50 (800) 887-4445 www.cqproducts.com



TWO'S COMPANY Cheers to that! The Everlasting Beer Freezer Mug - the mug that always looks frothy and full! Put the mug in the freezer to chill it for the next time you want to enjoy a cold one! SRP \$18.75 (800) 896-7266 www.twoscompany.com



Inline displays & spinner racks



The RSVP® line of greeting cards from Sellers Publishing has become the fastest growing alternative line in North America. Features of the line include:

Strong commitment to our environment:

All counter cards printed on FSC certified recycled paper using soy-based inks

All everyday and seasonal counter cards are **Made-In-USA**

We offer a FULL seasonal line and caption-rich everyday line that emphasizes HUMOR

Unparalleled customer support by real-live customer support specialists

Variety of displays with All-New Point-Of-Purchase materials available



RSVP®:
A complete range of everyday and seasonal designs for all occasions and holidays

Books, Journals, & Stationery Products



Lifestyle & Gift Books



Large and Small Journals



Boxed Notecards



Puzzle & Gaming Books

2-Year+ Pocket Planner Calendars (Checkbook size)



6-pocket countertop display for Two-Year-Plus Pocket Planner (checkbook style) calendars
All displays offered FREE upon request, when ordered full.



Sellers offers a complete line of over 180 calendars in 6 different formats

SEEKING SERENITY

Unwind and unplug after a long day with a few simple items that promise a moment of blissful serenity...



NATURAL INSPIRATIONS Anti-aging daily facial towelettes use nature's purest botanicals to soothe your skin as it cleanses, tones and moisturizes. Ready-to-use towelettes gently lift away dirt, oil and makeup, leaving your face feeling refreshed. SRP \$8.00 (952) 466-7417 www.naturalinspirations.com



bSOFT PJS Sleep or lounge in a beautiful Parisian pattern. bSoft bamboo jersey button up sleepshirt, offered in two sizes, is lightweight and breathable, perfect for patients and gifting! SRP \$30.00 (855) 702-7638 www.bsoftpjs.com



HARRY D. KOENIG & CO., INC. Slumber masques will block out the light providing a comfortable sleep experience, all while still being fashionable and fun. Shhh Sleep Masque SRP \$10.00 - \$12.00 (800) 645-6503 www.harrydkoenig.com



GRANADA SALES CORPORATION Lissome Loungewear by GS - These super soft and easy to wear separates are perfect for day or night! Their easy maintenance and flattering cut makes them the perfect everyday outfit; Why not own one in every color! SRP \$16.99 & \$18.99 (212) 679-4810 www.granadasalesny.com



KEY WEST ALOE Intensive in every way, Aloethera intensive hand lotion delivers deep and naturally moisturizing aloe vera. This formula is specifically designed for cracked, dry skin, leaving hands smooth and replenished. SRP \$22.00 (305) 521-0701 www.keywestaloe.com

KATHY IRELAND CANDLES Warm amber and patchouli create unexpected warmth evocative of sunlight streaming in your window. Elegant, white glass tumbler made exclusively for kathy ireland® by Root Candles. SRP \$20.00 (855) 580-1114 www.kathyirelandcandles.com



MEMBER TO MEMBER

“It is becoming harder to find actual gift shops to browse in. Hospital Gift Shops are an accessible option for all demographics. People still need the real shopping experience, the thrill of discovering just the right thing, and being able to experience merchandise with all their senses, before deciding to buy.”

KARLA GLANZMAN

Gift Shop Manager
Children's Hospital Gift Shop, Seattle, WA

The perfect hanger for all your accessories!

Scarf Tree™

Organize your options!

Fits 15 scarves or more!

- Assorted holes for all scarf sizes
- Wrinkle-free hanging
- Anti-snap and no-slip velour

• 4 fun colors: purple, black, turquoise and pink

Your scarf doesn't fall far from the tree!

