

# Pulse

A  
PURCHASING  
POWER  
PLUS  
PUBLICATION

.....  
**ISSUE 04**

**AUTUMNAL  
VIGNETTES**

*Paris*  
**FLEA MARKET**  
**PANACHE**

**ALL  
THAT IS  
MERRY**

*Totally  
Tween*

**SMART  
RETAILING**

**MEMBER • TO • MEMBER**





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For God has  
not given us  
a spirit of fear,  
but of power  
and of love  
and of a sound mind.  
2 Timothy 1:7

# FAITH

Now faith is  
the substance  
of things  
hoped for, the  
evidence of  
things not seen.  
Hebrews 11:1

# LAUGH

*Love*

# DREAM

# BELIEVE

*With all your heart*

*May* THE LORD  

# BLESS

  
*AND Keep YOU.*



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Las Vegas World Market Center: Showroom C-0829



# from our desk to yours...

**We** so enjoyed working with our Members to publish this issue of *PULSE* - our fourth! These pages are brimming with your ideas, suggestions, tips and points of view. We have heard from you on every subject from promotions, to renovations, to best selling lines and more. We happily compiled each and every suggestion, article and photograph, as we work to build our community of Hospital Gift Shops!

**S**tephanie Hubbard shares her expertise running not one, not two but six hospital gift shops in Florida. Recca Davis imparts tips that will ensure an engaging experience for customers, while Bev Bergt reminds us that little changes add up! Jonniece Busath offers you step by step advice for renovations, while Pat Garland inspires us with her Gift Shop Roadshow. Sabra Shields unveils a P.P.P. Vendor that has turned into a customer favorite - waiting list and all! Renee Schumacher reveals a brand new promotion, while June Washburn offers a simple merchandising solution you will love!

**H**and in hand with Purchasing Power Plus Vendors, we are also bringing you the best in products and trends! Our holiday feature highlights our favorite new product introductions for 2013. Pantone's color of the year, Emerald, is also trending in your stores according to our most recent survey of P.P.P. Members. In these pages, you will also find tucked away, features on stationery, DIY (still trending!), Collegiate, Tween, and so much more. We hope it will inspire you!

**F**inally, don't miss our Show Special sneak preview. Vendors offer you a glimpse into their Summer Show specials, while we announce our Events for P.P.P. Members! We truly hope to see you, at an upcoming show and wish you safe travels; no matter where your summer plans make take you.

## Happy Summer Mart Season 2013

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  - Readers \$5<sup>40</sup>





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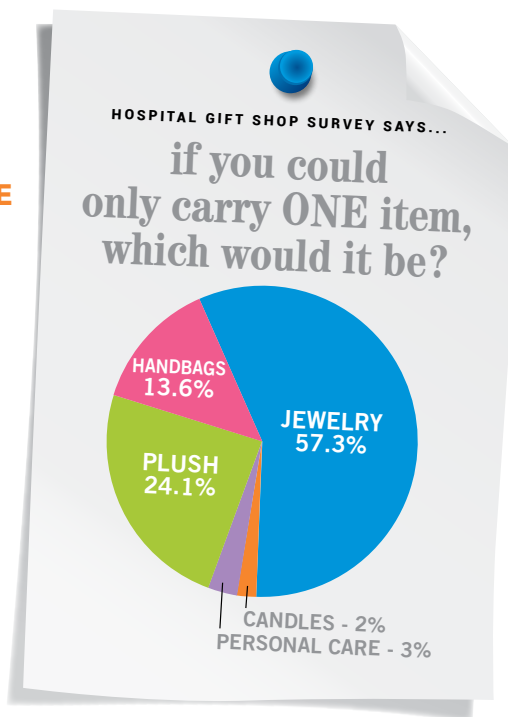
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GUND



11

Passion  
NYC





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# THE Paperie

## CONFESSION? WE LOVE PAPER PRODUCTS!

The New York Stationery Show is one of our favorite shows to attend. And what's not to love? The new wave of products are bright, fun, whimsical and even better – useful! Stationery is a tried and true retail category, so be playful with it and entice your customers with this collection of products we would love to have show up on our desks!

### 1 FRANKLIN MILL, LLC

Unlike other metal book markers, a Bookjig would never notch, imprint, or tear a page and because it's attached to a book as its reader, it won't fall out. Bookjigs clip onto a book's spine or cover, becoming a part of every book you read. (801) 657-4000 [www.franklin-mill.com](http://www.franklin-mill.com)

### 2 IT TAKES TWO

Writing pads with musical flair...Set of two music themed 4 x 6 size note pads packaged together. Thirty sheets per pad with additional bright, fun styles are available. (800) 331-9843 [www.ittakestwo.com](http://www.ittakestwo.com)

### 3 KIKKERLAND DESIGN INC.

Cloud shaped sticky notes are a unique fun way to leave small notes or mark pages. Each cloud is a unique shape and size. 50 sheets per pad, 3 pads per pack. \$3.00 (800) 869-1105 [www.kikkerland.com](http://www.kikkerland.com)

### 4 LEGACY PUBLISHING GROUP

Brighten up your meals with Legacy's new line of reversible paper placemats. Whether for everyday dining, a special event or a party, these sets of 25 reversible placemats are the perfect way to add a little style and variety to meals. (800) 322-3866 [www.shoplegacy.com](http://www.shoplegacy.com)

### 5 PETER PAUPER PRESS

Let these sassy shoes sashay their way through your reading material! Designer Shoes i-clips can be used as secure bookmarks, magnets, paper clips, and more. They make a great little gift, too! SRP \$ 3.95 (800) 833-2311 [www.peterpauper.com](http://www.peterpauper.com)

### 6 THE ROME GROUP LLC

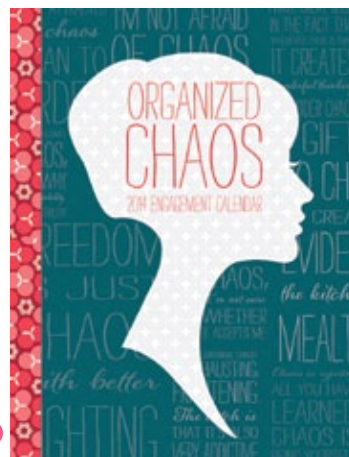
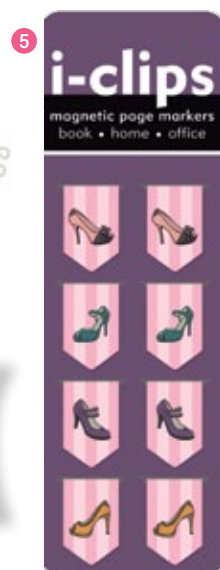
The StylusTrio is a uniquely functional 3-in-1 stylus/pen. With a single click you can go from a stylus to a pen and vice versa. If you make a writing mistake you can simply flip to the eraser and remove the error with erasable ink. SRP \$9.95 (802) 442-4466 [www.puzzlepen.com](http://www.puzzlepen.com)

### 7 WILLOW CREEK PRESS

Carpe diem! Seize your days and bring order and calm to another hectic year with this detail-oriented, 12-month planner. The neat and bright pages of Organized Chaos use a week-by-week format that includes handy "to do" lists. SRP \$14.99 (800) 850-9453 [www.wcpetail.com](http://www.wcpetail.com)

