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PUBLICATION

ISSUE 7 | 2016





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Our feature, Southern Flair on page 18, was the first feature we developed for our seventh issue of PULSE. It was inspired by an article read in passing. A post on a popular blog shared the varied ways in which Millennials approach lifestyle choices, including their shopping. Millennials are influenced by a world of technology. Blogs, lifestyle sites and online research drive their choices. So - what's the connection to Southern Flair?



Draper James, Reese Witherspoon's new website is dedicated to a Southern lifestyle collection and the site just raised over 10 million dollars in investment cash. These investors know that her celebrity influence combined with a smart marketing team and tech savvy engine mean big business. Just ask the investment team behind The Honest Company or GOOP.

As a modern retailer, you must be mindful of the generation gap: Baby Boomers, Millennials and all those in between. Different generations shop differently, but we love to share with one another. Your Baby Boomers want to see, touch and explore their offerings...before opening their wallets. However, their daughter (or granddaughter) will share with them the beauty of Draper James' contemporary Southern lifestyle collection. It is up to you to translate it, into your Hospital Gift Shop.

The same is true for fashion apparel, as this category virtually explodes. Curate your offerings by staying in touch with fashion trends. If you don't know where to begin, sign up for Pinterest. The simple search "Fashion Trends 2016" will offer a bevy of choices. Pantone does a fabulous job of sharing seasonal palettes based on Fashion Weeks in New York, Paris, Milan and London. "Colors this season (Spring) transport us to a happier, sunnier place where we feel free to express a wittier version of our real selves." Leatrice Eiseman, Executive Director, Pantone Color Institute™

Have a vision and work to develop it with your Vendors. Our Fashion Spread, along with interviews from PPP Retail Members, Serita Selman, Susan Noyes, Nancy Mazel Tiffany and Suzanne McCabe will inspire you! Take this issue of PULSE home - the day at the Gift Shop is filled from morning to evening, so escape and reinvigorate your love of retail, as a new year rings in. It is important to do that.

This was certainly a year of reinvigoration for us. Our new website launched after months and months of planning and work and we have been thrilled by your positive feedback. We thank you for that. This year also has lent itself to one of our strongest Vendor Partner Listings, with support from DEMDACO, Creative Co-Op, Pavilion, Susan Shaw, Root Candles, Dennis East International, Swarovski...Perhaps, because we now have more than 730 Hospital Gift Shops across the United States! Each one of you truly matter and are valued in our Retail Community.

PPP Retail Member anonymously shared, during a recent Member Survey, "It has been a great journey watching you (Purchasing Power Plus) grow." It was one sentence, but its simplicity shines and captures right where we are - today.

*Thank you
for being part
of the journey.*



Carrie Fleishman

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contents

WINTER 2016

features

- 7** all that glitters
OLD FASHIONED GLAMOUR
- 8** every interaction, every person, every day
INTERVIEW WITH SUSAN NOYES, THE FRIENDLY SHOP
- 10** school spirit
AN ALL STAR COLLECTION OF COLLEGIATE GIFTS
- 12** the spectacular rise of the mason jar
THOSE UBIQUITOUS GLASS CONTAINERS
emv-enabled cards
THE NEWEST TECHNOLOGY IN CREDIT CARDS
- 14** ready, set, innovate!
SPIRIT OF ADVENTURE AND A LOVE OF PLAY
- 16** maximizing your ppp membership
BOOST PROFITS IN A WHOLE NEW WAY
- 18** southern flair
CONTEMPORARY SOUTHERN LIFESTYLE COLLECTION
- 21** first person
WITH NANCY MAZEL-TIFFANY, THE UVMC GIFT SHOP
- 22** a handsome mix
THE ULTIMATE DIRECTORY OF AWESOME MEN'S GIFTS
- 24** forecast: scents in 2016
INDUSTRY EXPERTS SHARE THEIR EARLY DIRECTIVES
- 26** precious metal
A GOLD JEWELRY MOMENT
- 28** wicked prints
HUMOROUS MESSAGES AND A BIT OF 'WICKED' FUN
- 30** anchors away
REINVENT THE NAUTICAL LOOK



7
GRAPHIQUE
DE FRANCE



12
POTLUCK PRESS



26
MIDWEST-CBK



30
DENNIS EAST INTL.

22
DEMIDACO



contents

WINTER 2016

features continued

- 32** a zen moment
LIFT THE SPIRIT AND REST THE MIND
- 34** the american whiskey revolution
RICH WITH HERITAGE AND TRADITION
- 36** fashion, style & beauty
THE MOST TALKED ABOUT LOOKS AND TRENDS YOU CAN WEAR NOW
- 39** style & fashion
WITH SERITA SELMAN, STILLWATER MEDICAL CENTER GIFT SHOP
- 44** member to member
ALL THAT YOU ARE... WITH MYKE ONDEK, VANDERBILT GIFT SHOP
- 49** savings fix
EXTRA 5% DISCOUNT FROM PARTICIPATING VENDORS PARTNERS
- 55** ppp winter 2016 event & show specials
ATLANTA JANUARY 2016
- 58** color fun
BRIGHTLY HUED COLLECTION FOR KIDS
- 60** camouflage
A HIP TREND FOR THOSE, WHO DON'T WANT TO BLEND IN
- 62** the peanuts gang
CELEBRATING 65 YEARS OF PEANUTS
- 64** harvest inspired
CELEBRATING ALL THE JOYS OF FALL AND ITS HOLIDAYS
- 65** holiday cheer
HOME AND GIFT GIVING IN FESTIVE STYLE
- 67** a retail family
WITH SUZANNE MACCABE, UTAH VALLEY REGIONAL GIFT SHOP
- 69** the purchasing power plus website
A HUB FOR THE HOSPITAL GIFT SHOP RETAIL COMMUNITY

65
SWAROVSKI



36
AMANDA BLU

39
NOELLE LLC



34
TWO'S COMPANY

62
ZAK
DESIGNS,
INC.



all that glitters

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Gold, gold, gold! Especially this season, you're going to see gold overlays and finishes on things you couldn't even imagine. From wall art to stationery and greeting cards to accessories to gift bags, gold has grasped the gift industry's imagination. There'll be other colors in there to round out the story but gold is the star of the show.



pavilion

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every interaction, every person, every day

SUSAN NOYES

GIFT SHOP MANAGER, THE FRIENDLY SHOP AT SOUTH SHORE HOSPITAL, SOUTH WEYMOUTH, MA

PPP: Thank you for taking the time to contribute to PULSE and to share your story with us! We would love to know a little about you – personally and professionally.

I have been in retail in some way or another since I was 13 years old, maybe even a little earlier. I had a job at a local turkey farm, and later a bakery through college. I met and married my husband 32 years ago...a Green Beret military man and we ultimately settled in Massachusetts.

I worked in specialty retail when we first got married. I started part time, but very quickly became a manager, and the rest is history! I worked in specialty and big box, until I took this interesting opportunity, hospital gift shop retail, 15 years ago. I have three sisters and two brothers, and a large extended family. My husband and I have two grown children. My best accomplishment!

PPP: After 15 years, what part of your job gets you going in the morning? What continues to excite you?

I love that we are a part of our organization's mission. We play a part

in the everyday lives of people that are going through sad and joyous moments in their lives. In many ways, we help them through that, in our way. I love being a part of that - we've helped with weddings in the hospital, baptisms, end of life situations, helping people in some way in those moments.

It is a great privilege to be a part of such a wonderful place, a place in which every person makes a difference. I love getting up in the morning and coming here - I work with people, my staff, who are just the most amazing people - they make my job easier, and I couldn't do it without them. I love my job. I feel as if this is my place, and I take a great deal of pride in the fact that I am a member of such a wonderful place.

PPP: Is there one aspect of your job that is the most challenging? How do you approach it?

The most challenging aspect of my job is the constant flow and management of inventory. It is a full time job and always challenging - working the stock, finding the room, small spaces and all that goes

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along with it. Recently, we closed down one of our areas, and our stock space was considerably altered. That has created the challenge of fitting everything into a smaller area. It is a daily job, in our face, all of the time, so special attention must be given to merchandising each day.

It is my responsibility to juggle it all. I often have conflicting priorities, which makes life interesting at times, in terms of when to get it all done, and where I'm going to place things. We have met a part of that challenge by re-creating staff job descriptions and reassigning some duties. It should help a great deal.

PPP: It sounds like you have a great handle on it and on managing your team in the most effective way possible. How many volunteers and employees do you have working at The Friendly Shop?

We have two locations, eight employees, and around 40 volunteers.

PPP: What tips would you offer other retailers for training and motivating staff?

If you don't love what you are doing and believe in what you are doing; you can't be a success in this type of business. You have to lead by example. Our volunteers need to be trained and shown what "right" looks like. We are running a retail operation in a very unique situation. We do have to consider that volunteers are the people spending time with our customers, yes, but volunteers need to be shown what the standard is. They need to see what service and attention to the customer looks like. Oh, and it needs to be a fun, enjoyable volunteer experience for them.

PPP: That is excellent advice – for all of us. Loving what you do, leading by example, clarifying standards and enjoying our experiences! Ok, let's shift gears a little bit. What are your top selling categories? Which PPP Vendors do you count on?

Our top categories are: Plush, Vera Bradley, Candy/Foods, Flowers and Gifts. My top PPP Vendors are **DEMDACO** (Willow Tree), **EVERGREEN, AURORA** and **PRIMITIVES BY KATHY** - to name a few – not necessarily in that order.

PPP: Do you strive to explore new PPP Vendors? What is your buying strategy for maximizing the PPP program for your Gift Shop?

We read your publications, and my colleague, Beth Lavery, is always reviewing the list for additional vendors, and opportunities to save. The benefits are just that important. That is one of the first questions that she asks when speaking with a vendor, or potential vendor - "Are you PPP?"

We have moved towards purchasing from many of our PPP vendors, because the discount can be/ is significant, and some of the other benefits are just too good to pass by. It is a motivating factor, sure, to continue to use PPP vendors as a priority in our buying decisions.

It is also worth noting here that with all of the vendors that participate



in the PPP program; many of our sales reps know that this important to us. There is also a certain level of trust that goes along with knowing that those products are well represented and well promoted. The same can be said of buying products that are good quality, reasonably priced from a source that is trusted.

PPP: We appreciate that perspective. Trusting the company on the other end is an important piece of the retail equation and takes the PPP program a step beyond discounts and savings opportunities. Thank you for sharing that insight!

Now tell us, is there a unique element to your shop that you feel sets it apart? A defining message/service?

Of course, we are in a unique environment, and we offer a vast mix of gifts, at different price levels, to cater to a very diverse clientele. The thing that truly sets us apart is that we are a not for profit hospital gift shop, so our proceeds benefit patient care and special programs at our hospital. When you buy a gift from our shop, a part of your purchase goes towards patient care. It's literally the gift that gives twice. I just love telling people that; it's a wonderful message.

PPP: It is a wonderful message to share with customers and one that is important to advocate, as we see more Hospital Gift Shops being outsourced. What is your philosophy with regards to Customer Service? Is the customer always right, as the old adage goes?

I feel that any situation, right, wrong, or somewhere in the middle, can be settled/diffused, with understanding, listening, and a calm temperament. It's all about listening, and how the message is delivered. We are here to serve, and yes, our customers, as a part of our success, have earned the right to be always right.

PPP: As we approach a new year, do you have your eye on any trends you are excited to share in 2016?

We are very deep into accessories, handbags, and jewelry this year; More than ever, for us. I'm also excited to say that business is consistent and continue to be strong, which is the most exciting thing I can share! I also continue to see that home goods are a winner; scents, candles, warm blankets, anything that resonates comfort, just sells.

PPP: As we conclude our time together, are there any ideas you would like to share with other PPP Retail Members?

Well, all I can say is that I have really been working with my team to continue to kick up our service level another notch - every interaction, every person, everyday. It's just the most important - and the easiest way to differentiate yourself from others - and while we certainly aren't perfect; we are working on it every day!





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What a great addition to a fans collection! Popular College Badges with team colors and logo are lightweight and durable. Features the University of North Carolina colors and logo. Reel extends 30" for easy swiping. SRP \$6.99 (888) 726-6533 www.bonitaswholesale.com

SCHOOL SPIRIT

There's nothing quite like the collegiate experience! The annual retail sales for collegiate licensed products is more than \$4.6 billion. Men and women are both potential customers with huge growth in female focused items. Built in large part on a solid base of core fans; here we have assembled gift ideas any fan could appreciate.



