

PULSE

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WITH P.P.P.
MEMBERS** *p.15*

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FOR 2012** *p.17*

PULSE Magazine's mission is to be the preeminent publication for hospital gift shops.

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❁ 2012 HIT LIST continued on page 12



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The color palette for 2012 promises to revive our spirits, cheer up our wardrobe of gray and black and brighten the landscape of home decor! **Think in shades of pink, turquoise, bright corals and neutrals that are definitely not your ho-hum camel.**

2012 COLOR TREND

Our experts recommended keying into other trends and current events, as you develop a color palette for your gift shop. Remember, 2012 is an election year. Blue is always a calming influence, but this year it will be a bit more electric and trending towards Americana.

The tropics are crashing into the fashion world with ribbons of yellows, greens and tangerines, so be on the lookout for these influences when purchasing scarves, purses, apparel and accessories. Metallics emphasize luxury and a hint of glamour! Glam earrings, gunmetal (hematite) with crystals, tri-tone mixes: gold, gunmetal and silver, and aurora borealis coated crystals will be all the rage. While the importance of caring for our environment echoes in shades of green and natural hemp.

Ultimately 2012 will be all about colors in combination rather than any one key shade. Mixing colors and layering textures is essential, as is color blocking and thinking outside the normal color combinations! The best industry insider tip? Have fun with it and your customers will too!



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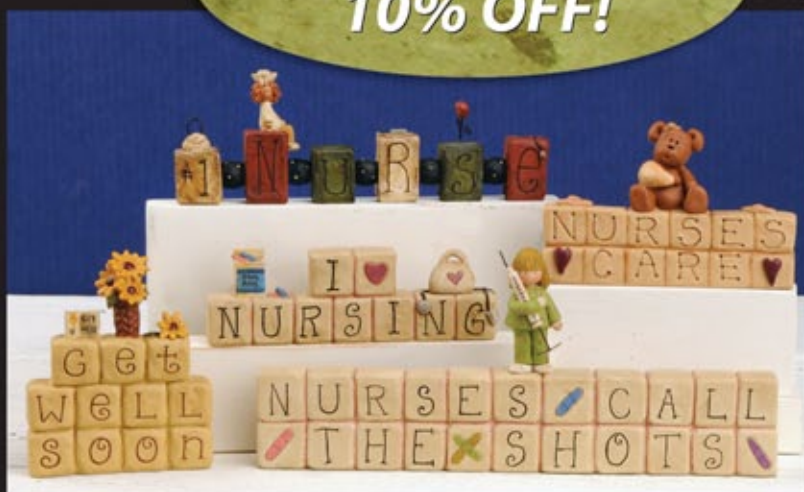
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❁ 2012 HIT LIST continued on page 14



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A LOOK BACK: Best Selling Categories in Hospital Gift Shops in 2011: **Jewelry, Scarves and Handbags**

ALSO MAKING NOISE? **Redneck Wine Glasses!**

EXCITING TREND PREDICTION: **"Big and bold with lots of emphasis on accessories!"** shares Kristyn Ireland CAVS, Manager, Volunteer Services at North Ottawa Community Health System in Grand Haven, MI

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TOP 10 RETAIL TRENDS for 2012



- 1A** Candy Store handbag accessories are functional, touchable and colorful. **EB BRANDS** (914) 964-5200 www.ebbrands.com
- 1B** Put a tropical splash in your window with this vibrantly hand-painted art glass suncatcher. **JOAN BAKER DESIGNS** (800) 248-1983 www.joanbaker.com
- 1C** Feel the Fruit Gift Set: Cleanse, Moisturize & Seal with a kiss! **UPPER CANADA** (800) 548-4097 www.uppercanadasoap.com
- 1D** Pocket Peepers has taken a lens from your reading glasses and made it conveniently fit in your wallet. **CALIFORNIA ACCESSORIES** (800) 523-5567 www.calaccessories.com

1 BOLD, BRIGHT & VIBRANT Pop with a punch - tropical colors are all the rage! Aqua blue, tango tangerine, pineapple yellow, lime green, bright coral and hot pink all add exotic appeal. These optimistic brights evoke a happy cheerful vibe allowing people to be self-expressive.