### 8 STUDIO OH

In This Moment Silhouette Notebooks are lightweight, lined notebooks, perfect for everyday use! Made with a flexible cover with saddle-stitched binding. (888) 757-0801 [www.studiooh.com](http://www.studiooh.com)







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*Stephanie Hubbard*

#### THE GIFT SHOPS

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#### THE LOCATION

*Pembroke Pines, FL 33025*

# Out OF THE Hat



**Stephanie, thank you for taking the time to share more about your Hospital Gift Shops with us. Can you set the scene for us, by sharing what led the way to your current path?**

*I have a degree in Interior Design from the Art Institute of Pittsburgh. I have always wanted to manage small gift shops and when I was offered the opportunity I went for it! For the past 25 years, I have been General Manager/Buyer for the gift shops at Memorial Healthcare System. I started*

*out as the manager and buyer for one shop at Memorial Regional Hospital in Hollywood, FL and now have six shops at MHS in south Florida. I have spoken at gift shop seminars throughout Florida which is a new and exciting experience for me!*

**What are your secrets for managing and buying for multiple unique shops?**

*Having grown from one shop to multiple shops, the first thing I realized is that each hospital has unique customers. The basic merchandise is the same at all of the shops, but after getting to know the customers, I recognized the niche markets within each shop. Also, I have great reps that help me stay on trend.*

**What trends are you currently excited about?**

*Currently, the trends generating the most interest at all of the shops are jewelry and fashion scarves. I have a section of collegiate merchandise which attracts many sports enthusiasts to the shops and all technology accessories have a lot of appeal.*



## What are your top three Purchasing Power Plus vendors?

*P.P.P. vendors for the first quarter of this year*

**GUND** - 460 items with \$5534.00 profit – 60% margin

**DM MERCHANDISING** - \$7130.00 in sales \$4140.00 profit – 58% margin

**GANZ** - 1233 items with \$5420.00 profit

*Six out of my top ten profit vendors are P.P.P.*

## With so many new product introductions – how do you decide what to try and when to pass?

*Based on my knowledge of the customers at each shop, I generally rely on that “gut” feeling. I also reach out to my reps, search websites and review online newsletters.*

## Do you have any display ideas to share?

*Halloween displays are always my favorite because you can be so imaginative.*

*We enjoy thinking outside of the box at all of the shops while coming up with how to display certain merchandise. Recently, my associate, Steven Halfacre, Merchandise Manager, won a Giftcraft contest displaying Britto boxes in a unique way. (See picture)*

## What is your favorite thing about your job?

*I love that my job allows me to be creative on a day-to-day basis. It is also fulfilling to know that I not only help the hospital employees find a thoughtful gift, but in some way I help the patients and their families during their time of need.*

## If you could share your top three promotion ideas – what would they be?

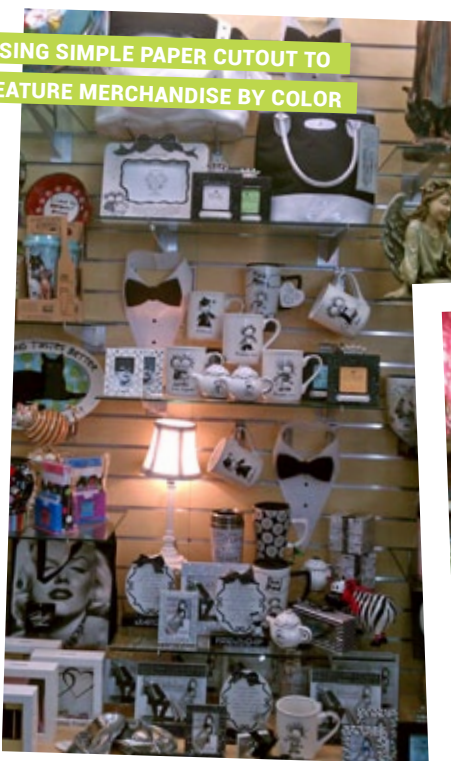
*The customers really appreciated the “pull from the hat” discount we offered during the holidays. Various discount percentages were written on pieces of paper and each customer picked out of the “hat” at the register. It was very exciting when a lucky customer would choose 75% off their total purchase! Our employees also enjoy the 12 days before Christmas promotion. Each day has a different gift item at a discounted price. I also run a surprise additional percentage sale which is not promoted. During a sale, I will wait until there are 8-10 customers in the store and then close the door to announce that everyone in the store at that moment receives an additional percentage off their purchase. The customers feel very special and they tend to purchase more merchandise than they originally intended!*

**We love the “Out of the Hat” promotion - fantastic! Thank you so much for sharing with us and other hospital gift shop managers.**

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MOTHER DAY DISPLAY WITH  
SCARVES SWAGGED ON CEILING





# D.I.Y. (do it yourself)

DIY kits are some of the hottest gifts this year and the choices are many! There's a DIY kit out there for practically everyone. The beauty of the DIY kit is that it encourages us to tap into our creative energy and it fosters a sense of accomplishment. Aside from that - DIY kits are just plain fun. They offer a gift giving experience that is truly unique and personal. Here are five fun DIY kits we found that would make great gifts all-year-round!



## FOR ARTS SAKE GREETINGS

Do-It-Yourself Card Making Kits are a great and easy way to personalize cards for all occasions. Each kit contains five printed cards, a set of accessories, jewels, foam tape and envelopes for five cards. Nine styles to choose from. SRP \$2.50 (800) 689-5270 [www.forartsakeusa.com](http://www.forartsakeusa.com)



## PEACEABLE KINGDOM

Make your own foil art picture with Foil Art! Peel section from image, apply foil and rub. Like magic - a shiny and colorful image appears! Each of the six styles include two pictures and eight sheets of foil. SRP \$5.99 (877) 444-5195 [www.peaceablekingdom.com](http://www.peaceablekingdom.com)



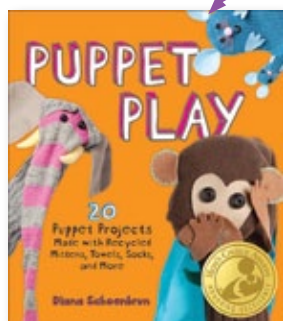
## BASICGREY

Capture your time. Capture your creativity. Capture your life. BasicGrey's new "scrap-journaling" program is Capture! Combine the timesaving appeal of journaling with the creativity of traditional scrapbooking. SRP \$18.00 (801) 544-1116 [www.basicgrey.com](http://www.basicgrey.com)



## MANHATTAN TOY

Imagine I Can™ is a unique line of affordably priced activities for kids packaged in colorful tins that are portable and reusable. Activities include: make-it-myself projects, role-play, games and arts & crafts. SRP \$19.99 (800) 541-1345 [www.manhattantoy.com](http://www.manhattantoy.com)



## ANDREWS MCMEEL PUBLISHING

Have fun and go green with the Mom's Choice Award-winning *Puppet Play: 20 Puppet Projects Made with Recycled Mittens, Towels, Socks, and More*. Puppet projects made with recycled materials easily found around the house. SRP \$14.99 (800) 851-8923 [www.andrewsmcmeel.com](http://www.andrewsmcmeel.com)

## smart retailing

MEMBER  
TO MEMBER

### A Window Story

The Hunterdon Medical Center Lobby Shop has a total of six display windows. Three are located outside of the employee cafeteria and three near the Auditorium. *The windows help us highlight new merchandise* and are a wonderful tool to let our employees know about seasonal items that have arrived. Some of the P.P.P. vendors that I consistently purchase from are: **GANZ**, their gift items and plush are always big sellers for us. **DM MERCHANDISING** has unique, inexpensive items that sell well. I've reordered their straw travel hats for the summer and also an assortment of sarongs. **CORONET** and **HOWARD'S JEWELRY** have a wonderful selection of jewelry; reasonably priced and good quality. **STEPHAN BABY** has unique, beautiful baby items. A very popular item from **GUND** is Arnold the Snoring Pig. I've reordered this item many time over the years and it is always a big hit. Clothing has really taken off for us. I use several mannequins for displaying our merchandise. *I always try to put outfits together so the customer can visualize how to wear a particular item be it a scarf, hat, jewelry and/or sunglasses.* Many times - the customer will purchase the entire outfit.