THE FANATIC GROUP Make every sip spirited! Emblazoned with your favorite collegiate team, this stainless steel tumbler is double walled with screw-top lid, making it perfect for everything from pre-season drinks to championship cheers. SRP \$14.99 (732) 512-1777 www.thefanaticgroup.com



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ROMAN INC. This decorative light combines two popular trends; mason jars and Edison filament light bulbs. Add vintage and industrial charm to your home while instilling a warm glow to any space. SRP \$18.50 (800) 729-7662 www.roman.com



EMV-ENABLED CARDS THE NEW TECHNOLOGY IN CREDIT CARDS

Did you know that nearly fifty percent of the world's credit fraud happens in the United States, yet only a quarter of the credit card transactions happen here? In an effort to address this concerning statistic, banks are making the move away from magnetic-stripe cards to EMV-enabled cards. EMV (Europay-MasterCard-Visa) cards are uniquely designed with a microchip embedded in the card.

▶ HOW EMV CARDS WORK

EMV cards are inserted into the credit card terminal and create a unique code for each transaction, along with a signature, making them more difficult to counterfeit than magnetic-stripe cards.

▶ EMV CAPABLE TERMINALS

The new EMV-capable card terminals require that customers insert their EMV card (commonly referred to as "dipping") into a microchip reader, rather than swiping them in a POS terminal. A signature from the customer is then requested. The process is referred to as "chip and signature".

Chip and signature will be the most common authentication process during the early stages of EMV adaptation. Over the next decade, EMV will shift away from "chip and signature" to a process known as "chip and PIN". Utilizing the PIN capability will ensure user legitimacy and security, along with decreasing fraud.

Banks have been busily at work replacing the estimated 800 million magnetic stripe credit and debit cards in circulation with EMV microchip cards.

▶ WHAT DOES IT MEAN FOR RETAILERS?

Effective October 1, 2015, retail businesses are subject to the new EMV standards; utilizing EMV processing for credit cards at point-of-sale (POS). Retail businesses not in compliance will assume all liability for fraudulent purchases.



While many retailers may not be ready to accept EMV-enabled cards initially, there is speculation that early stage fraud risk may be minimal. You must first be presented with an EMV-enabled card and a fraudulent transaction before there is a liability threat. In every country that has migrated to EMV-enabled cards, fraud shifted from in-store card-present transactions to e-commerce, which offers considerably weaker authentication protocols.

The best approach for proceeding is to stay informed of industry recommendations and safety protocols, as you work to update to EMV-enabled credit and debit processing.

Remember, magnetic stripe cards are quite easily counterfeited, while it's almost impossible to duplicate a chip-based card. The increased adaptation of EMV is expected to go a long way toward eliminating counterfeit card use in the United States. Something retailers and consumers can all support!

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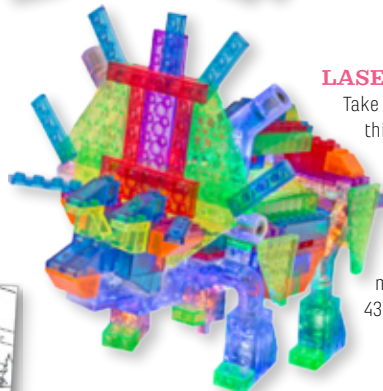
HABA USA Both kids and adults will love Monster Bake, the monstrously fast game of skill. Everything is topsy-turvy: it all has to be stirred and kneaded, then weighed and tested. Who can help the Monster bakers decorate the cakes properly? SRP \$29.99 (800) 468-6873 www.habausa.com



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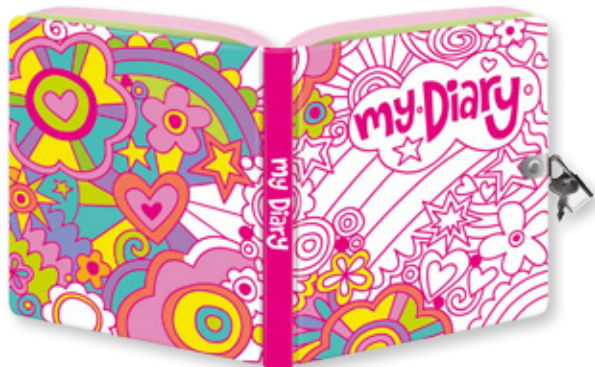
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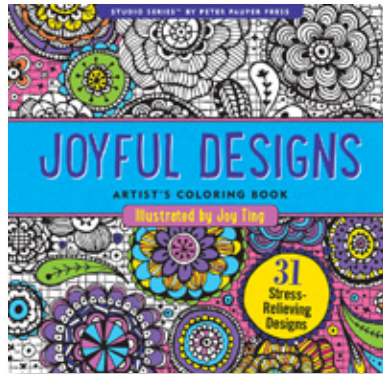
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We have found that the most successful Hospital Gift Shops use their PPP Membership benefits to the fullest advantage. Utilize every resource we offer and maximize profits in a whole new way...

>> hospital gift shop community <<

Purchasing Power Plus is the nation's premier buying group for Hospital Gift Shops serving more than 725 stores. PPP empowers our Retail Members with significant savings opportunities; PPP veterans offer seasonal product recommendations, market trend forecasts, and retail education tailored for our niche.

>> empowering you & your gift shop <<

In this day and age, more and more hospital gift shops are being outsourced to third party operators. The PPP program serves to empower you as a Retailer. True engagement in the hospital gift shop retail community is integral to your success, as is increasing your hospital gift shop's bottom line, staying current with trends and ongoing education. You can also speak to the value your shop holds for both hospital staff and patients – a truly unique boutique style gift shop rather than another cookie cutter big box offering.

We share our Members passion for retail and strive to increase the profitability of each store. We encourage you to be fully engaged with your community of gift shops to continue making a remarkable imprint on the retail industry.

>> your vendor partner listing <<

Take full advantage and enjoy year round savings, from companies such as **DEMCO, Pavilion, Enesco, Ganz, Creative Co-Op, Evergreen, Crabtree & Evelyn, burton • BURTON, Blue Mountain Arts**...our complete Vendor Listing features more than 165 industry leading companies. Discover new lines and enjoy significant savings each time you discover a new Vendor with us. The majority of our Vendor Partners offer you a 10% discount, with additional savings opportunities throughout the year.

>> your savings <<

Given our program's unique design, which allows you to retain buying autonomy; we have no knowledge of your purchases/savings. We do offer a spreadsheet that will allow you to track your savings, on an order by order basis. Simply compare your purchase order to your invoice, to ensure the proper discount has been applied. **Retail tip: you should always compare the two, to ensure everything ordered has arrived and that the pricing is correct.** Download our spreadsheet at www.purchasingpowerplus.com

>> retail news & education <<

Our newsletter, **Network News**, trade publication, PULSE, and blogs are all brimming with education specifically geared for the hospital gift shop marketplace. We collaborate with our Retail Members and Vendor Partners to provide you with publications of integrity and value. We invite you to find savings, incentives, event notifications, and smart retailing tips in each issue...

>> trend forecasts <<

Exploring trends is a passion. Our team visits markets from coast to coast scouring for the newest lines, exciting debuts, and merchandise that

will make your customers come back again and again. You won't want to miss our regular **Pinterest** features. Click through our boards, flip the pages of our newsletter – they will inspire, motivate and encourage.

>> exclusive events & travel incentives <<

You are graciously invited to join us at each event we host. **The Event** in Atlanta at the **AmericasMart** is a favorite. Enjoy complimentary breakfast, while networking and buying from our exclusive Vendor Floor. Each exhibiting Vendor offers an extra 5% discount, during the January Market weekend – savings that add up to 15% for many of our lines.

>> save on shipping...partnership® <<

PPP has cultivated a relationship for you with Partnership®, who developed and manages a discount shipping program. PPP Retail Members enrolled in the free program will receive discounts on domestic and international small package and freight (LTL) shipments through FedEx® and Yellow Transportation. This program is free, with no obligations and no minimum volume requirements.

>> our challenge to you! <<

We strive to bring you new Vendor Partners and to maintain relationships with those that are important to you. We want to partner with you to ensure that as a group, we maintain our buying power in the industry. We challenge you to try new Vendors, support the existing Vendor Partners and truly concentrate your buying dollars with PPP Vendors for your core categories!

Consider your plush category...plush is typically an impulse item or a last minute gift idea. Your customers will buy what you offer them, if the price point is right. Consider **GUND** or **Mary Meyer** or **Douglas Toys** (our full listing is online) first when filling this gift shop staple. The same principal would apply to Jewelry – we have introduced many new Vendors in this category with truly unique offerings. Apparel is THE trend at the moment and you could offer a full range in your gift shop simply from shopping our Vendor Partner Listing.

You can and should buy from other Vendors, but always consider PPP Vendors first. Your support of PPP Vendors ensures a strong program and promises to benefit your hospital gift shop, by sharply increasing profits!

“ Each PPP Retail Member should be saving a minimum of \$5,000 annually. Make that number your goal – a pedometer for retail health. ”

trend spotting

PERSONALIZATION

Monograms, initials, even names, have been a noteworthy trend in the gift industry for many years. Whether it's pressed, printed, stitched, or engraved; personalization endures.



Oatmeal Studios New Initial Note Cards in four different patterns in fresh, bold colors paired up with matching fonts. Each box with 10 notes and envelopes is made in the U.S.A. and printed with vegetable based inks on recycled paper. SRP \$7.00 (800) 628-6325 www.oatmealstudios.com



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K & K INTERIORS INC.

Perfect for your fall decor or for any festive celebration throughout the year, 30 Inch Green Apple Wreath with Magnolia Foliage. SRP \$109.99 (877) 647-0111 www.kkinteriors.com



DEMDACO This Big Shot Shotgun Shell Checkers Set is a huge hit with hunting enthusiasts. Stylishly crafted of wood with metal Big Shot 12-gauge shotgun shell game pieces in velvet pouches. SRP \$100.00 (888) 336-3226 www.demdacoretailers.com



BUNNIES BY THE BAY

Cozy play dress in lightweight primrose French terry with sporty, striped knit sleeves and fun, ruffled lettuce edging. Embroidered character patches dangle from the bodice, a sweet message on their reverse side. SRP \$40.00 (877) 467-7248 www.bunniesbythebay.com

BLOGS and lifestyle websites making quite the impact on Millennials, from choices in apparel, to entertaining and planning nights out (or in!). What's the coolest spot? What makeup is a game changer? That darling dress featured on Draper James becomes a must have!

IN case you have not heard, Draper James is Reese Witherspoon's newest endeavor – a lifestyle and retail website entirely devoted to Southern Style and its gaining traction with major investors buying in.

SO you ask - why is this important to you, as a hospital gift shop? Millennials account for a significant portion of your employee base and they read GOOP, shop Draper James, and peruse Cupcakes and Cashmere's popular blog. Take advantage of pop culture and this new way of developing style....

WE have assembled a contemporary, yet timeless Southern lifestyle collection. Sophisticated stylings with broad appeal.



POTLUCK PRESS

Potluck Press serves up greeting cards for every occasion from some of the country's foremost designers and artists. Featured: Divine Woo collection - Inside Verse: Ropin' in another year! Happy Birthday SRP \$3.50 (877) 818-5500 www.potluckpress.com



THE GRANDPARENT GIFT CO. INC

Made in the USA 'I Love Mimi' sign available in 8x8 distressed white or barn wood frame with large burlap bow accent. Non-breakable acrylic front for wall or table display. SRP \$24.99 (770) 619-3167 www.grandparentgiftco.com



THE ALABAMA GIRL

This beautiful classic pink silky soft pashmina is made of 30% silk and 70% pashmina wool. Available in a full range of colors. SRP \$12.99 (209) 931-9018 www.TheAlabamaGirl.com



CREATIVE CO-OP INC.

Wear your home state pride! 16" Copper state necklaces from the Maison collection make an adorable accessory to show your Southern state pride. SRP \$8.00 (866) 323-2264 www.creativecoop.com



BURTON + BURTON

Southern Translation Hey Wall Hanging is perfectly Southern! Rustic wood framed wall hanging with a translation of southern messages. SRP \$108.00 (800) 241-2094 www.burtonandburton.com



CRABTREE & EVELYN, LTD.