#TREE-SCRF COST: \$1.62

D.M. MERCHANDISING, Inc. 835 N. Church Court / Elmhurst, IL 60126 (800) 548-6784 / FAX (630) 833-1230 www.dmerchandising.com

LOOPY in LOVE™ Infinity Scarf

Wrapped in beautiful colors and unique patterns, the Loopy in Love™ Infinity Scarves add flair to any outfit! The soft knit fabric feels great and keeps its shape. Can be worn multiple ways to complement a woman's unique sense of style. The Loopy in Love™ Infinity Scarf is the perfect fashion accessory to complete any wardrobe!



Versatile fashion with infinite style!

12 original styles



#LOOPY-AS24COST: \$2.61



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Charlie Paige™



Atlanta Americas Mart
Building 2, 15th Floor
Showroom 1521

Las Vegas Market
Building C,
Showroom C0654



www.giftcraft.com

Winter Mart Season 2015

EVENTS & SPECIALS

PPPP Americas Mart Event

Atlanta International Gift & Home Furnishings Market at AmericasMart - January 6 – 13, 2015 www.americasmart.com - **Event Date:** Saturday, January 10th **Location:** Building 1, 8th floor **Agenda:** Breakfast: 8:30 am / **Vendor Floor:** 9:00 am to 12:00 pm / Lunch 12:00 pm

All P.P.P. Vendors, who exhibit at this event, will be extending an additional 5% discount, over and above the P.P.P. Discount. This offer will be extended all day, Saturday, January 10th and Sunday, January 11th. RSVP Online and View Our Listing of Exhibiting Vendors: www.purchasingpowerplus.com. To offset your travel expenses, AmericasMart is offering a complimentary night stay at a participating Atlanta hotel. For more information please contact Kathryn Hoke directly at 404-220-2122 or khoke@americasmart.com

PPPP Show Specials



95 AND SUNNY is offering exclusive Show Specials to P.P.P. Members on our Crystal Nail Files and "Bottom's Up" wine glasses. Stop by and visit us while in Atlanta; Building 3, 5th floor, Booth 2500 or in Dallas; Cathy & Co. Showroom, Trade Mart Suite 1600. Please call and mention offer if you are not able to attend the shows.



Come by to see all the New Products and visit the staff at **AFRICAN AMERICAN EXPRESSIONS** in Atlanta; Building 2, Suite 612A or 656A. We will be more than happy to see you and to share our exciting show specials with you!



ALEXA'S ANGELS is a fashion-forward inspirational jewelry and accessory company. We believe it's important to create products with a message to connect and uplift – the true inspiration behind every piece we design. Visit us in the Roman Showrooms to see our newest inspired products... show specials, great product... see you there!



ANNALEECE high quality fashion jewelry is made with SWAROVSKI ELEMENTS and features classic style and timeless elegance. Visit us in Atlanta and take advantage of our show specials just for Purchasing Power Plus Members. Building 2, Suite 1613 - The Southern Link



babyaspen

Kate ASPEN

Visit **BABY ASPEN AND KATE ASPEN** at the winter shows! Over 100 new items; New Baby Collections include "Little Man" and "Little Princess" & new Kate Aspen items will feature "Gold Glam", "Botanical", and "Rustic-Vintage" themes. See you soon! Atlanta: Ivystone Showroom & P.P.P. Event, Dallas: Ivystone Showroom, Philadelphia: Ivystone Booth, Las Vegas Gift: Ivystone Showroom, LA Mart: Sales Producers Showroom

Blue Mountain Arts. Exclusively from **BLUE MOUNTAIN ARTS!** Available ONLY during the

Atlanta Gift Show (January 6 – 13, 2015), at either the P.P.P. Event OR the Southeast Marketing Showroom #1305. Risk Free Offer features: 20% off published wholesale prices & 10% off all reorders, 120-day dating, 120-day return guarantee & free freight!