#### PAT GARLAND

Gift Shop Manager  
Hunterdon Medical Center Foundation  
Flemington, NJ



The  
Hunterdon  
Medical  
Center  
Lobby Shop  
windows



### Spreading the Word

We are about three months into a promotion. *We offer a "20% off one item" coupon in our patient welcome packet, at valet parking, and with each in-hospital delivery we have.* Our goal was to encourage people to come visit the Gift Shops. We have seen an increase of 30% in the past few months. Not all due to the coupons, but it's getting the word out to potential customers.

#### RENEE SCHUMACHER

Earned Income & Gift Shops Manager  
Hennepin Health Foundation  
Minneapolis, MN

### "S"aving Tip!

Gift shop managers learn to use everyday items for creative retail displays. You can use "S" hooks to hang a variety of items in your store. Instead of the expensive and ugly hooks from the hardware store, *you can buy beautiful shower curtain hooks for less and they look 100 times better!*

#### JUNE WASHBURN

Gift Shop Manager  
Bellevue Hospital Gift Shop  
Bellevue, OH





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# Emerald Green

LIVELY, RADIANT AND LUSH

## Emerald has been named Pantone's Color of the Year!

This verdant hue is being described as lively, radiant and lush and is trending up in fashion, home décor and gifts. Pantone enthuses that Emerald offers a sense of clarity, renewal and rejuvenation, and is an universally appealing tone. Apparently, P.P.P. Members agree! Our recent survey shows green as the major color trend in hospital gift shops across the U.S.



### BLINGZEE / CURIO GIFTS

Nurses across the country are brightening their days with Blingzee! These gorgeous crystal retractable heart reels have a rotating alligator clasp. They can be worn alone or with a matching badge holder. (209) 772-1433 [www.blingzee.com](http://www.blingzee.com)

### PASSION NYC

It's all about green from the environment to the dollar and now it's the hottest color in fashion. Passion's messenger with an adjustable crossbody strap and several pockets... the ultimate way to be on trend! SRP \$25.99 (646) 201-9303 [www.passionnyc.com](http://www.passionnyc.com)



## smart retailing | KEYS TO PROFITABILITY

**Markup and margin are terms all retailers are very familiar with.** Simply put, "margin" is the difference between the retail sales price and the wholesale cost of the item. "Markup" is the process of calculating the retail sales price of the product based on its wholesale cost. The wholesale cost of an item is known as the Cost of Goods Sold (COGS). COGS is the direct cost of the items your business sells. This number should always include the freight charges.

**Profitability is directly related to the COGS.** When you are able to enjoy an extra markup on an item; you will be generating a higher profit margin! Hospital Gift Shops offer both high and low profit categories, so it's good to check in and see how each category is performing. The following chart can be a helpful guide in estimating the COGS by classification.

CLASSIFICATION	COST OF GOODS SOLD	PROFIT MARGIN
Gifts	45% - 55%	45% - 55%
Jewelry	45% - 55%	45% - 55%
Apparel/Fashion Accessories	45% - 55%	45% - 55%
Plush/Toys	50% - 55%	45% - 50%
Greeting Cards/Stationery	50% - 55%	45% - 50%
Baby/Infant	50% - 55%	45% - 50%
Candy	60% - 65%	35% - 40%
Sundries	60% - 65%	35% - 40%
Magazines/Books	70% - 75%	25% - 30%
Flowers/Plants	60% - 65%	35% - 40%





### AMANDA BLU

Explore fresh color and texture this fall with the Amanda Blu emerald crinkle scarf. Soft, lightweight fabric makes this scarf a dream to wear. 27"x70" for endless folding options.

(866) 381-9494  
[www.amandablu.com](http://www.amandablu.com)



### ANNALEECE BY DEVRIES

Annaleece by DeVries' "Providence" necklace, made with a Rhodium finish and with emerald and clear Swarovski elements, features the radiance of the earthy and popular color of the year, emerald.

(866) 401-6700 [www.annaleece.com](http://www.annaleece.com)



### CHESAPEAKE BAY CANDLE COMPANY

Alassis No. 9 Blue Fern & Vetiver - A rich botanical fall fragrance marries blue fern, tomato leaf, honey fig, vetiver grass, and emerald moss in a hand blown art glass candle. Designed and poured in USA. SRP \$29.99

(877) 916-6550  
[www.chesapeakebaycandle.com](http://www.chesapeakebaycandle.com)



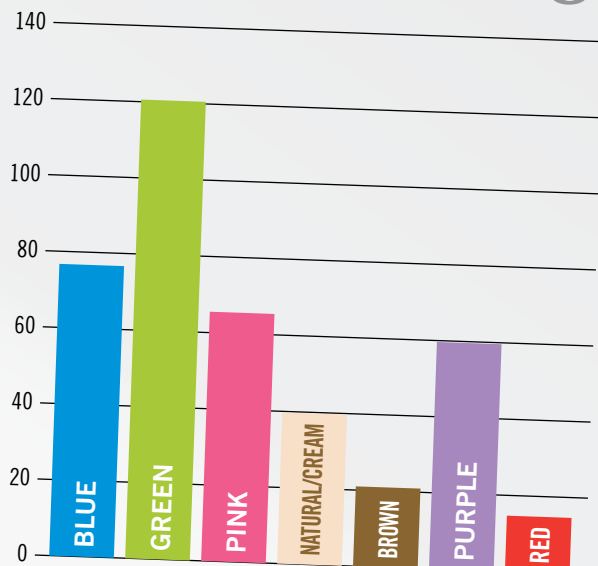
### EL PACK

Bling-Bling Card Case can hold up to eight credit cards and cash. Made with aluminum alloy that protect your credit cards from identity theft. The compact size fits in pockets and purses. 15 popular colors with gift box and display.

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HOSPITAL GIFT SHOP SURVEY SAYS...

# what colors do you see trending?



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**cardthartic**

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*Bless This Baby* ceramic frame and cross have become great sellers and staple pieces in stores everywhere. Your customers will appreciate their neutral design. They will work with a variety of nursery decor.

**lighthouse christian products**

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Psi Bands are stylish acupressure wrist bands that are FDA-cleared for the relief of nausea due to morning sickness, motion sickness, chemotherapy and anesthesia. Mom-invented Psi Bands are uniquely adjustable, waterproof (can be worn in the shower or during water sports without soggy bands), reusable, comfortable and affordable.

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(831) 373-7712 [www.psibands.com](http://www.psibands.com)



To help drive sales, we offer a conveniently sized and highly visible Lip and Hand Therapy fixture. This colorful product assortment includes our best-selling hand and lip care products all with an SRP of \$9 and under.