- 2A** No matter what you are wearing, grab a pair of these and away you go! **TEMPTATIONS JEWELRY SALES INC.** (888) 847-3049 www.temptationsjewelrysales.com
- 2B** Park Avenue Bangles are convenient, versatile and twisted together bangles are detachable! **PACIFIC SILVER INC.** (800) 548-8552 www.pacificsilver.com
- 2C** A Mother's Promise™ lanyard collection is created in support of Fair Trade. **BONITAS INTL - BOOJEE BEADS** (888) 726-6533 www.bonitaswholesale.com
- 2D** Large copper crystals tied to a hammered copper frame in a handcrafted sensation. **I LOVE BRACELETS** (310) 839-5683 www.ilovebracelets.com

2 CHIC METALLIC TINTS There are virtually endless ways in which stylish and creative metallic trends can be incorporated for a bold fashion statement; a pair of shoulder duster earrings, an ornately jeweled brooch, an over the top chunky necklace or a unique blend of bangle bracelets will enhance anyone's wardrobe. Look for pewter silver, champagne gold and warm copper to shine.



- 3A** Share your love of nature with this picturesque Love grows here garden plaque. **ROMAN INC.** (800) 729-7662 www.romaninc.com
- 3B** Branch out and grow in your writing and creativity with this White Tree Journal. **PETER PAUPER PRESS** (800) 833-2311 www.peterpauper.com
- 3C** Beecology offers hand and body lotion, bar soap, lip balm and more; for people that care. **MARKETSHARE DISTRIBUTION** (888) 262-6088 www.marketsharegifts.com
- 3D** 100% natural, biodegradable and sustainable hand and foot creams. **KEEP BUZZIN' BODY PRODUCTS, LLC** (952) 938-0102 www.keepbuzzinwholesale.com

3 NATURAL LIVING Looking to nature and the local landscape for inspiration is a major trend impacting both the fashion world and home decor markets. Everyone is intent on "unplugging" from their fast paced lives and focusing on what's most important. You will find this effect "spill" over as consumers continue to incorporate eco-friendly products into their lives.



- 4A** This linen canvas wall art will inspire a trip to the farmer's market. **EVERGREEN ENTERPRISES INC.** (800) 774-3837 www.myeverygreen.com
- 4B** Inspire the chef with this charming Market to Market Recipe Card Album from Lang. **PERFECT TIMING INC.** (800) 262-2611 www.perfecttimingbrands.com
- 4C** Preserve fresh-picked or farmers market foods using quick and easy methods that respect busy lives. **CQ PRODUCTS** (800) 887-4445 www.cqproducts.com
- 4D** Recipes to make the most of fruits & veggies, from the farmers' market. **GOOSEBERRY PATCH** (877) 854-7400 www.gooseberrypatch.com

4 SIMPLY FOOD We see people beginning to cherish simplicity and putting value on the independent grower. The consumer is all about buying food from those committed to creating a quality product and dedicated to doing the right thing. So encourage your customers to venture out into new tastes and flavors!



5A Frosted tall tumbler has an easy-grip finish and screw-top lid. **LIGHTHOUSE CHRISTIAN PRODUCTS** (888) 477-4031 www.lcpgifts.com

5B Create joy with the all new break-away Laughter Heals Lanyard! **SAVE THE TA-TAS / TA-TAS BRAND** (877) 698-2827 www.laughterhealsgifts.com

5C Greeting Card Assortments offer quality and beauty at a great value! **LEANIN' TREE** (800) 525-0846 www.tradeleanintree.com

5D Nature's Soul is a heartfelt and inspirational gift collection inspired by the love of art and craftsmanship. **MIDWEST - CBK** (800) 394-4225 www.mwcbk.com

5E Simple and refreshingly moving, thxthxthx is thought provoking and emotionally rewarding. **ANDREWS MCMEEL PUBLISHING** (800) 851-8923 www.andrewsmcmeel.com

5 INSPIRATIONAL, FAITH & FAMILY

Words, text and imagery that inspires, motivates and comforts is a trend that will present you with an opportunity to encourage meaningful gift giving. People are looking for gifts that have meaning and emotional value, along with a sense of craftsmanship and artistry. Allow your consumers to express themselves in an authentic way with themes of love, family and home!



6A Insulated lunch tote in black and white damask design canvas print. **BOUTIQUE TO U** (248) 494-3736 www.boutiquetou.com

6B This chic journal features a bright floral design with a modern twist on a spiral-bound journal. **GRAPHIQUE DE FRANCE** (800) 444-1464 www.graphiquedefrance.com

6C Modern Vintage collection features vintage postcards, stamp art, butterflies, flowers and birds. **COYNE'S & COMPANY INC.** (800) 336-8666 www.coynes.com

6D Purse mirrors are perfect to take a quick peek at your make-up on the go. **POPULAR CREATIONS** (800) 756-8899 www.popularcreations.com

6 OLD IS NEW AGAIN! Everything old is new again - designs, patterns, styles and colors. Big floral prints, lace, black and white damask, vintage modern and global influences are crossing all boundaries from fashion to home decor. Shabby chic is also reemerging as a warm, comfortable and intimate design theme that depicts a passed time. The best thing about these re-fashioned styles is you don't need a generous budget to make an elegant and trendy statement!