The Pear and Pink Magnolia Traveler includes four conveniently sized essentials to cleanse, condition and leave skin delicately scented whilst adding a splash of colour to nails. SRP \$24.00 (877) 280-9451 www.crabtree-evelyn.com



GREEN HILL PRODUCTIONS

Foggy Mountain Breakdown by Mike Scott flows with instrumental bluegrass favorites featuring banjo. Mike Scott is a well known banjo player in the bluegrass circles. SRP \$13.99 (800) 200-4656 www.greenhillproductions.com



CARD-THARTIC

This card is written for those who like to turn it up and take the back roads! 105 designs in the *Meanings of Life* line are hand painted art on rich, textured recycled paper. Made in USA. SRP \$3.50 (800) 814 8145 www.cardthartic.com



MALDEN INTERNATIONAL DESIGNS

This distressed white metal pedestal frame will transform the look of any room. A stunning accent to your decor with its simple yet elegant design; combine with other frames for a unique look! Holds a 4" x 6" photo. SRP \$16.99 www.malden.com (800) 426-3578



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NEW YORK Javits Center Booth 2682

DENVER Merchandise Mart, Room 1215

Terry Moore & Associates

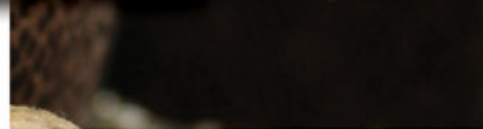


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first person

NANCY MAZEL-TIFFANY

GIFT SHOP MANAGER, THE UNIVERSITY OF VERMONT MEDICAL CENTER GIFT SHOP
BURLINGTON, VT

PPP: Thank you, Nancy, for contributing to PULSE! We appreciate it. You have graciously shared your thoughts on so many facets of your gift shop. Before we explore them all, please tell us a bit about your background.

I have been manager/buyer of the UVM Medical Center Gift Shop for 26 years. Prior to this position, I was a buyer for several department store chains, as well as part of my family's retail business. I am very fortunate to have the opportunity to bring my skills to this position. The best part of the job is being able to give our shop proceeds back to hospital and community services.

PPP: Apparel is a major focus of this issue of PULSE. It has undeniably impacted our community of hospital gift shops and we love hearing all the success stories. How has apparel impacted your product mix?

This category has become huge business for the gift shop. I was very cautious about bringing this category into the shop, but it has proven to be very successful and the turnover has been excellent. **Noelle** has been our #1 vendor in apparel/handbags and they have been AMAZING. They ship reorders very quickly which allows us to generate continual business throughout the season on proven sellers. Customers absolutely love the styling and their attractive retails. Noelle Handbags have been equally as strong. Customers love the quality and look for the price. The profit margin is great. Our #1 vendor in the scarf and jewelry category is **Howard's Jewelry**. The quality and pricing is exceptional and they are so nice to work with. We also do well with their apparel, such as leggings and ponchos. Profit margin is also excellent. **Mad Style** looks excellent for fall and we are testing things from them. **D.M. Merchandising's** infinity scarves and

Lavello vests have done extremely well. If you haven't tried them, the Fitkicks shoes from **D.M.** have been amazing.

Displays of apparel, scarves and handbags have taken over the front section of my shop. It is a challenge finding room for everything! They really grab the customer's eye when walking in the door.

PPP: We love hearing how important PPP Vendors are to your apparel mix! Is there any other PPP Vendor that you are loving right now and a product that has pleasantly surprised you?

Big surprise - **P. Graham Dunn!**! The puzzle frames are selling unbelievably. We have reordered numerous times. Awesome company! I looked at these frames for at least two seasons and took the challenge to try new things from PPP Vendors!

continues on page 46

P. GRAHAM DUNN - Family Puzzle Photo Frame, Item # PUF0026 \$14.99 (800) 828-5260 www.pgrahamdunn.com



A HANDSOME

mini

GIFT GIVING IS NOT ALWAYS EASY...AND IT ONLY GETS HARDER WHEN YOU'RE SEARCHING FOR GOOD GIFTS FOR MEN. ... SINCE GUYS ARE NOTORIOUSLY TOUGH TO SHOP FOR, WE CREATED THE ULTIMATE DIRECTORY OF AWESOME MEN'S GIFTS. WHATEVER HIS INTERESTS ARE, YOU'LL FIND MORE UNIQUE GIFT IDEAS HERE THAN YOU WILL ANYWHERE ELSE.

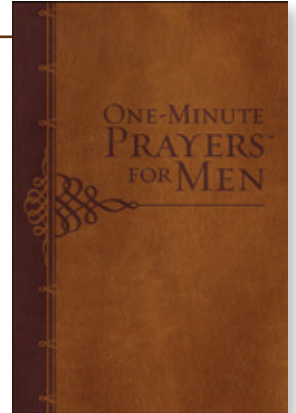
MELE & CO.

The Ricardo charging valet is perfect for the modern mobile man. With three spaces for electronic devices, jewelry storage, and an open drawer, this sleek and simply styled valet is the perfect staging area. SRP \$75.00 (800) 635-6353 www.melewholesale.com



HARVEST HOUSE PUBLISHERS

These quick, one-minute prayers will help you focus on God and His plans for your day. Bound in luxurious Milano Softone and sized to fit in briefcases and pockets, this great prayer book covers important topics. SRP \$14.99 (888) 501-0160 www.harvesthousepublishers.com



SELLERS PUBLISHING INC.

Want to take your sandwich-making skills to a whole new and exciting level? *Let Build Your Own Sandwich* show you how. This fun and practical guide to creating delicious and original sandwiches has literally thousands of combinations. SRP \$16.95 (800) 625-3386 www.rsvp.com



DADDY & COMPANY

Be the first to congratulate the new Daddy with a soft and comfy tee just for Dad! 100% cotton preshrunk jersey with double needle stitched neckline and sleeves for high quality. SRP \$24.95 (303) 575-4085 www.dswholesale.us.com



MY SAINT MY HERO

Wear this bracelet on your wrist to remind yourself that God has given you a mission to make the world a better place, and that you can choose to fulfill that mission by using your hands to do good. SRP \$28.00 (858) 864-8814 www.mysaintmyhero.com



IKEN GROUP

Designer and manufacturer of America's most interchangeable watch with five parts. Over 250,000 possible combinations! Terrific counter display. SRP \$29.95 - \$34.95 (888) 346-2367 www.ikenwatches.com



HARRY D. KOENIG & CO., INC.

The Safety Razor Boxed Set makes a terrific gift. The chrome razor includes five feather blades and cleaning brush in a stylish case for gift giving. A close shave that men want and women love! SRP \$38.50 (800) 645-6503 www.harrykoenig.com

FOOT TRAFFIC

The newest moose in the woods socks will take you from the office to outdoors on the weekend. The stylish pattern comes in two colorways; grey, red, ivory, and black or navy, twisted green, and ivory. SRP \$9.00 (888) 560-4830 www.foottraffic.com



GLOBAL CRAFTS

Perfect for the tactile person, this puzzle is made by Indian artisans in the shape of an elephant. Noah's Ark Handicrafts & Artisan Welfare Society gives identity to the artisan's craft and value of their products. (866) 468-3438 www.globalcraftsb2b.com

PEEPERS

You can't go wrong with these tortoise rectangle frames. The Architect reading glasses are spring-hinged for added comfort and come with a coordinating case for fashionable protection. SRP \$22.00 (800) 348-2508 www.peeperspecs.com



JOANN MARIE DESIGNS LLC

The pouch duffel bag folds for easy storage and travel for those on-the-go. Fully lined with functional pockets to store everything you need for the gym, overnight trip or a day out! SRP \$34.99 (714) 996-0550 www.joannmarie.com



EL PACK

Quick and easy charging for cell phones and other electronic devices has never been easier! The compact and lightweight charging with LED flashlight is a perfect gift for men. SRP \$14.99 (888) 306-9989 www.elpackfashion.com



INDULGENT CONFECTIONS

Chocolate Caramel Popcorn - Enrobed in rich milk chocolate, this caramel popcorn takes on a new, luxurious, dare we say sensuous, taste. It's a combination of flavors that must be tasted to be believed. SRP \$4.99 - \$6.99 (877) 219-9871 www.indulgentconfections.com



DIRECT FRAGRANCES

A modern and timeless fragrance that breaks all the rules with a surprising citrus and herbal aromatic introduction. Moss and patchouli provide a darkly rugged feel with a vintage vibe. A masculine brew that demands attention. SRP \$59.00 (800) 800-4208 www.directfrag.com



SAVVY TRAVELER, LLC

The Freaky Klean dual action defense kit includes 6 pc Klean Offz surface wipes and 6 pc Klean Upz sanitizing hand & body wipes. Individual pre-moistened wipes for on-the-go! SRP \$24.99 (949) 215-6405 www.savvytravelers.com



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SCENTS in 2016

ACCORDING TO THE FINDINGS OF SEVEN SCENT'S NEW GLOBAL TRENDS FORECAST, THREE FRAGRANCE NOTES ARE SET TO TAKE OFF IN SPRING AND SUMMER 2016

PRALINE

continuing the trend for gourmand scents, this modern accord adds a soft caramel-chocolate note and creamy, nutty complexity. The ideal pairing for fresh, fruity accents.

SORBETS

a refreshing sensation of iced fruits and sugary accents creates a cooling energy in compositions.

FREESIA

with florals making a welcome return, delicate freesia is set to have a high profile. Delivering a subtle, citrusy note, it's refreshing character is enhanced by a positive woody piquancy.

To round out our research and forecast for 2016, we reached out to a few of our industry leading experts. **Candle Warmer, Root Candles** and **Natural Inspirations** share with us their forecast for scents in 2016.



“Fruity fragrances with a twist have definitely been some of our strongest fragrance launches in the past two years. “Sugared Citrus”, a combination of fresh citrus, tropical fruit, and pure sugar cane, is one of our top 5 fragrances year-round. And “Love Spell”, a playful blend of lush blossoms and sweet peaches, is a popular fragrance in the Spring Summer season. In addition to having over 40 unique fragrances in our collection, we believe the Candle Warmers consumer is so engaged with the brand, because the nature of the wax melt product entices the consumer to play and mix unique fragrance combinations of her own.”

MARGOT FORTHOFFER

MARKET DEVELOPMENT MANAGER | CANDLE WARMERS ETC.

“We’re finding that the consumer trend towards natural personal care products is driving demand for lighter, cleaner, fresher fragrances. Essential oil-based fragrances are growing in popularity and helping drive fragrance trends as well. They have the added benefit of aromatherapeutic healing elements that can enhance a feeling of wellbeing and soothe, comfort, uplift or energize. Extracts contribute to fragrance too, so there is a growing focus on more unusual and diverse botanical scents as well. We’ve also seen a significant trend towards fragrance free products – especially in hospital gift shops. Many hospitals are implementing fragrance free policies – especially in children’s wards or if they have cancer centers within their hospitals. If they don’t have a fragrance-free policy, hospital gift shops are tending towards the lighter fragrances so as to not affect their patients and employees.”

JULIE EKELUND

CO-FOUNDER | NATURAL INSPIRATIONS



MEMBER TO MEMBER

buzz worthy

Kandice kindly shared her email to **THE MAGICAL TALES - FAMILY TRADITIONS** (212) 260-7075 www.themagicaltales.com



“I am the recipient of the February monthly drawing prize. I have received the package and I am so excited about *The Magical Tale of Halloween Dust!* Thank you for your generosity, I am grateful for the gift. Thank you also for being a participating vendor in our Purchasing Power Plus program for hospital gift shops. I look forward to doing business with you.”

KANDICE BUSHA - WELLSTAR COBB HOSPITAL, AUSTELL, GA



“We continue to see strong trends in Ozonic/Fresh/Citrus. Clean and Citrus fragrances appeal to men and women and denote cleanliness. We also see the Freesia trend. In January, we will be launching a new line called Vanille Infusions...Unexpected combinations and fragrance blends that surprise in their elegance and sophistication. Root Candles has carefully selected six unique fragrances to blend with vanilla to create our Vanille Infusions line. Unique, unexpected, elegant. Included is a Vanille + Freesia scent.”

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ALEXA'S ANGELS Delicate nature-inspired designs in mixed metals with sparkling laser cut detail. These beautiful necklaces are crafted of Rhodium and 18K Gold Plate with a lobster-claw closure and 18" chain. Pendants measure .75" to 2" in length. SRP \$25.00 (877) 264-3576 www.alexas-angels.com



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CHIC ALERT MEDICAL ID, LLC This 14K Gold Stainless Steel Pearl ID bracelet is just what the doctor ordered; alerting medical professionals if and when an emergency arises. This fashionable life-saving accessory is great for everyday wear. SRP \$35.00 (646) 692-9231 www.chicalertmedid.com



BONITAS INTERNATIONAL Fashion is in bloom in a lacy filigree floral motif and intricate metalwork design. Open cameo styling and vintage heirloom detailing completes this Victorian piece with understated elegance. SRP \$19.99 (888) 726-6533 www.bonitaswholesale.com

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CARSON HOME ACCENTS The chalkboard typography "Normal Family" table block is made from wood composite and has a keyhole hanger on the back. Can be used as wall décor or a table block. SRP \$16.99 (800) 888-1918 www.carsonhomeaccents.com



WICKED PRINTS

Messaging is everywhere in the marketplace. A popular trend in wall art for some time, this season's market has vendors showcasing inspirational or edgier, humorous messages printed on just about everything, from wall art to tableware to stationery to home decor.