BONITAS INTERNATIONAL is excited to offer the following show special - An additional 5% discount off after your usual 5% P.P.P. Discount.



bSOFT has great Show Specials on affordable and beautiful pajamas and footwear in many patterns, styles and fabrics! Styles include: Button Up Sleepshirts, Nightshirts, Capri Sets, Short Sets, Robes and more. Choose from warm and cozy

bamboo flannel, lightweight and breathable bamboo jersey and 100% cotton. Visit us in Atlanta, Building 3, Floor 3 Booth #2408 and Dallas Trade Mart #2242.



burton + BURTON is offering an additional 5% off all orders written at the Atlanta Showroom during Market dates. Make sure to block out some time in your schedule to visit our showroom, Building 2, Floor 7, Showroom 728. Tons of new products!!!



CHRISTIAN BRANDS offers aggressive incentives on Totes, Impulse Jewelry, Heartfelt Home Accents™, Witness Collection™, and our NEW Jim Shore line of crosses and wall art! Stop by and visit us in Atlanta, Building 2, Suite 1311, Las Vegas, Suite C-936, and Dallas, Suite 2222 to see our broad selection of goods that are a perfect fit for your shop.



CLOUD b® has a terrific Show Special for P.P.P. Members: An extra 5% on products to soothe and comfort children which gives peace of mind to parents and strengthens the bond between them! Visit us in Atlanta, Building 2, Suite 1231 to see our products! Don't miss our innovative collections to help children transition from play time to sleep time.



COTTAGE GARDEN has expanded the jeweled collection to petite music boxes!!! Variety of finishes and sentiments combined with top quality and competitive prices. Don't miss the New Handcrafted Metal music box line. Incredible show special, one of a kind product offering, heartfelt sentiment is what Cottage Garden is about. Visit us in Atlanta, Building 2, Showroom 1400, or Dallas, Showroom 450.



CUDDLE BARN is your one stop shop for Musical Gifts for every and all occasions! Stop by our Booth in Atlanta at Building 3, Floor 3, Booth 1605 for Show Special details and last minute Valentine's Day gift ideas!



E-CLOTH by TADGREEN INC. is offering the following show special: FREE freight on any order in the contiguous United States of \$350 or more excluding e-cloth® Video Floor Fixture and System Components, or Floor Display Fixture (without Video and System Components). Visit us in Atlanta at the P.P.P. Event, Building 1, 8th Floor to learn about Chemical Free Cleaning.



Visit **GANZ** for Show Specials and the best new, on-trend products you'll find! See what's new! Join us in Atlanta Thursday Jan. 8 AND Friday Jan. 9 from 1- 3pm to meet Stephanie Burgess, the visionary behind the unique Painted Peace natural wood gift collection. Atlanta Building 2, Showroom 1519 or Las Vegas Showroom C-912.

Winter Mart Season 2015

EVENTS & SPECIALS



Attention P.P.P. Members, visit **GIFTCRAFT** for the debut of our Christmas 2015 collection, as well as the launch of the Fall/Winter 2015 collections and Yo Sox™. Take advantage of the additional 5% discount offered to P.P.P. Members. Atlanta Bldg. 2 Showroom 1521 or Las Vegas Market, Bldg. C, Showroom C0654.



GUND will be revealing over 200 exciting new products at the Atlanta Gift Show! Come to Building 2, Suite 1616 to see, hug, and cuddle all the new characters. GUND will be offering an additional 5% off as well as a dating program to their P.P.P. Members. Be sure not to miss out on these exciting show specials!



The chicest styles of the season are at **HOWARD'S JEWELRY**. Come visit us to shop our expanded apparel line, new jewelry styles, and cohesive trend collections. Stop by one of our Nationwide showroom locations to learn about our show specials.



Live Confectionately!™

INDULGENT CONFECTIONS is a line of gift giving confections - nuts and chocolates designed for all gifting occasions, and perfect for the smallest to largest hospital gift shop. Stop by and visit us in Atlanta or Las Vegas for FREE samples of our delicious products.