7A Oops Personal Emergency Kits come in handy for life's little mishaps. **MANUAL WOODWORKERS & WEAVERS** (800) 542-3139 www.manualww.com

7B Manicure Gift Sets are practical and cute to boot! **BROWNLOW GIFTS** (800) 433-7610 www.brownlowgift.com

7C iPad Portfolios - Convenient tri-fold design converts to easel style stand. **KRISTINE ACCESSORIES INC.** (800) 261-2351 www.kristine.com

7D Black Dot Leopard Travel Bag with fashion and function all in one! **JOANN MARIE DESIGNS LLC** (714) 996-0550 www.joannmarie.com

7 ANIMAL PRINTS: HEAR THEM ROAR

Animal prints trend looks absolutely stunning and manages to stand out due to the variety of prints and colors available. Because printed accessories give a certain luxurious and rebellious look, they blend beautifully with a variety of different style outfits.



8A The popular French Bull Collection integrates the mastery of vivid color and patterns. **THE GIFT WRAP COMPANY** (800) 443-4429 www.giftwrapcompany.com

8B Monogram purse pads are handy to tuck away in purse, pocket or briefcase. **NICOLE BRAYDEN GIFTS** (216) 581-9933 www.nicolebraydengifts.com

8C Set of 4 burp cloths with fun, modern prints and solids on the front and soft terry on the back. **TREND LAB LLC** (866) 873-6352 www.trend-lab.com

8D Spice up the experience of baking with this fun, flirty hostess apron. **BURTON + BURTON** (800) 241-2094 www.burtonandburton.com

8 SEEING SPOTS This next trend is a fun one: polka dots! Playful and adorable, polka dots make you want to smile at passersby. One of our favorite trends and we love how polka dots have become quite grown up and chic.



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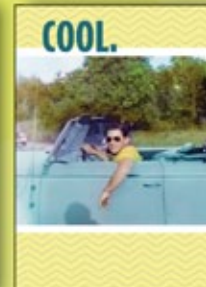
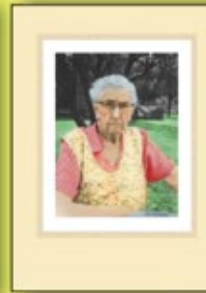
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HOSPITAL GIFT SHOP FEATURE

PENN STATE HERSHEY MEDICAL CENTER

Jeanne Zeck is the Gift Shop Coordinator at Penn State Hershey Medical Center. With 20 years of experience in retail, Jeanne's passion and enthusiasm for her gift shop shines through. Under her guidance, this 1100 square foot shop has become an *"oasis to get away from the daily stresses"* for hospital staff, volunteers and patients.

June 2011 marked the end of Jeanne's last fiscal year and her profit was \$204,000 - an impressive **37% profit margin** after salary, cost of goods sold and all expenses! This accomplishment is one Jeanne is extremely proud of. It represents a lot of hard work and a commitment to listening to her customers. She also accredits her amazing team of volunteers.

Other than herself, the entire gift shop staff is comprised of volunteers. The volunteers truly enjoy working in the gift shop and work closely as a team. Whether working one on one with customers in the shop or behind the scenes pricing merchandise, their support remains priceless. *"I am very thankful for the support."*











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HOSPITAL GIFT SHOP FEATURE

PENN STATE HERSHEY MEDICAL CENTER cont.

Another secret? Learning to **effectively multi-task!** Success comes in the form of: Organization, Time, Planning, Display and Cross Merchandising. You may have the business background for buying but being able to merchandise the product is crucial. The ability to **create a look and "vibe" that is unique** to your shop ensures you stand out from the crowd.

One of Jeanne's favorite displays in 2011 was a bold statement featuring the **Black & White Box Signs from Primitives by Kathy**. By mixing small and large signs together, she generated a real buzz. Those large pieces, which retail up to \$55, sold just as quickly as the small ones and ensured that the display was dramatic and exciting. The response was amazing!

To date, she has sold hundreds of the sentimental signs and the sales continue. Sentimentality continues to resonate with consumers. "Customers will stand there and just read the signs prior to making a selection." Don't be afraid to take a leap and **make a statement; display is key to success!**

Another great tip? **Be tuned into industry trends** and how they translate to your customer base. Jeanne's gift shop continues to have great success with scarves, fashion accessories, handbags and jewelry. Another growing category is "Made in the USA". A recent industry shift has buyers concentrating efforts on featuring product made in the USA while sharing the origin with the customer.