SANTA BARBARA STUDIO (DIV. OF CHRISTIAN BRANDS) The birthday gift is sure to get a laugh! Part of the "That's All." Collection, created by Karen Rosenzweig, to support Ovarian Cancer. SRP \$18.00 orders@sb-designstudio.com (800) 572-5780 www.cb-gift.com

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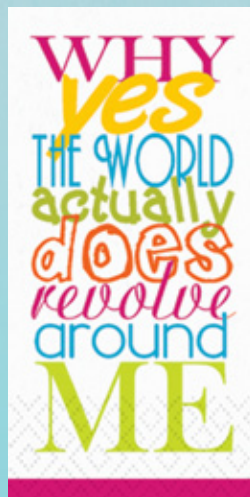
Start your day off right with a bit of humor with your coffee! This humorous ceramic mug is one of a three assorted mugs that will tickle your funny bone. SRP \$5.99 (800) 724-5902 www.ganz.com



G! "The Wiser I Get" Tidbit Dish is perfect for holding small, precious items. New from the *Dear Mom, Thanks* collection; this lovely trinket tray is microwave and dishwasher safe. SRP \$10.00 (800) 776-2075 www.gforgifts.com



SARA KETY The funniest snapsuits on the planet! Express funny thoughts with hilarious sayings on soft, comfy cotton snapsuits. New parents will love the wide assortment available to make them laugh. \$24.00 (866) 699-6660 www.sarakety.com



DESIGN DESIGN These hankies are perfect for party favors, girls' night swag bags, or just a little treat to add a splash of style to every day. There are 10 hankies per package. \$2.25 (800) 334-3348 www.designdesign.us



SUN DAY GREETINGS Offering a full line of greeting cards for everyday occasions, combining colorful photography with smart verse that's funny and sweet. These cards move fast! SRP \$2.99 (800) 939-1103 www.sundaygreetings.com



BOSTON INTERNATIONAL

Meet Naughty Betty, your new humor therapist. Always pretty and always witty, these paper cocktail napkins add fun and modern flair to any table so you can lighten the mood and get the party started. SRP \$4.99 (800) 637-5061 www.bostoninternational.com

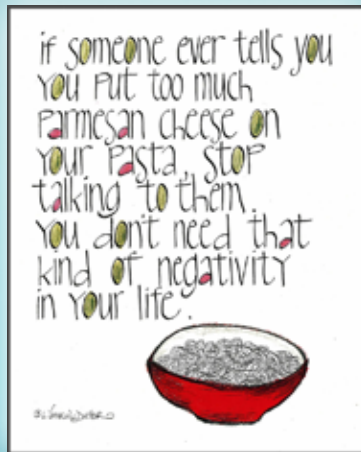


OUTSIDE THE BOX

Badge A-Peel™, interchangeable badge reels, made in USA, has over 4000+ eye-catching design choices to choose from. Products are designed by an RN familiar with the interests of the medical field. SRP \$11.95 (800) 977-4704 www.badgeapeel.com

LPG GREETINGS

Lighthearted inspirational message features delightfully bright colors and art by Lori Voskuil-Dutter. Made in USA from wood composite with routed keyhole back for immediate hanging! SRP \$22.99 (800) 457-4911 www.lpgcreative.com



BLOSSOM BUCKET

This decorative pillow from designer Barb Lloyd is the perfect accent to fill any room with inspiration! Measures 22"L x 16"H SRP \$22.99 (800) 662-5923 www.blossombucket.com



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ANCHORS AWAY

Coastal and nautical displays are reinvented and repurposed year after year. The popularity of these collections is not limited to those lucky few living seaside – which is perhaps why it’s a perennial favorite. Its fresh, clean palette is highlighted in gift items featuring buoys, paddles, ropes, sails, signals, flags and maps. More recently, anchors! Anchors reinvent the nautical look with an approach that is truly sea and home worthy.

TWO'S COMPANY

This nautical-themed tote bag is the perfect addition to your Spring getaway. Take it to the beach, shopping at the farmers market or cruising around town. Cotton Canvas Anchors Away Tote Bag with Rope Handle SRP \$32.50 (800) 896-7266 www.twoscompany.com



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Sea Dog Tote with stuffed cream Labrador Retriever is a best-seller! Fun and fresh whale fabric with removable stuffed dog. Purse, play and pup! SRP \$17.50 (800) 992-9002 www.douglascuddletoy.com



PBC INTERNATIONAL INC.

Singing animated gifts instills smiles! 19" Bobbie the sailor bear, dressed in a nostalgic, nautical, sailor suit. Head sways and mouth moves while singing "Beyond the Sea". SRP \$25.95 (800) 421-9039 www.pbcintl.com



FOUR SEASONS ACCESSORIES

Ahoy Mate! The anchor infinity scarf in cream, navy and red is accented with a large anchor print. This lightweight, soft nautical scarf is a terrific fashion accessory. SRP \$17.95 (800) 886-7564 www.fourseasonsaccessories.com



KIKKERLAND DESIGN INC. This Anchor Luggage Tag is made of durable leatherette with adjustable buckle straps and a backside sleeve for a name card. SRP \$9.00 (800) 869-1105 www.kikkerland.com

ANGELSTAR INSPIRED PRODUCTS INC. Made of high-quality stoneware, this striking 15oz mug showcases unique artwork in a trendy, vibrant teal and features heartfelt sentiment of hope. SRP \$9.99 (800) 264-3577 www.angelstar.com



GANZ USA, LLC This bottle opener is built for trips to the park or beach, picnics in the backyard or just close to the fridge. The anchor bottle opener pops with pure gratitude! Silver finish with rope design. SRP \$8.00 (800) 724-5902 www.ganz.com



GIFTCRAFT INC. Weathered blue MDR round wall clock with anchor design and white standard numbering will add a nautical look to any home décor. Anchors Away! SRP \$24.99 (877) 387-4888 www.giftcraft.com



MEMBER TO MEMBER

WHAT'S SELLING
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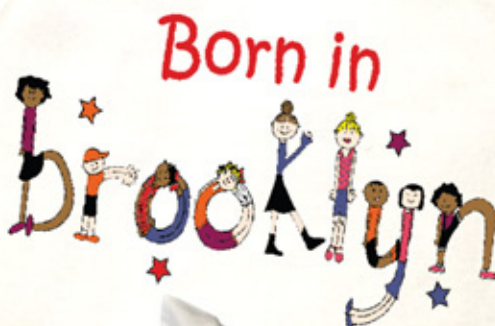
“**BOSTON INTERNATIONAL** - Their Swing Cards are so amazingly different from most greeting cards! We are constantly reordering. We sell them for \$7 each or 2 for \$12.”
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A ZEN MOMENT

Hospital staff, patients and visitors all face stressful days. Help them unwind with a dreamy display that promises a moment of relaxation! Some may long to slip into warm comfy loungewear, while another may enjoy the promise of a face mask and luxurious bath. A bit of soothing music and the perfect products for easing the worries of the day...



E-CLOTH BY TADGREEN INC. The e-body 3 piece Pamper Set contains: face cleansing mitt, exfoliating body mitt, and the hair turban. Care for your body naturally without chemicals - a natural approach to skin care and make-up removal. SRP \$47.99 (800) 677-4354 www.ecloth.com

DEEP STEEP Sink into luxurious, foaming moisture. The all-natural bubble bath formula with organic plant extracts will fill your tub with a heavenly scent that hydrates and cleans, leaving a kiss of soft fragrance. SRP \$11.95 (888) 577-8337 www.deepsteep.com



MAD STYLE The Serenity Spa Set is a stunningly gift boxed spa set fully stocked with loofah, bath beads, scented natural soap and massager. All natural with sleek styling for a relaxing night in. SRP \$41.95 (877) 623-2247 www.mad-style.com



GRANADA SALES Looking for a comfy blend of material and versatile silhouettes at an affordable, everyday price? Loungewear is a must for women wanting to slip out of their daywear without surrendering style. SRP Top \$32.00 Pant \$36.00 (212) 679-4810 www.granadasalesny.com

CLOUD B Sunshine Owl is adorable plush with a purpose that offers tranquil sounds to help calm and comfort baby to sleep. The perfect companion for a calm and restful night for both baby and parents. SRP \$31.95 (888) 425-6832 www.cloudb.com



BSOFT PJS Modal women's pajamas are comfy, stylish wear for around the house or going to sleep. These pajamas are oh so soft with a relaxed fit and tag-free comfort. Modal is also less resistant to shrink or fade. SRP \$56.00 (855) 702-7638 www.bsoftpjs.com

KEY WEST ALOE Clean and detoxify your skin with Marine Mud Mask, made with 43% Aloe Vera, Red Marine Algae extract, Avocado, Jojoba and Sea Lettuce. Relax and Revitalize! SRP \$25.00 (305) 521-0701 www.keywestaloe.com



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ANDREWS MCMEEL PUBLISHING Successful Southern chef and James Beard Award-winner John Currence in his first book shares his rugged and fancy style of cooking through 130 delicious recipes, colorful personal stories, music pairings, and beautiful photography. SRP \$40.00 (800) 851-8923 www.andrewsmcmeel.com



Whiskey started out as popular on television period dramas, such as *Boardwalk Empire* and *Mad Men*. Whiskey is now more popular than ever. The renaissance occurring in the American whiskey category shows no signs of slowing down, as consumers have only become more interested in this category rich with heritage and tradition.



NATIONAL BOOK NETWORK *Kentucky Bourbon and Tennessee Whiskey* serves as a guide to explore the history of spirit production and learn the nuances of tasting. 50 cocktail recipes from the distillers and well-known mixologists from the region. \$16.95 (800) 462-6420 www.nbnbooks.com



SANTA BARBARA STUDIO (div. of Christian Brands) One of four humorous whiskey glasses styled by Jessica Kagan Cushman, renowned New York designer of fine jewelry and bags. SRP \$10.00 orders@sb-designstudio.com (800) 572-5780 www.cb-gift.com

BERKELEY DESIGNS The new Rhino Table is playful, but also useful. It is made with MDF (medium-density fiberboard) and is easily assembled with the included directions. It will be a focal point wherever it is placed. SRP \$450.00 (800) 272-3872 www.berkeleydesigns.com



MEMBER TO MEMBER

WHAT'S SELLING
\$20.00 or Less
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“Electric Wax Burners and Wax by **GANZ** *Time & Again*; The wax burners in fall colors and wax in seasonal and everyday scents.”
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EVERGREEN ENTERPRISES INC. Enrich your home decor with a distinctive piece that is sure to make a statement in your home. Printed and stretched on burlap canvas, this wall piece will hang securely on the back keyhole. SRP \$90.00 (800) 774-3837 www.myevergreenonline.com



SCS DIRECT INC. Whiskey Stones by Sipping Stones are the aficionado's choice for chilling a drink. It eliminates a common problem for all connoisseurs of fine distilled spirits: it cools your drink perfectly without the dilution from melting ice. SRP \$14.99 (203) 870-4867 www.scsdirectinc.com



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Fashion. Style. Beauty.

Jewelry, handbags, scarves and fashion accessories have lined shelves and filled beautiful glass displays, as hospital gift shops wooed their customers with these unlikely finds. The presentation became a bit of an art form, as visual merchandisers scoured Pinterest and their favorite blogs for the most appealing ways to display these wares.

Trending on the heels of these offerings came ponchos and wraps, as fashion, style and beauty continued to delight the ever busy customers. Fashion apparel is a hospital gift shop category that is growing and as is often the case, if you don't keep up with fashion, you may soon be left behind!

This stylish assortment of breezy blouses and tunics, stylish skirts, classic leggings and comfy palazzo pants will provide your apparel mix with new dimension. Consider a bit of this and that. Always offer dreamy neutrals and then weave in vivid prints and interesting textures.