Atlanta, Bldg. 2, 2nd Floor, Booth #608 in Gourmet Food, & Las Vegas, Bldg. C, 11th Floor, Booth #1824.



IT TAKES TWO offers Greeting Cards, Pocket Calendars, Volunteer Cards and gifts, Nurses Products, Christmas Cards,

Spring Seasonal Cards, Stationery, and Note Cards. Low Minimums, Guaranteed Programs! Come see us at the Atlanta P.P.P. Event or stop by our booth and ask about SHOW SPECIALS. Atlanta, Building 3, 5th Floor, Booth 1611. Dallas, World Trade Center, 12th Floor, Booth 3401.



JJI INTERNATIONAL, INC. has a terrific Show Special!! Free Freight on orders \$480+! Stop by and shop our stunning Splashes & Sparkle®, dazzling J.Jewels™ and exciting Eye Event® lines! Visit us in Atlanta at AmericasMart Building 2, Suite 1305. Don't miss out!



KIDKUSION is offering an additional 5% discount (on top of everyday P.P.P. Member discount) for our Gummi Teething Jewelry for Mom and Baby, ZOO Baby Collection Splat Mats and placemats for feeding, children's room décor, and our Award Winning Bottle-Buds. New Bottle-Buds available soon in collegiate colors! Stop by and visit us in Atlanta, Building 3, Floor 3, Booth 1002.



Please visit **LEANIN' TREE** in Atlanta Building #2 Showroom 619A for greeting cards rated #1 best sellers by retailers. Show specials include free freight, a 5% discount in addition to normal discounts, discounted fixtures and a free gift. See a full selection of everyday and seasonal cards, plus new gifts for adults and children.



LOGO LOOPS, LLC produces cotton/Lycra stretch headbands. See our assortment of over 350 designs. Atlanta, Diverse Marketing, Bldg. 2, Suite 1401~ Dallas, Diverse Marketing, WTC Suite 439 ~ New York Now, On the Road Reps ~ Toy Fair NYC, Booth #6452. Show Specials - Free four-sided spinner with 56 piece initial (letters) pre-pack. Free display tube with orders of 36 pieces or over.



NATURAL INSPIRATIONS is a hospital gift shop favorite! Spend \$500 on bath & body products and receive our popular 36-piece Lip Butter Display FREE (\$144 Retail Value)! All products are free of parabens, sulfates, phthalates, petrochemicals, gluten, GMO's, and artificial dyes. Perfect for even the most sensitive skin! Made in the USA, women-owned with a generous give-back program to women's health!



NUFOOT – the patient footwear of choice is offering FREE FREIGHT on all orders of \$500 or above. Please visit us in Atlanta, Building 3, 5th Floor, Booth 5-2314 to take advantage of show specials.



ORNAMENT CENTRAL is offering, along with ALL P.P.P. discounts and specials, free shipping on P.P.P. Member orders placed at AmericasMart. View our new designs for 2015; see our tabletop spinner and floor display packages, and let us show you what Ornament Central can do for your sales. Visit us in the Temps in Building 3, 1st floor, Booth 126.



PACIFIC SILVER is a leader in the latest in Fashion Jewelry and Accessories for over 20 years. We offer a wide variety of jewelry, scarves, watches and other accessories. Show Special: FREE SHIPPING ON ORDERS OVER \$500. Atlanta, Building 2, #1305 Southeast Marketing - Dallas, Trade Mart #1101 - Seattle, Showroom #118 - Las Vegas, Booth C-11 #1713 - New York Now, Booth #5330



Don't miss out on our most exciting Spring & Summer collection at the **PASSION** booth. (Building 3, 4th Floor, Booth #1901) We have hundreds of new styles available to help you get ready for the new season. All P.P.P. Members will receive an additional discount and a free gift for simply dropping by.



PBC INTERNATIONAL and its Chantilly Lane brand of animated & musical plush items will be offering show specials designed for P.P.P. Members only. For over 30 years, PBC International and the Chantilly Lane line have been recognized for quality and creativity. Our products are truly unique, with superior modules and digitally recorded sound. Please visit us during the P.P.P. Event!