**crabtree & evelyn**

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From the makers of Buzzy®, DistrACTIONCards® Set of 5 cards designed to fit in a purse or clip to a badge. Each card features ten age-appropriate games and tasks. Research shows the cards reduce pain from medical procedures by half! SRP \$6.95

**mmj labs, llc**

(877) 805-2899 [www.buzzy4shots.com](http://www.buzzy4shots.com)



Keep your little one warm and secure with these Levi & Savannah Chevron Receiving Blankets by Trend Lab. Soft velour is backed with a vibrant chevron print. Blanket measures 30" x 40". Coordinating accessories are also available.

**trend lab llc**

(866) 873-6352 [www.trend-lab.com](http://www.trend-lab.com)



There's nothing better than the aroma of freshly baked Gingerbread cookies during the holidays! *Grandma Cookie's* animated plush bear is a perfect addition to this tradition! Press her foot and watch her recite a delicious recipe. SRP \$34.99

**cuddle barn**

(888) 883-1885 [www.cuddle-barn.com](http://www.cuddle-barn.com)



Play, create and craft with Imagine I Can™! Be the first person to capture the cheese! All the game pieces fit inside the portable Cheese Chase tin. Discover more Imagine I Can games, perfect for kids age 3+!

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**trend lab llc**

(866) 873-6352 [www.trend-lab.com](http://www.trend-lab.com)



# Paris FLEA MARKET Panache

Spending a warm sunny day combing through a local flea market in Paris sounds like the perfect way to spend an afternoon!

Finding odds and ends that can be tucked into that corner of your home or another here. For many of us, decorating our homes is a lifelong passion – always evolving and changing. This feature is all about the burlap trend, but we love how it would translate into a hospital gift shop. Transport your customer with this fresh look that is all over Pinterest! Burlap does double duty and lends a decidedly rustic urban vibe. Just a touch of this materials transforms totes, pillows, towels, wall prints, journals, trays and more. It also has an eco-friendly sense that appeals to a wide range of customers. This is a rough and ready trend you will love exploring – almost as much as that flea market in Paris!



**K&K INTERIORS, INC.** - The new exclusive vintage pillow collection is inspired by the coziness of a romantic cottage style. K&K Interiors - Inspirational Home Accents, Holiday, Garden, Gift, Floral, & Jewelry. (877) 647-0111 [www.kkinteriors.com](http://www.kkinteriors.com)

**TWO'S COMPANY** - Viva Vino! is part of the Butler's Pantry Collection ~ Refined and classic, handsome and entertaining...home goods with a witty edge. The Wine Motif Bottle Tote holds six bottles. SRP \$19.00 (800) 896-7266 [www.twoscompany.com](http://www.twoscompany.com)



**CARPENTREE** - Vintage and charming, this inspirational canvas is at home anywhere in the house. The featured verse "The Lord is faithful to all His promises." is Scripture Psalm 146:14 SRP \$19.99 (800) 736-2787 [www.carpentree.com](http://www.carpentree.com)

**MANUAL WOODWORKERS** - The Postage Stamp Burlap Tote offers casual elegance and functionality. Inside features a padded interior lining with inner pocket. Tote to the beach, store or anytime you need some extra room. SRP \$28.00 (800) 542-3139 [www.manualww.com](http://www.manualww.com)



**VHC BRANDS** - Decorative jute bowls stand beautifully on their own or easily coordinate with Nancy's Nook Tabletop collections. The woven color and distinct quality add style and texture to home décor. (888) 334-3099 [www.vhcbrands.com](http://www.vhcbrands.com)



**CAFFCO INTERNATIONAL** - Add texture and dimension to floral and greenery arrangements with this Jewel Center Burlap Peony Pick. Burlap adds a natural look. SRP \$6.50 (800) 390-1193 [www.caffco.com](http://www.caffco.com)



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## An Engaging Experience

*Set the Stage for an Engaging Retail Experience:* Increasing sales and bottom line profit margins are the ultimate goal of all retailers. Achieving that goal is done one customer at a time. Each guest who enters your gift shop will make a decision to shop or depart based on first impressions. The entrance should reflect the store's pulse and personality. Here are some tips to attract customers and entice them to stay and buy.

- Create eye-catching window displays using vibrant trend-forward merchandise that appeals to multiple customers such as kids, college students and adults with special interests (ex. seasonal gifts, home décor.)
- Create an inviting entrance with a garden cart showcasing fresh plants and balloons. It is a welcoming silent sales person. Also, consider hanging wind chimes near the entrance of the gift shop to create movement.

- Just inside the entrance use a display table as a "pause point". Here the guest is enticed to pause and take a look and touch what's new. Change this display every couple of days.
- Music lowers stress levels and creates a relaxing environment. Place a CD listening center or CD player near the front door playing a selection of music available for purchase. (Worried about theft of CDs? Fill the CD display with demo cases noting that CDs are available through the cashier.)
- Appeal to the sense of smell. Prior to store opening and during the day, spritz home fragrance throughout the gift shop. Strategically merchandise home fragrance products and candles to take advantage of the refreshing and soothing aroma.
- Engage guests with the sense of taste. Offer free tastings when you are showcasing food products. It is a great way of selling product. Finally, make your visual presentation sparkle with impeccable housekeeping, minimal signage and well positioned lighting. All of this, along with your knowledgeable and enthusiastic sales team sets the Stage for \$uccess!

**RECA DAVIS**

Director Community Services  
WakeMed Gift Shop  
Raleigh, NC

# ALL★AMERICAN

College sporting events remain a fan favorite, as we all cheer for our beloved school sports team. This love of game and team spills over to everything from clothing, to tabletop, to home décor! Even better, this passion makes buying gifts for your favorite guys just a bit easier! Now you just have to decide - what's the perfect gift for someone who loves "State" or "The U"?

### 1 BONITAS

Get the perfect blend of functionality and fun while you root for your favorite team! This badge reel features the school colors of Ohio State University and its logo. 36" retractable cord for quick swiping Spinning alligator clip back. (888) 726-6533 [www.bonitaswholesale.com](http://www.bonitaswholesale.com)

### 2 BOELTER BRANDS LLC

On game day serve chili, soup or dip in this 23 oz. sculpted ceramic bowl decorated with colorful team graphics. Ridged for easy stacking! Dishwasher and microwave safe. (877) 233-7287 [www.boelterbrandsproducts.com](http://www.boelterbrandsproducts.com)

### 3 BABY FANATIC

Get your little one started on the road to fandom with this officially licensed 3-piece gift set; a bib, bottle and a pacifier. Each item is 100% BPA free and is boldly decorated with colorful team graphics and colors. (804) 644-4707 [www.babyfanatic.com](http://www.babyfanatic.com)

### 4 THE MEMORY COMPANY

Show your team spirit with this kiln-fired ceramic plate. Its hand painted in teams colors and is 11" in diameter. This ceramic plate will make a wonderful addition to any gameday spread! Officially licensed by the NCAA. \$25.00 (888) 448-1480 [www.memorycompany.com](http://www.memorycompany.com)

### 5 PRINTS CHARMING LLC

Relive those glorious campus years with a framed Campus Letter Art print. Each picture represents a letter with a caption indicating where on campus the photo was taken. A truly unique gift for Alumni, Fans, and Tourists. SRP \$49.99 (636) 532-8992 [www.getletterart.com](http://www.getletterart.com)





# Carry On

This tote-worthy selection of products is perfect for carrying all your odds and ends, during your next day trip, outing or vacation!