AMANDA BLU This blouse length tunic is hand embroidered, detail trimmed and made from 100% cotton voile. Lightweight, breathable and pre-shrunk. Available in sizes S-XL. SRP \$49.99 (877) 381-9494 www.amandablu.com



MAD STYLE Fashion from Mad Style! Great accent buttons and statement pockets makes this a very stylish top to wear with either leggings or over a swimsuit. Black, White or Pink SRP \$69.95 (877) 623-2247 www.mad-style.com



TWO'S COMPANY Ponchos, capes and shawls are always a super alternative to ordinary coats. Pair with skinny jeans to balance out the shape. From bohemian chic to feminine and classics; anything goes. Almost Famous Black Infinity Shawl SRP \$45.00 (800) 896-7266 www.twoscompany.com



"The best color in the whole world, is the one that looks good on you"

- Coco Chanel

trend spotting

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D. M. MERCHANDISING INC. FitKicks, active footwear, offer super-breathable spandex upper and indoor/outdoor Flex Form sole give you an ergonomic fit and full range of motion with easy slip-on comfort. SRP \$19.99 (800) 548-6784 www.247DM.com

FABULOUS FUR

Fabulously soft faux furs make an elegant statement in subdued neutrals



THE MAGIC SCARF COMPANY

Sumptuous, soft faux fur trims all edges of this exquisite knitted cape designed to wrap loosely over the shoulders. Hidden eye and hook closure complete the design of this elegant cape. SRP \$84.00 (866) 546-6256 www.magicscarf.com

MAD FOR PLAID

Traditional tartan and classic stripes are undeniably stylish, in both neutrals and color

HOWARD'S JEWELRY INC.

The plaid brimmed hats cover two important trends, plaid and hats! Designed for a fashionable and stylish look. Get ready to reap in the compliments! SRP \$11.95 (800) 777-5658 www.howardjewelry.com



CREATIVE CO-OP INC. This cotton and linen tunic will become your go to top for casual, comfort. Available in five eye-catching colors; natural flax, washed red, pink, eggplant, and charcoal. SRP \$84.00 (866) 323-2264 www.creativecoop.com

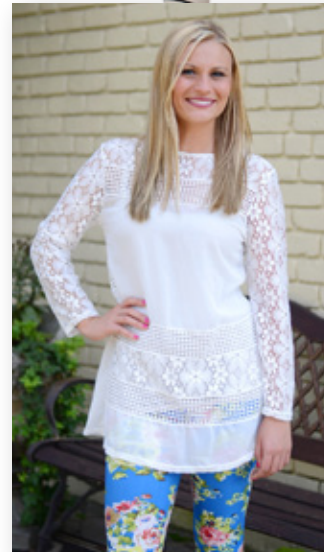


ACCENT ACCESSORIES Made in the USA, this hi-lo top adds a flash of feminine flounce with the lace bottom insert in this soft, comfy shirt you'll wear with everything! SRP \$39.99 (310) 984-6857 www.accentaccessoriesinc.com

VIM & VIGR COMPRESSION LEGWEAR The women's nautical stripe compression socks are made with high-quality fabrics and 400-needle count for flexibility and comfort. Energize legs, prevent swelling, alleviate achiness; appropriate for all day, everyday wear. SRP \$32.95 (406) 209-8447 www.vimvigr.com



RED CARPET STUDIOS LTD. The Zipper Back Lace Tunic with Floral Leggings is new for Spring 2016! Tunic is available in white and black, two sizes S/M and L/XL. SRP \$28.00 Floral leggings are one size fits most and also available in royal blue and navy. SRP \$12.99 (877) 985-0405 www.rcsgifts.com

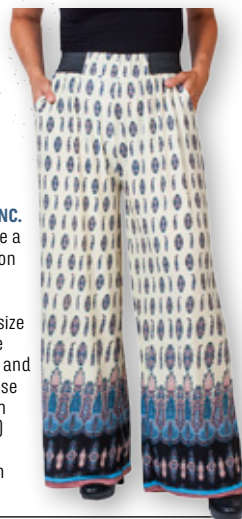


"Playing dress-up begins at age five and never truly ends."
- Kate Spade



NOELLE LLC The Beautiful Peeps Collection is a new introduction for Spring 2016. The adjustable button skirt is just one of the variety of items to choose from. Cotton and Spandex. SRP \$29.99 (910) 270-4047 www.noelleenterprises.com

PACIFIC SILVER INC. Palazzo pants are a top selling fashion item! All pants have an elastic waistband; one size fits most. A wide variety of colors and patterns to choose from. 28" inseam SRP \$21.99 (800) 548-8552 www.pacificsilver.com



CARSON HOME ACCENTS Expect on-trend, unique fashions from Kristen Accessories! The brightly colored chiffon tunics will be flying out the door. The question will be "How can I buy just one?" SRP \$45.00 (800) 888-1918 www.carsonhomeaccents.com

FINISHING TOUCHES

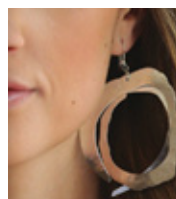
If there was a single commonality during Fashion Week, it was a more-is-more approach to accessorizing. It is safe to say that end of fashion's obsession with minimalism is, in fact, very near. Truth be told, we're pretty excited about it; piling on lots of pieces is just more fun.

Accessories take your wardrobe to the next level. From seriously oversized dangling earrings to crazy-cool statement handbags, these finishing touches may feel a little foreign to your straightforward style, but that's the point. Take a deep breath, embrace their "wow" factor, and let them take you way out of your comfort zone. Your wardrobe is ready for the boost.

PASSION Start the upcoming Spring/Summer season with an explosion of color. Pebble textured tote bag with two top handles and a center adjustable strap to secure your essentials. SRP \$60.49 (855) 880-4598 www.passionnyc.com



SHEERWATER ACCESSORIES BY E2W DESIGN With eye-catching statement pieces gaining strength for Spring, look no further than these unique artisan copper earrings. The natural patina will vary. SRP \$19.95 (800) 745-4501 www.sheerwateraccessories.com



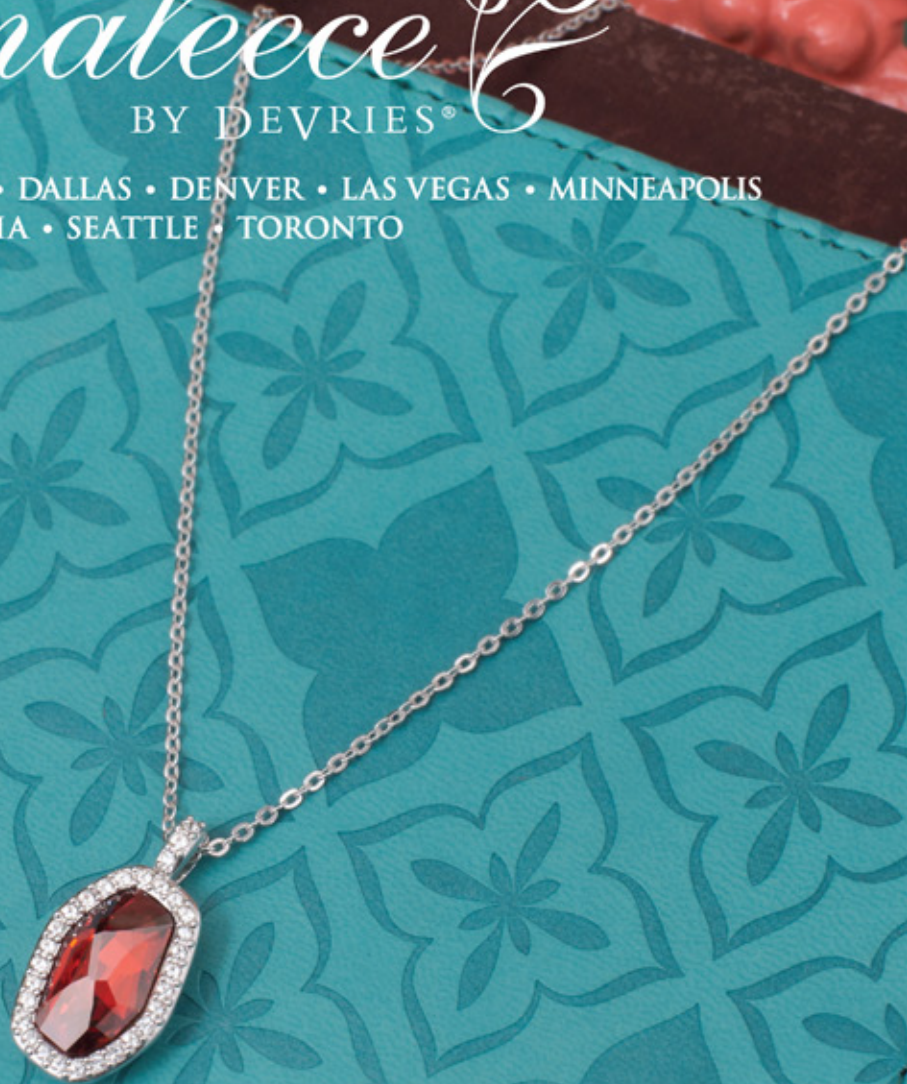
CARSON HOME ACCENTS The vintage collage necklace from Kristine is certain to turn heads. Make a statement with the multi-layered pearl and chain strands with vintage-inspired charms. SRP \$19.95 (800) 888-1918 www.carsonhomeaccents.com



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style & fashion

SERITA SELMAN

GIFT SHOP MANAGER STILLWATER MEDICAL CENTER
STILLWATER, OK



PPP: First, thank you for sitting down to share with us! We would love to know a little about your retail background. I worked for a major retailer for 16 years, and owned my own 5,000 sq. ft. home décor and gift store for 15 years. I started managing the Stillwater Medical Center Gift Shop in August of 2014, after the previous manager retired.

PPP: We know that you have been doing very well with Apparel. What made you decide to "dive in" to this category? The previous manager had carried a small amount of clothing. When the Spring 2015 **Noelle, LLC** line was introduced, we knew it would do well for our clientele. We displayed an 8 ft. section, floor to ceiling, with the beautiful spring colors, as well as the fashionable styles. We sold the majority of the apparel in two days!

PPP: That is an amazing success! We all know the importance of visual merchandising. What was your vision and approach to creating a display? When we create a display, we coordinate total outfits, to include jewelry, handbags, and scarves. We accessorize outfits on the hanger, as well as on mannequins. The majority of our customers are the hospital staff and they don't have a lot of time to shop. We try to make shopping convenient and fun for them. They like being able to grab a complete outfit and run!

PPP: You mentioned Noelle, LLC. What makes them a favorite PPP Vendor for you? We love how versatile and easily every piece coordinates.

PPP: Do you or your staff wear the apparel you offer in the gift shop? Do you feel it's important? I feel it is very important to

wear what you sell. It's exciting when people compliment you on your outfit, and you get to tell them "It came from Stillwater Medical Center Gift Shop".

PPP: We love all the photographs of your staff modeling the clothing. It is inspiring to see it all come together into an outfit that works beautifully. There are so many details that you consider, so that begs the question – how do you handle inventory? We buy heavy on the front side, in a variety of sizes. Because we have a small space our customers know, if they see it, and they like it...they need to buy it right away. We usually purchase one time, and move on.

PPP: What has been the best selling item, if you had to pick one? Leggings and Palazzo Pants, always sell. They are versatile, and allow you to dress for both comfort and style.

PPP: Have there been any big surprises? Anything you have planned that really exceeded expectations? I am surprised by how excited our customers became when we offered a Fall Fashion Expo. We reserved a

large hospital conference room, advertised via different social media outlets, posted fliers on each floor of the hospital, posted on the hospital blog, and notified local businesses. We offered refreshments, a 10% discount, and displayed all that was NEW in Fashion for 2015.

PPP: What a fantastic "out of the box" idea! It probably goes without saying, but do you plan on continue with apparel in 2016? Apparel has been a huge success for us this year and we will definitely offer apparel in 2016. We have been extremely pleased with all of the options we have been able to provide our customers.

PPP: It has been such a pleasure, to learn more about you and Stillwater Medical Center Gift Shop. If you had any final words of wisdom to share with another Gift Shop Manager considering apparel, what would they be? If you are just starting out in apparel, have fun with it, wear it, and if it lasts long enough, change your displays out frequently. Create displays that pull the total outfit together...you will sell it all...

Good Luck!





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

Hospital Gift stores that cater to both health-minded caregivers as well as patients and their families, create perfect 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 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 can clean 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 the products clean chemical-free, but because each product provides 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 maintain a safe and healthier home for 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, health-minded caregivers and visitors eliminate harmful cleaning chemicals by offering e-cloth® cleaning products. The hospital gift store 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 3.1 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, 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, but collect bacteria from surfaces. When the cloth is rinsed under hot water, all but .01% 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, e-cloth® will 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 talk among friends and family. 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.



Clean Chemical-free with e-cloth®

It is your opportunity to help your customers live healthier!

- **Freight PPD** in lower 48 states
- **90 day dating**
- **FREE HDTV & Metal Display Stand**
A \$300 Value!
- **FREE** Samples to Sales Associates
- **FREE** Facility Kit to clean your store without chemicals
- **Preferred Retailer Listing** on e-cloth® Store Locator
- **Sales \$7,000 to \$12,000** per year off Display

e-cloth® Video Floor Display 200 PC
Item #10450V
Size: 24"W x 16"D x 78"H to top of TV

Not enough space for the e-cloth® Floor Display?