POMEGRANATE has a can't-miss show special, good for all products except calendars: Deduct your freight on orders of \$250 or more when you pay in terms. Visit us in Atlanta, Building 3, Floor 5, Booth 1702 to see our full range of products and get a look at the new 2015 winter releases.



RED CARPET STUDIOS LTD

RED CARPET STUDIOS is ready for Spring with many Show Specials on all product categories in our Garden, Holiday and Fashion lines. Stop by and visit us in Atlanta, Building 2, Suite 1217B, or in Dallas, Suite 2822 to see what has popped up including new items in loungewear and apparel.



RESOURCE INTERNATIONAL INC. is offering an exclusive PULSE "YOUR CHOICE" special assortment of our successful Pomme-Pidou ceramic art money banks retail program. Place your order with us at the P.P.P. Event in Atlanta and also at AmericasMart Booth 907 Museum & Fine Gift, Building 3. Floor 2. Look forward to seeing you there!

PPP members receive a 10% discount off wholesale prices!



♥ it takes two ♥
800-331-9843

Greeting Cards, Gifts, Calendars



Visit us at www.ittwholesale.com • call 800-331-9843 • fax 507-665-3473 • email 4info@ittakestwo.com
January Atlanta Gift Show Booth 1611

Winter Mart Season 2015

EVENTS & SPECIALS



SARA KEY BABY & KIDS invites you to stop by our booth at the Atlanta Gift Show, Building 3, Third Floor, Booth #3-307 and in Dallas, 12th Floor for a few laughs with our funny onesies. To take advantage of your P.P.P. Show Special of 15% off of our regular low prices, you must order at the P.P.P. Atlanta Show!



SCS DIRECT INC. will have great show specials on Gifts, Toys and Baby Products! Come join us in Atlanta, Building 3, Floor 5, Booth #2302 and check out our newest collections. Featuring Little Sprouts, Hide'em & Hatch'em Easter Eggs, Potty Shields, Ride Along Dolly and more. Don't miss out!!



SELLERS PUBLISHING offers 10% off on orders placed at the show for their RSVP® greeting card line (excluding seasonal cards), trade and gift books, and line of over 180 calendars. Visit Sellers Publishing in Showroom #1735 in Building 2 (RPM Gifts & Greetings) and check out their entire assortment of cards, calendars and books.



Please take advantage of some great **SOZO** Atlanta Show Specials by visiting us in Building 3, 3rd Floor, #1501. Stock up on Weeblocks, Buntings, Gowns, Bodysuit & Cap Sets, Gift Sets, Swaddles, Hooded Towels and Layette plus see a preview of our Fall 2015 collection. Looking forward to seeing you soon!



ORIGINAL GIFTS - CREATIVE THINKING

THAT COMPANY CALLED IF - Award-winning British design company 'IF' produced more than 20 highly original products in 2014, including the Hands Stand book and tablet holder, Alphabooks letter books and Magnetic Songwriter's Kits. To see more of IF's inventiveness, make your way to Building 2, Floor 15, Suite 1507. Pick up their show giveaway for a free product sample.



THOUGHTFUL LITTLE ANGELS 2015 New Customer Show Special: 80 display with top selling styles, \$480 value for \$456, plus receive 16 new top selling shareables (\$100 retail value) FREE. Existing Customer Special also features 16 new top selling styles free when a new stackable is added. Please stop by for details. Visit us in Atlanta, Building 2, Suite 1407.