## PS DESIGNS LTD.

Look stylish while toting your laptop... Milano Aubergine Computer Bag measures 20" X 13" with a fully lined interior that includes a 14" X 10" zippered protective computer cover. (866) 652-4665 [www.psdesignslimited.com](http://www.psdesignslimited.com)



## STEPHEN JOSEPH INC.

Let your little one travel in style with their Rolling Backpacks! Equipped with retractable handle, durable wheels AND backpack straps, these adorable characters are ready to go at a moment's notice! Choose from six styles. SRP \$35.99 (800) 725-4807 [www.stephenjosephinc.com](http://www.stephenjosephinc.com)



## WELLSPRING

A must for contact wearers! This popular contact lens case has a zipper closure and is made of soft canvas. It comes complete with solution bottle, contact case and interior mirror. Perfect size for the purse. SRP \$11.99 (800) 533-3561 [www.wellspringgift.com](http://www.wellspringgift.com)



## STEPHANIE DAWN

For back-to-school or weekend travel, this backpack will make the ideal companion. Exterior pockets and a small zippered pocket for holding important items snugly. Open the zipper enclosure to four interior pocket. SRP \$95.00 (855) 238-6580 [www.stephaniedawn.net](http://www.stephaniedawn.net)



## SPOONTIQUES INC.

Each of the eyeglass cases from Spontiques can hold your favorite reading glasses or fit your beach shades. All cases come with a coordinating microfiber cloth. (800) 225-5826 [www.spoontiques.com](http://www.spoontiques.com)



## STEPHAN BABY INC

Sturdy and roomy, this zip-top canvas diaper bag has tons of pockets inside and out and includes a change pad. Bag measures 17" W x 15" L with straps that are 15" long. This bag is spacious and fashionable! SRP \$30.00 (800) 359-2917 [www.stephanbaby.net](http://www.stephanbaby.net)



## CMC GOLF, INC.

The Mini Day Pack™ provides an essentials carry-all solution for everyone. Available in ten fashion options with 50+ themed medallions to suit everyone's needs! (800) 542-4454 <http://collection.minidaypack.com/>



## BOUTIQUE TO U

Carry your tablet in style with this padded crossbody tablet carrier. Straps are both adjustable and removable, so you can carry it or slip it into your briefcase or purse. Available in 4 colors. (248) 364-2740 [www.boutiquetou.com](http://www.boutiquetou.com)



## COYNE'S & COMPANY INC.

Designed by Sascalia, the Purple Flowers Wristlet has a quick zip around for security and fast access to your contents. The interior includes eight card slots to help you stay organized with room for cash, lipstick, and other essentials. (800) 336-8666 [www.coynes.com](http://www.coynes.com)





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## AUTUMNAL

# Vignette



### GLOBAL VILLAGE GLASS STUDIOS

These popular Art Glass Mini Pumpkins are back! Available in Orange Feather deco or as a six piece assortment of various orange mix designs. Each mini pumpkin is about 3" wide and made by hand, no two are exactly alike.

(800) 246-5585 [www.globalvillageglass.com](http://www.globalvillageglass.com)



### GIFT WRAP COMPANY

The Gift Wrap Company's new Halloween line is sure to tempt all ghouls and ghosts with delicious treats. These Halloween candy purses are a great way to share treats.

(800) 443-4429 [www.giftwrapcompany.com](http://www.giftwrapcompany.com)

As summer winds down, the air has a decidedly crisp feel and the leaves begin to fall, crunching beneath your feet. A favorite time of year, Autumn ushers us into a season of celebrating our family and friends. We love all the new spooky and fun tricks that our Vendors have up their sleeve for this year's haunting season! And as we move beyond Halloween, we are inspired by the home décor themes that will turn our homes into a warm harvest all its own. Round out the season with a reminder to be truly Thankful.



### SPRINGBOK PUZZLES (ALLIED PRODUCTS)

*Autumn Reflection* 1500 piece jigsaw puzzle rests upon the azure blue of a lazy river bending into harvest colors. This puzzle is a challenge as colors flutter like leaves into places where you are not expecting to find them. \$20.95

(800) 497-8697 [www.springbok-puzzles.com](http://www.springbok-puzzles.com)



### BLOSSOM BUCKET INC.

This decorative pilgrim hat with sunflowers and pumpkin from Blossom Bucket is the perfect addition to any Thanksgiving display.

(800) 662-5923 [www.blossombucket.com](http://www.blossombucket.com)





#### GOOSEBERRY PATCH

*Hometown Harvest* ~ Celebrate harvest in our hometowns...places full of breathtaking colors, beautiful memories and delicious dishes. In hearty recipes, Gooseberry Patch has captured those fond fall tastes and share nostalgic memories of falls past.

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(800) 495-1680 [www.carouselcandles.com](http://www.carouselcandles.com)



#### TREND LAB LLC

Keep your "little pumpkin" looking adorable and fashionable in this Jack-O-Lantern Layette by Trend Lab. Single bodysuits, two pack bibs, and infant socks available.

(866) 873-6352 [www.trend-lab.com](http://www.trend-lab.com)



#### EVERGREEN ENTERPRISES INC.

Add a whimsical festive touch to your Thanksgiving decor! Designed for autumn entertaining these three polystone turkey figurines with metal legs will become a fall favorite decoration year after year.

(800) 774-3837 [www.myeevergreen.com](http://www.myeevergreen.com)



#### GANZ

Be-ruffled baby socks in fun Halloween graphics will charm ghosts and goblins. Pretty ruffle cuffs finish the fashionable look. Fits 0 - 12 months SRP \$6.50

(800) 724-5902 [www.ganz.com](http://www.ganz.com)





BEFORE



AFTER

## RENOVATIONS *Behind the Build*

We recently underwent an entire remodel of our lobby and gift shop. It was the final step in our hospital's complete renovation. Our hospital is over 100 years old, and our face-lift is absolutely amazing. The hospital looks beautiful!

My suggestions for anyone about to go through a remodel:

1. Be in on the design process at the very beginning! Then make sure you keep your ear out. You have to be a part of it.
2. Be specific, specific, specific! You must tell the architect/designer your exact specifications. Just telling them that you need space for shipment is not going to cut it. We drew out our check-out wrap desk down to the inches and the specifications for our register. (Most registers need proper air-flow or else they will burn out easily!) By giving them something to work with helped them out as well ... They are talented people, but they cannot read your mind!
3. LIGHTING, LIGHTING, LIGHTING! It makes all the difference! All that bling in our shop just glitters like treasure because of the lighting!
4. Shelving should be built in! We also were able to get almost all of our floor displays on casters. It sounded very weird to our cabinet maker, but we assured him, that we knew that was what we wanted. It has given us the option to move the shop around to change it up, and we will ... SOMEDAY ... After we are caught up with all our other tasks ...
5. Constantly check on the progress. No one else but you has your new spaces best interest in mind!
6. BE NICE! It is amazing what an architect or contractor will do if you are nice to them ... Seriously, we got an extra 12x12 feet of space in our back room.
7. Be patient, flexible, and choose your battles! This is quite the process and always remember number 4 above.