Buy Item #10421 e-cloth®
Counter Top Display
Contains: 10 each of Top Five Best Sellers
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Personal Electronics Cleaning Cloth

Removes make-up, fingerprints, smudges, oil, and over 99% of bacteria from cellphones, iPads, iPods and e-readers

Item #10625CDU 15 CT
5"W x 6"D x 10"H to top of header



Eye Glasses Cloth

Removes fingerprints, stubborn marks, oil, grime and over 99% of bacteria off all types of lenses and frames

Item #10623CDU 20 CT
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e-cloth®

To order: call 1-800-677-4354 ext. 1 or email info@ecloth.com
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trend spotting

PICK SIX - HEXAGON

Just one of many geometrics currently dressing the trend stage; hexagons patterns make a bold and colorful showing.



WELLSPRING - Flip Notes are handy for a quick note. Never lose the pen because it holds the spring loaded Flip Note together. Slim and lightweight, these fit easily into a purse or pocket. Anodized aluminum protects the pad from bent edges. SRP \$9.99 (800) 533-3561 www.wellspringgift.com

all that you are to your hospital

“I hope everyone is having a prosperous year thus far and I hope you all remember how important you are to the hospital you represent. I often feel that Hospitals are not truly aware of just what it is we do. On a personal level I know more people by name than most other hospital personnel. I see people from every department every single day of the year. We help make our employees feel connected to the Medical Center by being the “common ground” where they can all meet and run into one another. I also feel that shop workers have the ability to do more for the image of the facility than just about any other staff does on a regular basis.

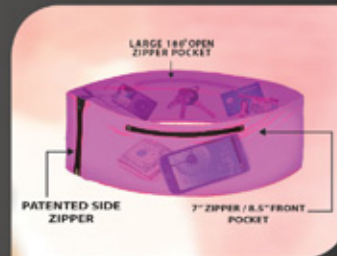
Let's face it, we answer more questions than most departments do. We are located right in the middle and people look to us for information. When it comes to compassion, we are key to making patients and families feel they have had a good experience at our hospital. We are here morning, noon, and night and seven days a week. There is always a kind and polite shop worker to guide, assist, suggest. Sometimes we are the only people that many family members ever come in contact with. When I hear one of our clerks approach a family member and say, “You doing ok”?

FusionBelts

fusing fashion & function for your hands free life.”



Fusion Belts are the original patented zipper on waist/hip wrap that features a front, 7 inch pocket and a large 180° zipper back pocket to carry all of your small personal belongings. Great for working out, running errands, traveling, a night on the town, to going to any sporting or concert event where you can no longer bring a purse or backpack!



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One Up Bands offers custom designs in any quantity. Our in-house design group will create the “theme of your dreams” on any of our products. It's great as promotion for hospitals, sports teams, organizations, special events, businesses, or any other group. Each high-performance One Up Band is manufactured right here in the USA. Contact us today for a quote on your custom headband order at: sales@oneupbands.com or at 937-298-6282.



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I know in my heart that they mean it. If it takes them a few extra minutes to help somebody, then the rest of us can cover the register. We are all about compassion. We are the human side, the contacts, the point persons, and while we may not know all the medical stuff, we suffer along with each and every person who comes in here. I am so very proud of the work we all do. We make a difference in many peoples stay at our facilities. I want to have "everything" (within reason) that somebody might ask for because it reminds me that part of doing a good job is listening to what customers ask for. It makes good business sense, too.

Don't ever feel that you are not just as important as any other professional in the hospital. We may see 3 to 500 people a day. A huge impact is inevitable. Big smiling faces, a warm touch on a crying shoulder. That's what we do! Plus, we have the satisfaction of knowing that the money we raise is going to a greater cause. A patient program, research, or whatever the case may be, it is not just going into a fat cat's pocket! I am proud to do what I do and I know what the rest of us go through sometimes. We feel hand-tied by administration. We feel left out sometimes but I am finding that my facility treats me with the same respect they treat all other department managers. I am lucky to have a boss who goes the extra mile to get things done on our behalf. It makes it all worthwhile. While I have been here for many hours this week and on both my days off, I still look forward to showing up bright and early tomorrow morning to face another day at a worthwhile job.



MYKE ONDEK - GIFT SHOP MANAGER, VANDERBILT GIFT SHOP, NASHVILLE, TENNESSEE

trend spotting

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NANCY MAZEL-TIFFANY

continued from page 21

PPP: We love that you took the challenge. How exciting! For 2016, we would like to challenge our Retail Members to closely consider their "staple" categories. For example, everyone carries plush. Our challenge – focus, as much as possible, on PPP Vendor Partners when filling staple categories. There are so many PPP Vendors offering a discount – why not ensure that extra savings on something you must offer and turn often? We would love to know, who you carry!

We have a very large selection of plush ranging from bears and dogs to wildlife of all sizes. Our largest plush vendors are **Douglas, Aurora, Mary Meyer** and **Ganz**. They offer high quality products in many different fabrics for our customers. The musical plush from **Cuddle Barn** sells quite well.

We have a large baby section with plush from the listed vendors and **Malden** baby frames; which are excellent. We have a great selection of activity books and kits from **Melissa & Doug** and **Peter Pauper Press**. We receive many phone orders for this kind of merchandise.

PPP: We saw a catchy article heading for \$20 Thrills in a popular magazine and loved that there is still a focus on items that can brighten your day and are affordable! How do you meet this need?

D.M. Merchandising has been an amazing vendor for our shop. Inexpensive pick up items ranging from jewelry, tech items, shoes, credit card cases, purses and readers. The margins are great and the company is so nice to work with.

Some other favorites: **Peter Pauper Press** is an excellent resource for great journals, date books, and note cards. **Yankee Candles** including the new warmers. **Wellspring's** flip notes and password books. Our shop does a huge balloon business and we love **burton + BURTON**. **DEMDACO's** Willow Tree Angels continue to be huge business for us, despite the fact that many are over \$20. **Ganz** has a very strong Fall and Christmas line of holiday merchandise that is very well priced.

CUDDLE BARN - Chili Jr. sings "Hot, Hot, Hot", Item #CB7928 \$17.99 [888] 883-1885 www.cuddle-barn.com



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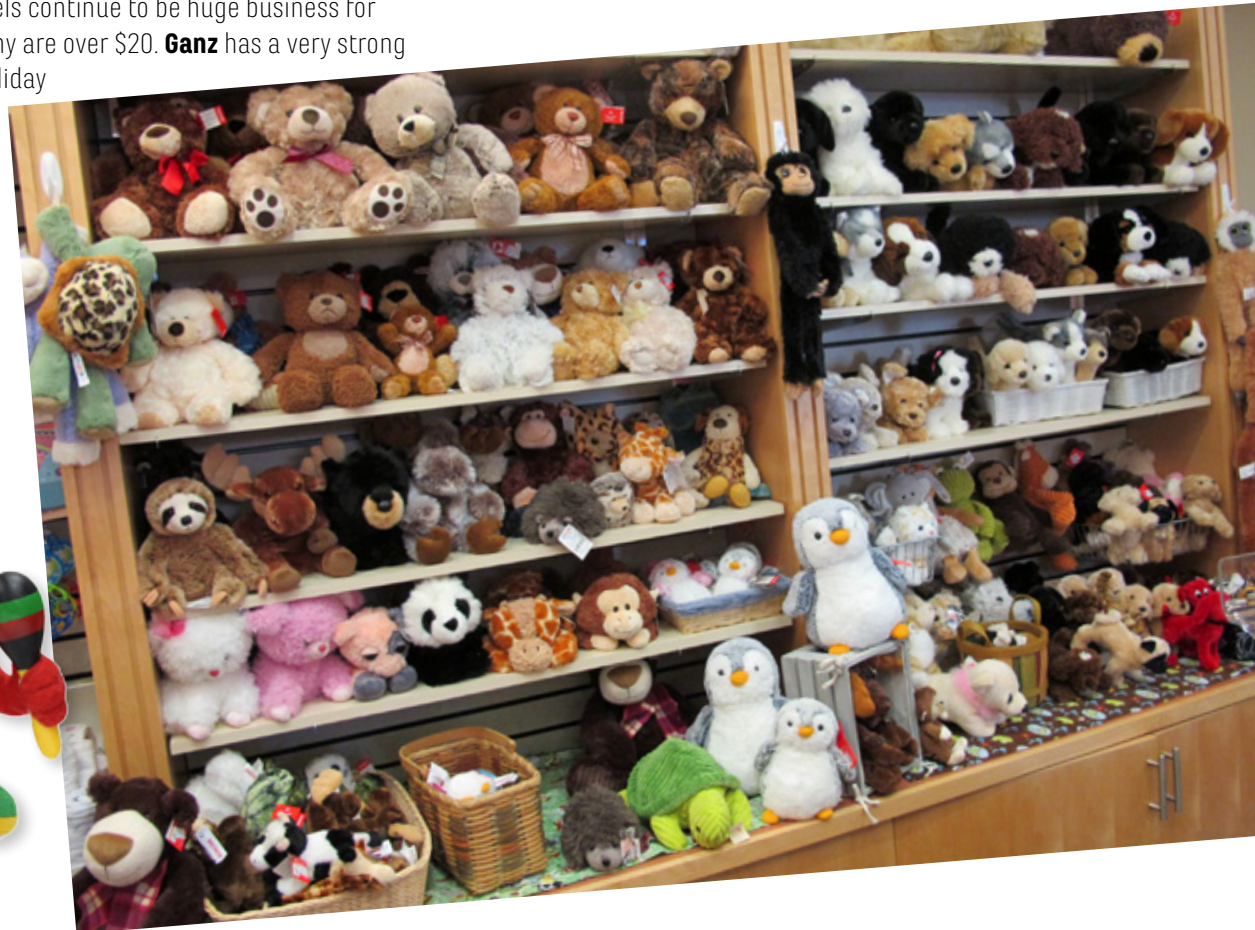
PPP: Promotions are a great way to drum up excitement and renew interest in the gift shop. Do you have a favorite promotion you would share with other gift shop colleagues?

Yes! I did want to share my customer's favorite promotion; I call it Gumball Discounts. I purchased a gumball machine and gumballs at Toys r Us. We give the customer a penny to put in the gumball machine. Each color gumball represents a different discount amount. They get the discount on their purchase, one item or perhaps the entire purchase, whatever the gumball color represents.

PPP: Love that idea! Creative, fun and interactive. So here is where we turn over the final thought to you....any surprises left to share?

Greeting Cards! Much to my surprise when e-cards came out, I thought the greeting card business would decline. Greeting card business continues to do very well. Great PPP Vendors we would recommend include **Sellers Publishing, Graphique de France** and **Design Design**.

Another surprise? Adult coloring books...they are hot right now! **Peter Pauper Press** and **Andrews McMeel** are both excellent resources.





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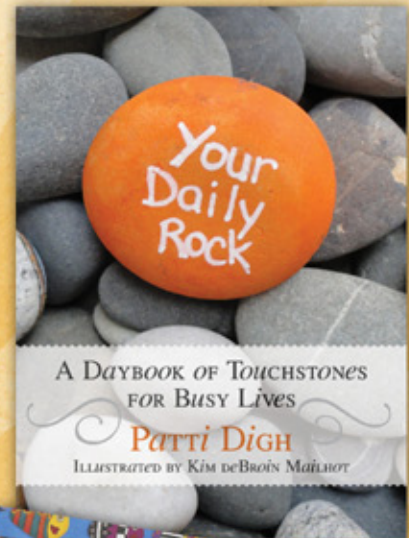
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savings fix

Enjoy an **Additional 5% Discount** from the Featured Vendors

The extra 5% discount will be available only from the featured vendors, for orders placed in January 2016. The discount will apply to the entire line (regular exclusions will still apply) and are on all orders with an immediate ship requirement.

thank you!



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AMANDA BLU is your source for on-trend and high quality fashion accessories at an incredible value! Since we design and manufacture all Amanda Blu products, our collections always showcase unique designs at affordable prices. We are proud to offer our PPP customers the *Heartfelt Emotions* collection--a proven successful product for hospital gift shops. **ATLANTA:** Building 2, Suite 1818 Darrah & Co. **DALLAS:** Trade Mart, Suite 1028 Next Generation **LAS VEGAS:** Suite C-691 California Marketing Associates/Ivystone



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CHIC ALERT MEDICAL ID offers fun and fashionable medical ID jewelry for women, men and children. Allowing them to feel confident they will be properly cared for in a medical emergency, but while doing it in style. Live your life well in ID jewelry you can feel good about! **ATLANTA:** Building 3, Floor 5, Booth 2516



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savings fix continued from page 49

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HARRY D. KOENIG & CO., INC.