TREND LAB offers a broad assortment of darling baby gifts that are perfect to give or receive! Be sure to take advantage of our show specials by visiting us in the Atlanta Temporaries, Building 3 Booth 500. Come see all of our new prints and patterns, as well as our adorable new Flannel Swaddles!



www.WorthyPromotional.com

WORTHY specializes in licensed personal care items for all NFL, NBA, NHL, MLS, MLB & MLB teams plus over 275 collegiate teams. Eye-catching designs, fast moving products and high profit margins make our products the only merchandise for front end sales! Atlanta, Southern Link Showroom, Dallas Temporaries, Philadelphia, Don Mar & Associates

PPP Special

80 Style -5 Row = 1 Sq foot of space
This 1 Sq foot of space Will be your MOST PROFITABLE!

PPP Exclusive
3 cards per Hook @ 3. ea. X 240= ~~\$720.~~
2 cards per Hook @ 3. ea. X 160= ~~\$480.~~ ^{* your cost} \$456.

PLUS with the Special You Get 16 FREE Shareable Pins, A \$100.00 Retail Value FREE

You Get 80 TOP selling Pins and Sentiment Cards, Plus You Get 16 New Top Selling Shareables a \$100 retail value FREE!!!



Thoughtful Little Angels USA Inc.
767 Hartford Ave. Johnston, RI 02919
PH: 1.877.852.8723
Fax: 1.877.852.8724
email: info@thoughtfulangelsusa.com

See Us In Atlanta: Bldg #2 Suite 1407



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"Because Kids Will Be Kids!"



800-845-9236

www.kidkusion.com

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sippy cups, water bottles and more...

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drink
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for kids
of all ages!!



Patents Pending



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EARTHYELEMENTS

Offering an earthy, yet polished look – wooden elements offer a distinct warmth to home décor. Mix and match with other more contemporary pieces to create a rustic urban vibe with broad appeal. Look for it in unexpected places such as the serving bowls from **Boston International** or candle holders from **Kikkerland Design**.



DESIGN DESIGN INC. The wood-grain black/silver bottle gift bag will dress up any bottle! This bag is perfect for wine, champagne, bottled water or even candles. Your hostess' gift will be the first opened! SRP \$4.75 (866) 935-2648 www.designdesign.us



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Small Spaces MAKE HAPPY FACES

by Ginger Taylor

Gift Shop Manager / Buyer
Cox Health Systems Auxiliary Gift Shop
Springfield, MO

We had a very nice shop in our orthopedic and rehabilitation hospital; however, it was located at an entrance that had very little foot traffic. As it is an orthopedic hospital, folks were not inclined to walk to the opposite side of the hospital. After many attempts to re-invent this location, sadly we realized it wasn't going to be a viable location. Moving onto Plan B, we requested to have a KIOSK in the waiting area of the orthopedic wing and relinquish the space back to the hospital.

Rather than a KIOSK, with hospital space being so limited, we were offered a 50 square foot nook. There was a closet on the side wall that was 40 square foot. Not being shy of asking, I asked for the closet as well as that would give us a full 90 square feet. Very fortunately for us, our hospital allowed this. A big bonus to this is that we are located next to the information desk.

Our desire was to create an environment that was "user friendly" to both walking and wheelchair bound folks and still not feel closed in. To this endeavor, we added a 4'x 4' window and a full length window for the door. We had slat wall installed on every available inch of flat surface. Because the room is very oddly shaped with one curved wall that spans only 14" across, this was a bit challenging. Not one to waste any space, we used that area to conceal our safe and office supplies, building a custom cabinet that can be secured.

You have to get very creative to offer a nice selection in this size of a space. Using the back side of the information desk door to hang our sundries was just the beginning. Scouring for something that would look nice, yet provide storage for back stock was a bit of a task. We opted for a long, low dresser with six drawers and placed it under the window. This helped us display products in the window. We can store fabric, risers, and easels, along with product in the drawers.

Having the window was important to us, not only to provide the appearance of openness, but allow the patients to see what we have to offer as they are wheeled to and from surgery. Having the "closet" added to our shop gave us that flexibility. While we are small at this location, we didn't want this to have a "convenience store" look. We knew that many of our customers would want small, inexpensive gifts and snacks. Initially, the employees were coming in but the guests were not.