### JONNIECE BUSATH

Volunteer Coordinator/Gift Shop Manager  
LDS Hospital  
Salt Lake City, UT





## PRODUCT RECOMMENDATION: Noelle Enterprises - Key Largo Collection

Noelle's "Key Largo" Collection of tops, dresses, scarves, purses, and jewelry all in coordinating tropical pastel colors were a huge hit with our customers. While setting up our window display, we had so many customers stop to Oooh and Aahhh that I immediately called Noelle for a reorder, having obviously underestimated the sales potential in this line. We sold out on the clothes and purses in two days. We have received our reorder and sold out again. We have two orders on the clothing coming in and we already have a waiting list. The hottest clothing, if you had to choose just one sku, it would be the short Boho dresses, Item KL-DRESS-3.

### SABRA SHIELDS

Manager- Gift Shops  
Sanford USD Medical Center  
Sioux Falls, SD



## Gift Shop Road Show

I am the buyer manager for a community hospital system that includes two acute care hospitals, several assisted living centers, behavior health, a pain management clinic and off site accounting/marketing departments. Prior to each spring and fall, I take "new goods" to some of our off campus sites so that the staff there feels included in what's available at the main campus. I advertise it as a "Gift Shop Road Show" and have the hospital courier deliver the goods and take a volunteer with me to assist. It's a win, win situation! I get a good feel for what is selling at the start of the season, an indication of what I will most likely re-order, make money for my hospital and have impacted employee morale.

### DEBRA A. JOHNSON

Manager- Gift Shops  
Northeast Hospitals  
Beverly, MA

## Change It Up!

As we carry on with our day to day duties, of which we all know there are many, sometimes it's easy to forget the basics. One basic every retail store needs to learn is moving product. Before giving up on an item, you should definitely relocate it at least two to three times. A few months ago, we received a shipment of "vegan leather" purses and wallets. I had absolutely no doubt that they would sell quickly, as I placed them on a waterfall purse rack for maximum exposure. Wrong! Within a couple of weeks, only ONE had sold.

We all experience dud purchases, but I had another shipment of a different brand of purses arrive, so I decided to move the purses and wallets into an open basket/trunk to make room for the new product. Guess what happened next?

Customers started picking them up, suddenly "seeing" them for the first time, and started to purchase them.

We now have less than half of the original shipment left, within a two week time of changing things up! Moral of the story – change is good!

### BEV BERGT

Gift Shop Buyer  
Providence AK  
Medical Center  
Anchorage, AK



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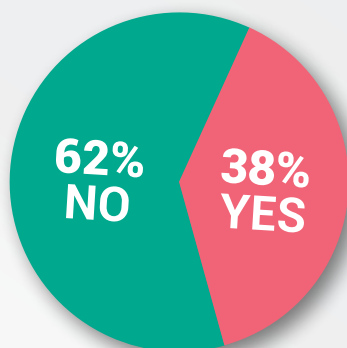
# THE *Holly Days*

## Peace, love and all things MERRY!

All new for 2013, this mix of all things MERRY is perfect for your Holly Days. A few things to keep in mind this season – classic red and green still rule, but that does not mean updated hues, popular materials and the trendiest designs don't have a place in your mix. Bright jewel tones continue to pop up, while materials such as felt are being shaped into traditional holiday products, such as stockings and even gift boxes. Red and white peppermint motifs are fun and showing up here and there, while we just love holiday aprons – perfect for whipping up our holiday favorites in the kitchen!

HOSPITAL GIFT SHOP SURVEY SAYS...

have you already  
bought all your  
merchandise for  
fourth quarter?



### Cardthartic

If you're looking for more warm and fuzzies for the store, pick up this *little reminders* card from Cardthartic. Like all Cardthartic cards, it's proudly Made in the USA using soy ink on recycled paper.  
(800) 814-8145  
[www.cardthartic.com](http://www.cardthartic.com)



### About Face Designs

Sunnyside Up Plaques feature bright, bold colors and timely messages. The collection has become an instant success. Perfect for hanging on a wall or sitting on a shelf or desk. SRP \$9.99  
(800) 742-1766 [www.aboutfacedesigns.net](http://www.aboutfacedesigns.net)



### Berkeley Designs

With the increasing success of the fun and functional wine caddies, Berkeley has developed hand painted designs for the holidays. These will look amazing on the holiday table. Retails from \$27 to \$39.  
(800) 272-3872  
[www.berkeleydesigns.com](http://www.berkeleydesigns.com)



### Cuddle Barn

Nutcracker Teddie ~ This adorable teddy bear recites the story of the *Nutcracker* while music from the ballet plays in the background during the four-minute play! SRP \$29.99  
(888) 883-1885 [www.cuddle-barn.com](http://www.cuddle-barn.com)



# THE *Holly Days* CONT.



## **Brownlow Gifts**

Brownlow Gifts presents this practical, handy size bamboo cutting board with 36 attractive (4" x 6") recipe cards wrapped up with a hand-tied ribbon which makes a wonderful gift! Multiple designs available. SRP \$9.50  
(800) 433-7610 [www.brownlowgift.com](http://www.brownlowgift.com)



## **burton + BURTON**

The new *Lovin' Life* ornaments offer over 20 professions and hobbies. Ornaments are hand-painted ceramic, with decorative ribbon and beads, and come individually gift boxed. SRP \$14.99  
(800) 241-2094 [www.burtonandburton.com](http://www.burtonandburton.com)



## **Camille Beckman**

Enjoy the warmth of silken vanilla and hot caramel, this holiday season with the newest fragrance from Camille Beckman, Vanilla Snowflake. Made in the USA  
(800) 433-0060 [www.camillebeckman.com](http://www.camillebeckman.com)



## **Primitives by Kathy, Inc.**

Brand new for Summer 2013, these beautiful wooden postcards are available in everyday black and white and holiday styles. A great alternative to traditional cards. Various styles, SRP \$3.95  
(866) 295-2849 [www.primitivesbykathy.com](http://www.primitivesbykathy.com)

## **Lighthouse Christian Products**

The Message From God ornament comes in a festive red mailbox design and features a note with John 3:16. The 2 3/4" x 4" ornament has an area for personalization and a ribbon to hang. SRP \$9.99  
(888) 477-4031  
[www.lcpgifts.com](http://www.lcpgifts.com)



## **It Takes Two**

Brand New Holiday line by artist Wendy Bentley. Beautiful full color art front and inside. 10 cards/10 envelopes packaged in crystal clear, biodegradable cello. Also available for counter cards.  
(800) 331-9843 [www.ittakestwo.com](http://www.ittakestwo.com)



## **Carson Home Accents**

Carson Home Accents everyday gift boxed mugs get a holiday makeover! Ceramic mugs come individually packaged in their own decorative box with a magnetic closure. Mug holds 14 ounces. SRP \$10.95  
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# TOTALLY Tween

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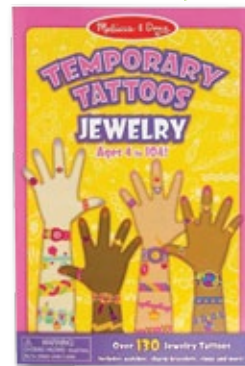
**GUND** Ox Cuddly Ugly is perfect for boys and girls of all ages – particularly tweens and teens. He has a unique body style which makes him the perfect shape for hugging or just a cozy pillow. SRP \$39.99 (800) 448-4863 [www.gund.com](http://www.gund.com)



**SNAZZY BEADS** These handmade beaded bracelets with a colorful ladybug charm are sure to be a hit with your favorite young lady. Strung on a stretch elastic cord, it will fit girls ages 6-12. (518) 392-2135 [www.snazzybeads.com](http://www.snazzybeads.com)