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www.harrydcoenig.com
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All orders for January receive an extra 5% discount! Orders during the Atlanta Show receive; New Accounts: Extra 5% off plus free freight on orders over \$300. Current Accounts: Extra 5% off plus free freight on orders over \$350. **ATLANTA:** Building 2, Suite 785 Options **DALLAS:** Trade Mart, Suite 1501 Imagine That! **LAS VEGAS:** Suite C-612 Imagine That!

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HAUTE JEWELRY CONCEPTS aims to put their own collegiate and fashion spin on the hottest accessory trends on the market. All of their products are thoughtfully merchandised, from the item itself to packaging to displays. **ATLANTA:** Building 2, Suite 1613 The Southern Link

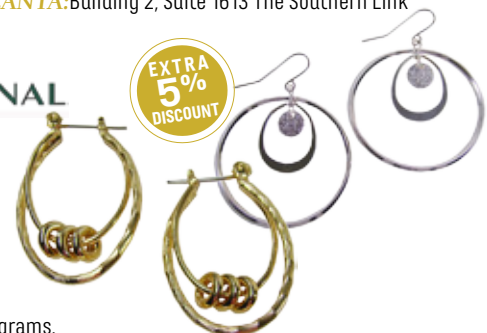


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EXTRA 5% DISCOUNT

savings fix continued from page 50



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savings fix continued from page 51



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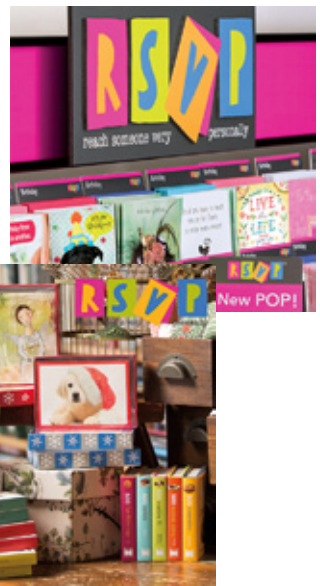


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VIABELLA offers a diverse collection of greeting card brands and look-lines to fulfill the needs specific to hospital gift shops. Find the cards your customers want for specific titles such as baby, comfort, serious illness and get well by visiting our website. (Extra 5% discount on Everyday product only) **DALLAS:** Trade Mart, Suite 1860 Cliff Price **LAS VEGAS:** Suite C-1196 Carson West **MINNEAPOLIS:** Suite B-150 Fashion Street

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savings fix continued from page 52

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PHILADELPHIA: Booth 1000 Jack Huesman and Assoc.



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Winter Mart Season 2016

EVENTS & SHOW SPECIALS

the event

Atlanta International Gift & Home Furnishings Market at AmericasMart - January 12 - 19, 2016 www.americasmart.com -

Event Date: Saturday, January 16th **Location:** Building 1, 8th floor

Agenda: Breakfast: 8:30 am **Vendor Floor:** 9:00 am to 12:00 pm
All PPP Vendor Partners, exhibiting at The Event, will be extending an additional 5% discount. This offer will be extended all day, Saturday, January 16th and Sunday, January 17th. Visit our website for a complete listing of exhibitors and to RSVP.

show specials



AAE is your leader in African American and General Market Inspirational Stationery, Gifts, Accessories and Home Decor items. Come visit our Atlanta showroom in Building 2 Suite 612A to receive your "Special" discount, to see the "New" items and the full product line! We are looking forward to seeing you!

AngelStar **ANGELSTAR INSPIRED PRODUCTS INC.** - PPP Members enjoy 15% plus Net 60 during the entire Atlanta show. Visit us at our showroom in Building 2 Suite 1353.

Annaleece **BY DEVRIES** Visit **ANNALEECE** for the latest in high quality fashion jewelry at affordable prices. Our unique designs make us one of the most sought after manufacturers in this category. Saturday & Sunday during Atlanta, we will offer a 10% discount along with a \$5.00 freight cap on orders of \$350 or more.

Blue Mountain Arts Exclusively from **BLUE MOUNTAIN ARTS!** Available ONLY during the Atlanta Gift Show, January 12th - 19th, 2016 at either the PPP Show OR the Southeast Marketing showroom, Suite 1305. Risk Free offer features: 15% off published wholesale prices, Free Displays, 120-day Dating, 120-day return Guarantee & Free Freight!

Bonitas International **BONITAS INTERNATIONAL** - We are excited to offer the following show special: an additional 5% discount off after your usual 5% PPP discount.



bSOFT PJ'S has all the sleepwear and loungewear you are looking for. Our bamboo pj's are super soft, breathable and beautiful, great for hospital stays, relaxing at home and sleeping. Come see us in Building 3, Floor 3, Booth 2408 for

FREE SHIPPING and 15% OFF your Spring order.



Visit any **burton + BURTON** showroom during the winter markets to see what's new for 2016. Orders placed at the show receive an additional 5% off just for being a PPP member! Looking forward to seeing you in: Atlanta, Building 2, Suite 728; Dallas, Trade Mart Suite 1121; Las Vegas, Building C- 852.



where good sleep begins

Come see us in Atlanta. **CLOUD b** is offering an additional 5% off all orders written at the Atlanta Showroom during Market Dates. Rep Force One Showroom, Building 2, Showroom 1635B.



Come and see **CUDDLE BARN'S** New Spring items for 2016 in Atlanta at the Southeast Marketing showroom: Building 2, Suite #1305 or in our Company Booth: Building 3, Floor 3, Booth # 1605 and receive an additional 5% off.



GANZ has a wide assortment of cuddly plush and baby gifts, including new Baby's First Teddy, adorable keepsakes and cozy outfits.

Visit us in Building 2, Suite 1519 for great show specials, too!



GIFTCRAFT is your One-Stop Show Shopping Destination for fashions, decor, gifts, seasonal and more. Visit us in Atlanta (Building 2, Suite 1521) or Las Vegas (Building C-0654) and enjoy an EXTRA 5% DISCOUNT on your showroom order. (Excludes Charlie Paige™ & Secret Jewels™).



GOOSEBERRY PATCH and Globe Pequot offer best-selling cookbooks, inspirational and children's titles, organizers and free displays. Come see us in Atlanta at the PPP Event, The Butler Group showroom (Building 2 Suite 1216) or the Gourmet temps (Building 2 WW, Floor 3) for 57% off retail price and free shipping on orders > \$250.



Stop by **GUND's** booth for a chance to win a set of matching pink and blue 36" Jumbo My First Teddy plush toys - a \$200 retail value! Take advantage of our 10% discount for all PPP members, with an additional 5% off limited collections as a January show special.



HABA USA is offering \$500 FFA on all orders written at the Carolina Baby Atlanta showroom, Bldg 3, 13W124D during market dates. Be sure to visit Carolina Baby to see all that HABA has to offer from Lassig diaper bags to HABA wooden toys and games to Lilliputiens soft story dolls.



HAUTE JEWELRY CONCEPTS puts their own collegiate and fashion spin on the hottest accessory trends on the market. Come see us in Atlanta at The Southern Link showroom (Building 2, Suite 1613) for a 30% off discount!



HOWARD'S JEWELRY is your one stop shop for "Always Something Special": On-trend products, competitive pricing and exemplary customer service are our trademarks. PPP members receive a 5% discount in our nationwide showrooms and receive an EXTRA 5% discount on orders placed in Atlanta (The Southern Link, Building 2 Suite 1612).

Winter Mart Season 2016

EVENTS & SHOW SPECIALS



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NATURAL INSPIRATIONS - Hospital Gift Shop Favorite! Luxurious, natural body care products free of parabens, sulfates, phthalates, gluten, GMO's and artificial dyes with a generous give-back program to support women's health. In Atlanta, see new products and take advantage of show specials for PPP members. Southeast Marketing, Building 2, Suite 1305.



NEW DIMENSIONS - 3 Divisions, One Great Company! The latest and greatest in LOLO Jewelry & Accessories, Awareness products, Licensed Toys, Tech items & Promotional products! Saturday & Sunday - an additional 5% discount on orders placed in Atlanta at PPP Event or in 225 Unlimited showroom: Building 2, Suite 1718!



NUFOOT & NUPOUCH - Nupouch Medicine Management Purse is an innovative crossover of style and function. Use as a medicine management case to hold medical needs; glucose meter, insulin pump, etc.

or as your versatile everyday purse. Visit us for an additional 5% discount and free shipping on orders of \$300 or more.



ONE UP BANDS is offering free shipping on all orders over \$500 written at the Atlanta Mart during Market dates and free shipping and an additional 5% off your total if you place an order of over \$1,000 at the Atlanta Mart during Market dates.



OUTSIDE THE BOX manufactures innovative and fun products for members of the medical field. 2016 will be an exciting year as we introduce many new and unique products to our line-up. Visit us at PPP Event or Building 2, Suite 639b. Show Special - Free freight for orders over \$200.



Don't miss **PASSION'S** most exciting Spring & Summer collection (PPP Event or Building 3, Floor 4 Booth 1901). We have trendy new styles to help you get ready for the new season. PPP members receive their regular discount of 10% plus an additional 5% discount on orders placed at the show.



PAVILION creates desirable, high quality gifts for all of life's special occasions. From mugs and angels, to home décor and fashion, we have the perfect piece for your loved one. Stop by our

Atlanta Showroom, Building 2, Suite 1503 to take advantage of our fantastic show specials!



PBC INTERNATIONAL is located in the Butler Showroom Suite 1212. Come Check Out Our Newest Product and get 15% off all show orders!



POSEYS is the newest, cutest kids' gift collection on the market! With whimsical designs that make everyone smile, our gifties tees, bags and pillowcases are exactly the new items that your hospital gift shop needs! Show Special: FREE FREIGHT ON ANY ORDER PLACED DURING THE ATLANTA SHOW!



PEACEABLE KINGDOM invites you into the kingdom. Join the fun! ADD FREE FREIGHT to your 10% discount for every order written in Atlanta at the PPP Event and our showroom; 225 Unlimited, Building 2, Suite 1718.



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offers original designs in home, garden, gift's and women's fashion accessories. The latest trend for spring are Kimonos, assorted styles, colors \$9.00 - \$15.00. Extra 5% discount on orders placed in Dallas Trade Mart 2802, Atlanta Building 2, Suite 1430 New Showroom & Las Vegas Suite C-891.



Come see the adorable NEW funny onesies, bibs, tutus and footsies from **SARA KEY BABY & KIDS** and receive your 10% PPP Discount PLUS AN ADDITIONAL 5% discount at the Atlanta January Mart in the Temporary Showrooms (Building 3, Floor 3 Booth 307)



SELLERS is introducing our 2016 calendar line. Check in with us for show specials.



Save up to 50% off on selected **SHEERWATER FASHION JEWELRY** while enjoying Free Freight (some conditions apply). Visit Sheerwater in Atlanta at the Gib Carson Showroom, Building 2 Suite 1319 to view the entire line for 2016!



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ORGANIC TAGUA JEWELRY These girl's animal tagua bracelets are hand woven and feature an adjustable band. They are available in solid assorted polished colors and animals; turtle, dolphin, owl and more. SRP \$8.95 (772) 266-8712 www.organictaguajewelry.com



SNIFTY SCENTED PRODUCTS Kids love scented products! The heart shaped pendant necklace is embedded with a cotton candy scent. The heart pendants hangs from an 18" beaded chain. Long lasting scent will last for years. SRP \$9.99 (908) 486-1000 www.sniftypen.com

SNAFU GREETING CARDS Cabalooa Cards are brightly colored greeting cards for everyday occasions, featuring bold graphics and upbeat sentiments. Inside Verse: *You're the star today!* SRP \$2.95 (800) 766-5786 www.SnafuDesigns.com



GUND INC. Colorful, soft and silly! Busy Hedgehog makes silly sounds and his nose lights up. The perfect size for little hands. The quality and innovation you have come to expect from Gund; award-winning products that appeal to all ages. SRP \$15.00 (800) 448-4863 www.gund.com



RESOURCE INTERNATIONAL INC. The Pomme-Pidou® collection of ceramic art money banks is a series of whimsical characters by a team of designers in Belgium, with creative appreciation for fun, form and function...and the "art" of saving. SRP \$28.00 (888) 927-9052 www.r-i-inc.com



AMERICAN JEWEL Gummy Bag Wristlets are perfect for holding your cell phone, keys, makeup and cards and keeping them safe. Waterproof silicone is perfect for on-the-go. SRP \$16.95 (844) 539-3533 www.americanjewel.com



WILDLIFE ARTISTS, INC. Tree frog lovers will go wild over the Red-Eyed Tree Frog; part of the *Conservation Critters* collection, a fun and unique line that encourages children to explore and learn about a variety of wild animals from around the world. SRP \$7.99 (866) 896-3978 www.wildlifeartistsinc.com

ZIPIT Conquer your fear - of losing all your pencils again - by befriending a monster who promises to guard your pencils and more. It's hard to pick just one! All Monster Jumbo Pouches are made of a single, long zipper. Unzip the fun. SRP \$9.99 (800) 511-6239 www.just-zipit.com



PRECIOUS MOMENTS COMPANY Fun and vibrant, this photo holder is the perfect way to showcase how much little ones have grown. Designed by artist Stephanie Corfee with her "Spilled Ink" pattern, it has places for four photos makes a great gift. SRP \$17.99 (888) 878-8148 retailer.preciousmoments.com

KIDKUSION INC.