This perplexed us so we went for Plan C, there are after all, 26 Plans in the alphabet. This plan was to change the candy to the miniature size candy and snacks and add sodas. A little bit "convenience store" but we have staged it in such a way that we prefer to call it charming. We changed out the "makeshift" counter to a shorter one that is more approachable. Each morning, we roll out the candy cart and have a nice stool that we sit on. We greet and visit with the guests while they are waiting. We have found that this "street vendor" type of venue has been very beneficial. Since doing this, we have doubled our sales on this campus.

This campus specializes in orthopedic surgeries so the patients are with us on average of three days. The hospital is designed for comfort and safety for the patients and their families offering all private rooms and made-to-order meals from a gourmet menu. While the patients and guests enjoy all of the comforts of home, do not let that confuse you by thinking it is not a cutting edge facility; this facility has received the Joint Commission Gold Seal for knee and hip replacement.

Our shop is small, but mighty on this campus. Our volunteers love the atmosphere; it's like having their own store where you get to know the employees and guests more personally.



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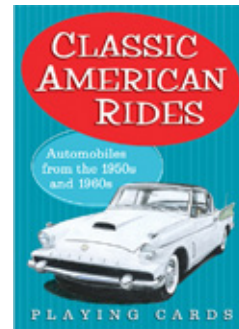


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TREND SPOTTING

ARROWS



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MEMBER TO MEMBER

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“E-cloth is a great new product that we have had much success with in the hospital gift shop. The display helps sell the product and testing in the store made true believers of our volunteers. This experience in turn has made it easy to sell e-cloth. I would highly recommend!”

JAMIE GERETZ

Gift Shop Manager,
Firelands Regional Medical Center
Gift Shop, Sandusky, OH

HOSTING the invited GUEST



with
**Tim
Schultz**

Gift Shop Manager
Covenant HealthCare
Saginaw, MI

Please share a bit of your history with us. We know you started off in this business from a different vantage point.

I worked for 25 years at Sarah's Attic, a wholesale gift business started by my mother. Once we decided to close the business in 2009, I worked as an Accounting Firm Administrator for just over two years. I have now been employed as Gift Shop Manager at Covenant HealthCare for three years.

What is your favorite part about managing a Hospital Gift Shop?

The favorite part of managing the three Hospital Gift Shops and the Coffee Clinic is making the customers, volunteers, and employees happy.

Have you had to adjust sales strategies due to the economy or has the economy affected the shop?

I have not had to adjust sales strategies based on the economy. My strategy in managing the shops is to try to bring in product that the customers like.

How do you keep your staff motivated and engaged with customers?

I think you keep your staff motivated by setting a good example for them. If they see you happy and interacting with customers, they often times will follow your lead.

What approaches are you using to liquidate "Dogs" (Displays, events, etc..)?

During different times of the year, we create a 50% off section in our shops. Once the products have been on sale for a while and have not sold, we donate them to various charities in the area.

How do you keep your loyal customers coming back and how do you get new ones?

We keep the loyal customer coming back by keeping the products they want in stock, as well as bringing in new products on a regular basis. The goal is to keep the shop looking "fresh". One of the best ways for us to obtain new customers is by word of mouth. Many times a staff member of the hospital will buy something they like and tell their fellow staff members about it which then brings them into the shop.



Most of us have a work "wish list"; more paid help, a new POS system, brand new fixtures...what is your list? How would it help?

This is a tough question because I feel very blessed to be in the situation that I am. All three of our shops have been recently remodeled; I have a staff that works well together; and I have a great group of volunteers. I guess if I had a wish list it would be a crystal ball to help predict what and how much product to purchase.

What sets your Gift Shop apart from others?

I am not sure there is a distinguishing factor that sets us apart from other Hospital Gift Shops. There are many great hospital gift shops and managers throughout the country. Though I borrowed a quote from Jeff Bezos that states "We see our customers as invited guests to a party and we are the hosts."