Jeanne applies her same initiative when pricing merchandise. She carefully considers the projected retail value of her product mix. **If an item has a projected retail value higher than keystone, she marks it accordingly and always includes freight costs.** Recently, she had a large print that sold within five minutes of being displayed, the print wholesale was \$27.50 and she retailed it for \$65.00! Christmas ornaments are another category where you can capitalize on a higher perceived value.

Still you can't get it right 100% of the time and "...sometimes it's just that feeling in your gut." Jeanne shares a familiar tale. You see a line of buyers at Market just waiting to write orders - so it must be the next best thing, right? Ignoring the "gut feeling" that this merchandise was not really suited for her customers, she made the purchase and ultimately - she was right and it just did not work for her shop. "I thought it may have been a little too pricey and **I should have gone with my gut** but I took a risk." We have all made buying decisions that didn't pan out. The best advice? Brush it off and move on! Jeanne does much of her buying in Atlanta at the AmericasMart and always returns home energized with new ideas, themes, and merchandise. **"Think outside the box!"**

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TOP 10 **RETAIL TRENDS** for 2012 cont.



9A

9B



9C



9D



9A These adorable handmade Pretty Crafty barrettes infuse sweetness into any little girl's ensemble. **TWO'S COMPANY** (800) 896-7266 www.twoscompany.com

9B Mini Journals are perfectly portable--just jot and go! **GALISON / MUDPUPPY** (800) 670-7441 www.wholesale.galison.com

9C Embroidered details and fun textures make Cheery Cheeks a toy loaded with value. **MARY MEYER** (800) 451-4387 www.marymeyer.com

9D Perfect for she who's crafty in your life! Colorful artwork is silk-screened on a 100% cotton sleep shirt. **RELEVANT PRODUCTS** (800) 848-0005 www.relevantproducts.com

9 GET CRAFTY! This trend has been gaining popularity; crafts like cardmaking and soapmaking are making an impression... Sewn on buttons. Patchwork fabrics. Hand-stitching. The mixing and matching of different mediums. Appealing to all ages this trend proves that patchworking is no longer just for quilts - showing up on all the fashion runways!

⊗ TOP 10 RETAIL TRENDS FOR 2012 continued on page 28

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TOP 10 **RETAIL TRENDS** for 2012 cont.



10A Support the USA in style with this patriotic pin featuring blue crystal accents. **ANNALEECE** (866) 401-6700 www.annaleece.com

10B At Home Trio Sink Set blends spanish rosemary, eucalyptus leaves and sweet pineapple nectar. Hand wash, hand treatment and dish soap. Made in America! **CAREN PRODUCTS** (800) 626-6272 www.carenproducts.com

10C Enjoy a night of fireworks in this adorable stars and stripes romper. **SOZO** (203) 266-0701 www.sozousa.com

10D Celebrate America's heritage with this Collector's Edition spicy cinnamon and sweet potpourri candle. **YANKEE CANDLE COMPANY INC.** (800) 792-6180 www.wholesale.yankeecandle.com

10E WIK is made with 100% USA materials and labor; classy, cozy and comfortable. **MOSTLY MEMORIES** (800) 495-1680 www.wikcandle.com

10 RED, WHITE & BLUE The 2012 Presidential Election, the Olympics and Made In America products will all be at the forefront of consumer's thoughts this year. Remind your customers that when they seek out American-made goods; they foster American independence.

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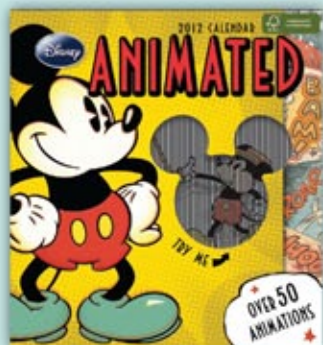
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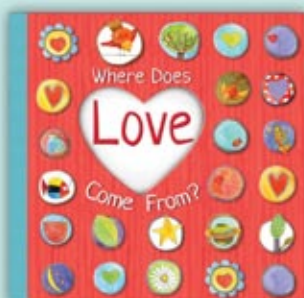


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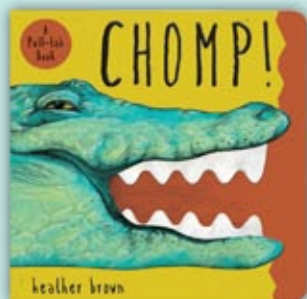


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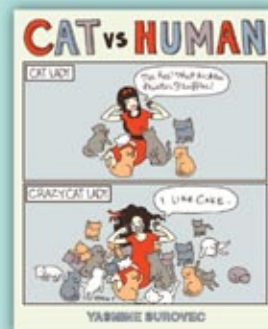
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