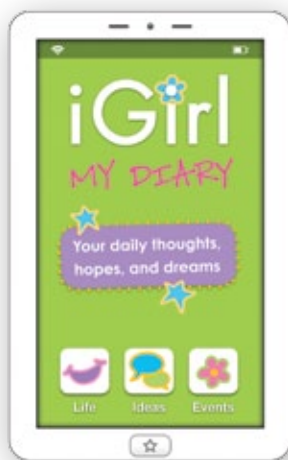


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**MELISSA & DOUG** It's the jewelry kids wear right on their skin! Temporary Jewelry Tattoos include bracelets, watches, rings, and charms that press right on with a wet paper towel and last for days. (800) 284-3948 [www.melissaanddoug.com](http://www.melissaanddoug.com)

**SMART LAB TOYS** Watch this motorized bug scurry across the floor like a futuristic beetle or take it outside. Robo-Bug can crawl over sand and rocks, pull objects, and even climb up hills. Get the bugs-eye view on robotics! (866) 319-5900 [www.smartlabtoys.com](http://www.smartlabtoys.com)



**PERSEUS BOOKS** This glittery diary boasts colorful pages and ample space for jotting down thoughts, secrets, hopes, and dreams. The fun design and journal space is perfect for any preteen wishing to keep a treasured record of her daily life. SRP \$7.95 (877) 528-1444 [www.perseusbooksgroup.com](http://www.perseusbooksgroup.com)

## AURORA WORLD INC.

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# Summer Mart Season 2013

## EVENTS & SPECIALS

Visit our website at [www.purchasingpowerplus.com](http://www.purchasingpowerplus.com) and RSVP for our events in Dallas and Atlanta. Simply click on the "RSVP for Our Summer Events" Link on the Home Page. Travel Incentives also available.

**DALLAS TOTAL HOME AND GIFT MARKET - JUNE 19-25, 2013;** Dallas Market Center, Dallas, TX  
We will be hosting a cocktail reception in Dallas on Saturday, June 22nd, from 5 pm to 7 pm. Stop by to network with other P.P.P. Managers and have a bite to eat!

**LOCATION:** 12-19 on the 12th floor of WTC

**ATLANTA GIFT SHOW - JULY 10-17, 2013;** AmericasMart, Atlanta, GA

**SATURDAY, JULY 13TH; NEW LOCATION:** AmericasMart Building 1, 8th floor; **AGENDA:** Continental Breakfast, Vendor Floor, Lunch and Education; **BREAKFAST:** 8:30 am **VENDOR FLOOR:** 9:00 am to 12:00 pm **EDUCATION & NETWORKING:** 12:00 pm

A Complete Listing of Exhibiting Vendors can be found on our website. Remember that 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, July 13th and Sunday, July 14th.

**SUNDAY, JULY 14TH; LOCATION:** AmericasMart Building 1, 8th floor; Join us at 8:30 am for Breakfast and an Educational Seminar sponsored by burton + burton



**95 & SUNNY** - Visit our booth in the temps for our show specials on Crystal Nail Files (100 for \$299.) and Bottom's Up Wine Glasses (15% discount). 95 & Sunny will be in the temps (Building 3, 5th floor, Booth 2500) for the July Show in Atlanta.



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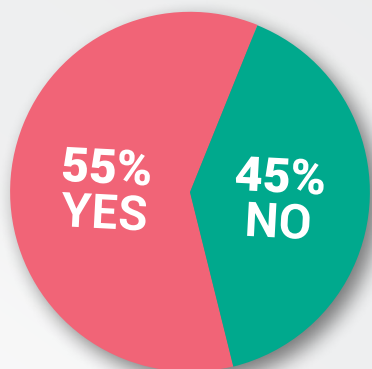
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Product fully returnable within 120 days if not satisfied with sales!

Orders must be placed by August 31st, 2013. PPP customers receive a 10% discount on all orders & reorders! See us in our ATLANTA Showroom #1305 or call Customer Service at 800-525-0642 to schedule a rep visit.

HOSPITAL GIFT SHOP SURVEY SAYS...

will you travel to  
a summer mart?



Building 2; LAS VEGAS: July 29 - August 2, Showroom #C852, Building C

Visit any of **BURTON + BURTON'S** show-rooms during summer markets to see what's new for 2014 and in ATLANTA receive an additional 5% off your show order just for being a PPP member! We hope to see you in: DALLAS: June 19 - 25, Showroom #1121, Trade Mart; ATLANTA: July 10 - 17, Showroom #728,



the finest ingredients, keeping those with skin sensitivities in mind. Sold in hospital gift shops across the country, Camille Beckman is the number one choice of hospital staff, patients and visitors. Gluten free, Made in the USA, woman-owned and family operated. Average MSRP \$1.99-\$24.99. Call 1-800-433-0060 for show specials.

**CAMILLE BECKMAN** has been creating the world's finest personal care since 1986. With 16 fragrances and an unscented line to choose from, our creams are handcrafted with only



**CARDTHARTIC** Nothing brings more warmth and beauty to the store - or customers through your door -- like these gorgeous cards and gifts!

Stop by our booths: • ATLANTA Bldg 3 #4-401 • CHICAGO #4055-5055 • DENVER #131 • SEATTLE #265 In addition to the current member discount, you'll receive an extra 5% off your order placed at the show and free fixtures. Meet your customers' needs and grow profits with these beautiful add-ons.



**CAREN PRODUCTS** Spend \$500 and receive one lip balm display which includes 24 pieces (\$42 value). Our fabulous lip treatment is beeswax based enriched with aloe vera, Vitamin E, coconut oil, avocado oil, jojoba oil & grapeseed extract. Contains SPF15.

Come see us in ATLANTA (PPP Event & Road Runners),

DALLAS (Next Generation),  
MINNEAPOLIS (Priorities 2),  
DENVER (Italiano Sales),  
LAS VEGAS (1 Point West) &  
SEATTLE (DandyLines).



You're invited to come see all the new candles from **CAROUSEL CANDLES** at the summer gift shows. Find us in ATLANTA (Bldg 3, Floor 5, Booth 1202), PHILADELPHIA, SEATTLE, DENVER, MINNEAPOLIS, LA & BOSTON. 10% Discount and Net 30 terms for PPP Members.



**CARSON®** has terrific Show Specials on Gift, Garden, FlagTrends™, RedNek™ Glasses and Accessories, Just the Right Shoe™, and Holiday merchandise! Stop by and visit us in ATLANTA Building 2, Suite 1321, or in DALLAS, Suite 2999 to see over 3,000 products and our newest Collection...POZY Bears™! Don't miss out - join us for snacks and lots of fun!



**CLOUD B** Orders for \$445+ receive free case (6) of your choice of either Disney Sound Soothers or Sleep Sheep Smart Sensor (an over \$200 value!). Orders must be placed at show for immediate ship date. Please visit our booth to learn more about your Purchasing Power Plus discount.



# Adorable Baby & Get Well Balloons!

Anagram's  
ValueLine Plus Balloons  
are only **\$0.74** each!

from U.S. Balloon

## Baby Balloons

All designs are available for both girls and boys!

Nine  
designs are  
available just for  
Hospital  
Gift Shops!



829544



829575



829551



829582



829490

## Get Well Balloons



829414



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829391

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designs are  
available just for  
Hospital  
Gift Shops!

Call 800.285.4000 to place your order today!