It's our job every day to make every important aspect of the customer's experience a little bit better." If we do this on a daily basis, we at least compete with the best hospital gift shops in the country.

There is a new manager starting at a new hospital, what advice would you provide for this person on their first day?

The first piece of advice I would give is, try not to make drastic changes too soon. Get to know the staff and volunteers, as well as customers before making any major changes. **The second piece of advice**, join a regional association of Hospital Gift Shop Managers if there is one in their region. It is always nice to be able to discuss various issues of your job with others who are facing your same issues. **The third piece of advice**, pay attention to the finances of the shop. Make sure you know the shop's numbers. It is very important that you are operating at a profitable level. **The fourth piece of advice** I would give, and this is not a plug put in by P.P.P., but I would recommend the hospital gift shop join Purchasing Power Plus. We not only save money with the discounts provided by vendors, but we also benefit from the various newsletters and e-mails received from P.P.P.



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Selling Snacks

with **SUE PLATH**
 Manager | Bright Corner Gift Shop | St. Paul, MN

Our appreciation to Sue Plath for sharing with us the basics of selling snacks, candy and gourmet foods! This simple step by step guide will help you organize and maximize your sales of this customer service oriented category.



CHIP CART

In the Bright Corner Gift Shop, we have a new chip cart that we just started using. It sits right next to the checkout area. It has three shelves and is a very convenient way for customers to grab a bag (or 2 or 3!) of chips while they are waiting to be rung up. Since bringing in the chip cart our chip sales have increased.

HEALTHY SNACKS

We also like to promote healthy eating. Some of the changes we made to implement this; we highlight the healthier snacks first. They run top to bottom, at the left side of our wall of snacks. This includes nuts, granola bars, beef sticks, crackers, etc. We continue to bring in new choices as they become available.

CANDY

Next to that, from top to bottom, a large selection of candy bars is featured in the middle of the snack wall. This area continues to change with the seasons and with new candy introductions.

GUM AND MINTS

To the right, from top to bottom, are the gum and mints. There is always a new flavor of gum, a new mint introduction, or new packaging. We continue to sell the tried and true items, and also bring in new items to keep the area interesting to the customer.

HEALTHY BEVERAGES

We do the same with our beverages. Starting with waters, sparkling waters and juice from top to bottom in the left cooler. New flavors are introduced on a regular basis. Choices also change with the seasons.

SODA & ENERGY DRINKS

Soda's, energy drinks, etc. are in the next two coolers. We also carry cheese sticks, cakes, donuts, etc. on the bottom shelves of the cooler.

GOURMET FOODS

Across from the snacks, candy and beverages we have a "Gourmet" section. This area has fun dips, pita and tortilla chips, pretzels, salsa, individual packs of instant coffee, tea, cocoa, soup mixes, etc. These items are great for gift giving.

FINE CHOCOLATE

Lastly, we offer our fine chocolate and candy section in the back of the store, next to the beverage coolers. We sell lots of Abdallah chocolates and candy, Godiva Bars, Marich bags of candy and Dogoba bars. This area also keeps changing as new items come available and the seasons change.

Our food area continues to grow in sales and it brings in a lot of regular customers.



MEMBER TO MEMBER



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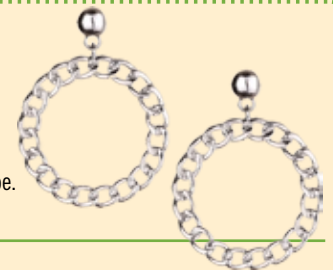
“Our customers loved, loved, loved the lightweight poncho style scarves we carried and had to reorder this summer. The Magic Scarf got the order to us right away. Quality and price point were right on! Will certainly order again!”

MARIE LUMPKIN

Gift Shop Buyer,
 J.D. Archbold Hospital Auxiliary
 Gift Shop, Thomasville, GA

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KIM BANTLE-TAYLOR Gift Shop Manager, The Beehive
 at St. Mary Medical Center, Langhorne, PA



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