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Faster  
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CHEAPER  
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**A Mother's Love. One Story at a Time.**



**PPP Discount – 10% with an additional 5% at the PPP Show!**

**Come Visit Us at Our Showrooms:**

Dallas • Dallas WTC Floor 8, 8505 • 6/19/2013 – 6/25/2013

Atlanta • AmericasMart Building 3, Floor 3, Booth 1605 • 7/12/2013 – 7/16/2013

Los Angeles • California Market Center Suite C-1300 • 7/16/2013 – 7/23/2013

Connect with us at



*Please contact your local **Cuddle Barn** representative for more information!*

Commerce, CA • T: 888-883-1885 • F: 800-985-4191 • E: [info@cuddle-barn.com](mailto:info@cuddle-barn.com) • [www.cuddle-barn.com](http://www.cuddle-barn.com)



# Summer Mart Season 2013

## EVENTS & SPECIALS



**CMC GOLF** - The Mini Day Pack™ provides an essentials carry-all solution. The Mini Day Pack will be available for viewing and ordering at the following summer shows, be sure to visit and claim your PPP 10% discount!

DALLAS: 6/19-25 Cathy & Co Showroom

ATLANTA: 7/10-16 Gib Carson Showroom

CHICAGO: 7/18-23 Haefling & Haefling Showroom

LAS VEGAS: 7/29-8/2 Next Step Reps Showroom

MINNEAPOLIS: 8/2-6 Priorities 2 Showroom

SEATTLE: 8/15-20 Ned Stack & Assoc. Showroom

DENVER: 8/22-27 Salesmark Showroom



**DOUGLAS CO.** Come to see us at the Summer Gift Shows: ATLANTA Gift Show, ASTRA Show, DALLAS Gift Show, CALIFORNIA Gift Show, CHICAGO Gift Show, SAN FRANCISCO Gift Show, DENVER Gift Show, TORONTO CGTA Show, MINNEAPOLIS Gift Show, COLUMBUS Gift Show, SEATTLE Gift Show, LAS VEGAS Gift Show.



Natural Odor Eliminator

**FRESH WAVE** natural odor eliminators use only plant oils and water. No harsh chemicals and no masking fragrances to safely and effectively remove odors from fabrics, surfaces, and the air. It's no wonder Fresh Wave products are trusted in hospitals and long-term care facilities around the world for natural odor elimination that really works. Stop by the Fresh Wave booth at the ATLANTA MART - Building 2, Floor 3, Booth 815 - for free freight on all orders.



The Gift Wrap Company

1634; SEATTLE: Cards & Gifts NW, Booth 2264; MINNEAPOLIS: Gift Street, Suite B-149; DALLAS: Daniel Richards, Suite 1400

**THE GIFT WRAP COMPANY** is offering a 25% discount for new customers and for returning customers, a 10% discount. You can see our great products in these showrooms this summer: ATLANTA: Daniel Richards, Suite



ATLANTA - Building 3, Floor 5 #405 and draw your show special from our Candy Jar full of great show offers like additional 3, 5, 10 and 15% discounts, free shipping, prize packs and gift cards. Will it be your lucky day?!

**THE GRANDPARENT GIFT CO.**

creates gifts from unique ultrasounds to touching memorials and keepsakes for all of life in between! Sentimental and fun gifts for all generations of the family. Visit us in



Laser Pegs® offers a huge range of products that can all be used together or alone. Each kit uses Light up LED Laser Pegs® shapes and transparent construction pieces compatible with other construction kits. Go to laserpegs.com to download over 400 models + whatever you can imagine.

**LASER PEGS®** is the original lighted construction toy that combines two things kids love: light and building. From Helicopter to Bug sets,



Ron Gilefsky & Co., LOS ANGELES at the Calif. Marketing Assoc., MINNEAPOLIS at the Valley Art Group, and NEW YORK at Javits Center Booth #2873.

The new **MALIBU CREATIONS** collection of affordably chic home décor will be on display at a show near you this summer. View our fun and fresh home accents in DALLAS at Keith Smith Ltd., ATLANTA at 225 Unlimited, NORTHEAST MKT CTR at

Come visit **MANHATTAN TOY** at our upcoming summer shows! We'll have over 50 new items including more items from our award-winning *Imagine I Can* collection! See you soon!

DALLAS GIFT MARKET: June 20-23 Booth #2715

ATLANTA GIFT MARKET: July 12-16 Bldg. 3, Floor 5 Booth #2708

LA GIFT SHOW: July 19-22 Booth #2338 & 2340

CHICAGO GIFT SHOW: July 20-23 Booth #8-3061

SAN FRANCISCO GIFT SHOW: July 27-30 Booth #2327

SEATTLE GIFT SHOW: Aug 17-20 Booth #1 Suite 114

NY GIFT SHOW: Aug 17-21 Booth #7162



How will Santa know where I live? How will he find me? *The Magical Tale of Santa Dust* answers those questions. A recent recipient of the prestigious Mom's Choice Award and a Best New Product of the Year nominee at the National Stationery Show; *The Magical Tale of Santa Dust* is sold with one pouch of magical Santa Dust shrink wrapped together and is sure to become a new Christmas classic and a Christmas Eve family tradition. **N & J PUBLISHING** is offering one free book with all opening orders.



further than Peepers! SHOW SPECIAL - FREE SHIPPING ON ALL ORDERS OVER \$200.

**PEEPERS READING GLASSES** offers the largest collection of affordable designer reading glasses for both men and women.

If you're shopping for quality, then look no



**RADZ BRANDS** The candy dispenser for Generation Z. Each Radz comes with a pack of candy and access to online games and videos. Radz Summer Show Specials: 5% off orders over \$175, 10% off orders over \$350!

Find us at the following summer gift shows: DALLAS SHOWROOM #1860; ATLANTA BUILDING 2, Showroom #1401; CHICAGO SHOWROOM #13-235; NEW YORK BOOTH #541; MINNEAPOLIS WEST ROOM #390; PHILADELPHIA BOOTH #501-709; DENVER BOOTH #X237/238; LAS VEGAS, Building 3 Booth #C11-1311



Visit **ROMAN, INC.**, Cottage Garden, and Alexa's Angels® in one of our fabulous showrooms. Exciting new product, great show specials! Join us in celebrating Roman's 50th Anniversary!

DALLAS: World Trade Center, Suite 450

ATLANTA: America's Mart, Building 2, Suite 1400

CHICAGO: Merchandise Mart, Suite 13-600

LAS VEGAS: World Market Center, Suite C-854



**SELLERS PUBLISHING**, producers of calendars, gift and trade books and the RSVP® greeting card line, will be offering a 10% discount on all orders placed at the ATLANTA GIFT SHOW, excluding seasonal counter cards. The Sellers line can be viewed at Showroom #1735 in Building 2. We will also be exhibiting at the DALLAS, SEATTLE & SAN FRANCISCO GIFT SHOWS.



**STEPHEN JOSEPH** Specializing in Children's Gifts!

Get Ready for Back to School - Come See Us in ATLANTA!

Write an order with us in ATLANTA, and receive free freight and a 10% discount\* on orders of \$500 or more!

Showroom located in Building 2, STE 1733A or at our

temporary booth in Bldg 3, Floor 5, Booth 100. \*10% discount will not be in addition to the existing 5% discount.



# Snuggly, Soft Baby Dolls!

Perfect for Baby, Big Brother or Sister!

- Great Size! (8" sitting, 21" overall)
- Great Value!
- Great Style!
- All Machine Washable!



All New!

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