A creative line of Gummi Teething Jewelry for mom and baby. All jewelry is made from safety tested and approved teething materials; BPA and latex free. Available in many colors and designs, at affordable prices! (800) 845-9236 www.kidkusion.com



FIRST & MAIN INC. The sparkling Sasha Seahorse with large eyes and expressive bright colors is sure to swim into the hearts of many. Sasha Seahorse is an adorable new gal pal! SRP \$10.99 (800) 726-1400 www.firstandmain.com



ONE UP BANDS Non-slip headbands are available in the standard 20". They also offer an adjustable band, which provides a range of 18-20.5". The thick hot pink Pixelator is an eye-catching choice! SRP \$14.00 (937) 298-6282 www.oneupbands.com



MEET MR. MOE, LLC

Meet Mr Moe is a fun, unique way to express feelings from parents to anyone in the health field. Both boys and girls love the magical face of Mr. Moe. Hugging this super soft pillow is such a comfort Too!!! SRP \$22.99 (602) 695-5659 www.meetmrmoe.com



OGOSPORT, LLC Awaken your inner child with the vast possibilities offered by the OgoBILD line. The BILD line offers a stimulating opportunity for constructive play and imaginative exploration. Award-winning construction set you can kick and spin! SRP \$16.00 (718) 554-0777 www.ogosport.com



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camouflage

NO LONGER BLENDING IN

This trend first hit apparel and a touch of camo added a street vibe to neutrals and nudes. Fast forward a few years and camouflage prints have trended their way into the gift category, with baby blankets for girls, masculine gift bags and even pink teddy bears. This hip trend is perfect for those, who don't want to blend in!



DESIGN DESIGN INC. - A masculine gift bag doesn't have to be boring. This large gift bag is perfect for any man in your life. The gift bag has black flocking, silver foil accents and a silver gift tag that looks like a dog tag. SRP \$5.95 - \$6.95 (866) 935-2648 www.designdesign.us



BABY LAUNDRY AND MORE - This trendy blanket has a smooth feminine camo-print minky fabric on one side with extra soft fuchsia swirl minky on the other. This luxurious baby blanket will keep your little one warm and cozy all year long. SRP \$39.99 (801) 766-8437 www.babylaundryandmore.com



WELLSPRING - Add A Pocket to your phone, tablet, notebook, computer... Anywhere! This self-adhesive, lycra pocket offers convenient storage for ear buds, cash, credit cards, business cards and more! SRP \$5.99 (800) 533-3561 www.wellspringgift.com



MARY MEYER CORP - Team Camo Bear is hard to hide. The 11" tall camouflage bear is an arm full of fun... if you can spot him. Team Camo collections includes moose, bear, lobster, owl, dog, octopus, and baby mats. SRP \$13.98 (800) 451-4387 www.marymeyer.com



NUFOOT & NUPOUCH - Patient socks have never looked and felt this good! Skid-resistant, water and germ resistant, Nufoot protects you like a second layer of skin. Camo print is a must have in everyone's wardrobe. SRP \$10.99 (925) 743-9831 www.nufoot.com

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The comic strip "Peanuts" was first published 65 years ago on October 2, 1950. Some of the most classic and beloved characters of all time will jump out of the pages of the Sunday comics and onto the big screen. The Peanuts Movie features Snoopy, Woodstock, Charlie Brown, and the rest of the gang, as they've never been seen before and in stunning 3D. Capture the fun with a display of Peanuts merchandise in your store!

THE PEANUTS GANG



GRAPHIQUE DE FRANCE

Journals feature vibrant covers with a beautiful variety of solid and patterned designs. The selection offers something for everyone! 160 spiral-bound ruled pages with vintage Peanuts imagery on cover. SRP \$9.95 (800) 444-1464 www.graphiquedefrance.com

ANDREWS MCMEEL PUBLISHING

Sixty years of Peanuts, generations of fans, a gang of beloved characters, but only one creator: the legend, Charles M. Schulz. *Celebrating Peanuts: 65 Years* is packed with commentary and a heartwarming tribute; a true collector's item. SRP \$75.00 (800) 851-8923 www.andrewsmcmeel.com



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Nursing is the gentle art of healing and of care. It is about understanding & patience it is a gift of hope: of a faith so rare. Wear this "Thoughtful" little angel and it will always help you cope!

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MOTHER ANGEL
Wear this "Thoughtful" little Angel each and every day. For it carries with it all the love my heart can hold. And if you listen carefully, you will surely hear it say, "A mother's love is a gift so rare, a priceless treasure, worth much more than gold."

Healing

ANGEL OF HEALING
Wear this "Thoughtful" little angel, please do. For I've picked it out, especially just for you. And it will offer a prayer each day to God above. That's full of care and concern, and filled with love.

3 Cards per Hook @ \$3. ea X 288 = ~~\$864.00~~

96 Style - 6 Row **PPP SHOW SPECIAL** 2 cards per Hook @ 3. ea. X 192= **\$519.84** **Plus 90 Day Money Back Guarantee**

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ENESCO LLC

Jim Shore showcases his unmistakable folk-art style celebrating the 65th anniversary of the beloved Peanuts comic strip with this delightful design featuring Charlie Brown, Lucy, Snoopy and the gang. SRP \$95.00 (800) 436-3726 www.enesco.com

MAYFLOWER DISTRIBUTING CO., INC.

From the all new *Peanuts* Movie!!! Mayflower Distributing presents the four-sided 15" Peanuts Cube Mylar Balloon with Charlie Brown and his pals. SRP \$7.99 (800) 678-4892 www.mayflowerdistributing.com



ZAK DESIGNS, INC.

Peanuts characters make mealtime fun with this bold, bright addition to your collection for kids. Add personality to the table and brighten up a meal. Melamine Plate & Bowl SRP \$3.99 Plastic Water Bottle SRP \$7.99 (800) 331-1089 www.zak.com



ROMAN INC.

The 18" LED solar Snoopy Garden Statue will light up your garden with this large scale Peanuts character. Made of durable designer resin features Snoopy with Woodstock. SRP \$158.00 (800) 729-7662 www.roman.com

trend spotting

STAR WARS

With the next installment of the Star Wars movie being released; fans of all ages are on the lookout for new ways to show the world that the Force is strong within them.



burton • BURTON - All the popular Stars Wars characters on one sphere-shaped Orbz balloon! Capitalize on the popularity of the next installment in the Star Wars movie franchise with these out-of-this-world balloons. SRP \$8.99 (800) 241-2094 www.burtonandburton.com

MEMBER TO MEMBER

WHAT'S SELLING
\$20.00 or Less Edition



“ The Ruffles and Ridges Plush from **MARY MEYER**. The elephants and giraffes are flying out the door. These are incredibly soft and are great for the current generation of ‘baby room’ decorators. ”

PAULA LIMATO - KING'S DAUGHTERS' HEALTH GIFT SHOP
MADISON, IN

HARVEST Inspired

Accentuate the natural beauty of autumn with timeless harvest-inspired decorations celebrating all the joys of Fall and its holidays. Pumpkins, leaves, witches, spiders, turkeys.. this mix of harvest inspired products spans the season from september through Thanksgiving.



< **AURORA WORLD INC.** - 10" Stuffed Turkey is a super cute brown and red turkey with big yellow and orange feet! Aurora's Taddle Toes features oversized feet, soft chunky bodies and endearing faces. Collect them all! SRP \$15.49 (888) 287-6722 www.auroragift.com



▲ **IT TAKES TWO, INC.** - When fall foliage begins to change color, signaling the arrival of autumn, it's glorious. This clear cello package of autumnal notes evoke this beautiful season, when the air is crisp and winter is near. SRP \$6.95 (800) 331-9843 www.ittwoholesale.com



> **RED CUP LIVING** - Perfect for Halloween! A Jack O' Lantern face added to the popular 24 oz. cup. Reusable dishwasher-safe cup is break-resistant and great for parties, pool, camping, tailgating, bbqs, and much more. SRP \$12.00 (602) 955-4300 www.redcupliving.com



▲ **CORONET JEWELRY** - The Halloween "Spookies" are the perfect way to get in the holiday spirit. These pierced earrings come in three assorted glittery styles. SRP \$9.00 (800) 837-8686 www.coronet-jewelry.com

> **THOUGHTFUL LITTLE ANGELS** - A journey that began with a verse and a keepsake; the Halloween pins are a perfect little gift to let someone know you are thinking about them. Verses bring comfort, inspiration or humor to the recipient. \$5.99 (877) 852-8723 www.thoughtfulangels.com



▲ **COYNE'S** - Fun folk art from the Williraye Studio; Pilgrim's Parade boy and girl pilgrim on turkey is hand-crafted and hand-painted. This unique harvest figurine has the look of carved wood. SRP \$60.00 (800) 336-8666 www.coynes.com

MEMBER TO MEMBER

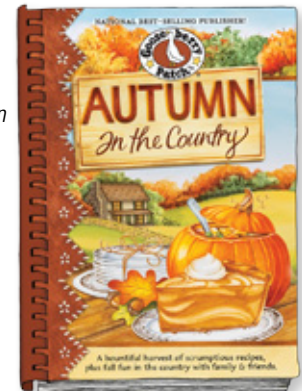
WHAT'S SELLING \$20.00 or Less Edition



“The under \$20 item that we can't keep stocked right now is Sassafras Door Mats and Interchangeable Inserts from **EVERGREEN ENTERPRISES**. The door mat trays retail for \$12.00 dollars and the inserts range from \$7.00 to 9.00 each. They make a great housewarming gift!”

ALLISON CRAIG - MERCY HOSPITAL JOPLIN GIFT SHOP
JOPLIN, MO

> **GOOSEBERRY PATCH dba NBN** - In *Autumn in the Country*, enjoy a cornucopia of delicious recipes and clever tips for making the most of this delightful time of year. There's a nip in the air, trees are bursting with color and children are headed off to school. SRP \$16.95 (800) 462-6420 www.gooseberrypatch.com



< **LEANIN' TREE INC.** - This striking Halloween card includes glitter accents with a full color interior. Printed on recycled paper using soy-based inks and made in the USA. Inside Verse: *Have a wicked good Halloween!* SRP \$2.99 (800) 525-0846 www.tradeleanintree.com

holiday **CHEER**

'Tis the season for merriment and entertaining, so deck your halls with holiday cheer. This collection is filled with merry designs for home and gift giving in festive style. We've assembled all your holiday needs.



◀ **ANNALEECE BY DEVRIES** - Winter Flurry necklace with rhodium finish and embellished with crystals from Swarovski®. Just one of the many quality styles offered for the holidays and year round. SRP \$41.25 (866) 401-6700 www.annaleece.com

▶ **HEARTFELT FAMILY TRADITIONS** - A simple idea on Christmas Eve sets the stage for creating a whole new tradition for Angelina's family. It all starts as the nine-year-old writes her letter to Santa, a small step that has very big results in "How Angelina Changed Christmas". SRP \$9.95 (972) 921-4581 www.heartfeltfamilytraditions.com



▼ **TRINKY THINGS** - Making it easy for customers to give the perfect gift, in one purchase and with zero wrapping paper fuss. Just personalize the inside of your gift box and "snap" closed. Convenient purchase; Memorable gift; Hot item! SRP \$22.99 (718) 468-1518 www.trinkythings.com



▲ **WHISKEY MOUNTAIN** - Wood signs designed by Dan Di Paolo in wood instill a functional and decorative look to your holiday decor. Wishing you a Merry Merry Christmas! SRP \$25.00 (586) 281-6511 www.whiskeymtn.com



◀ **CANDLE WARMERS ETC.** - New! Snowman Pluggable Fragrance Warmer - This happy snowman warms wax melts in your favorite seasonal fragrances to add to your holiday decor. A rotating base allows a vertical or horizontal outlet. SRP \$9.99 (800) 262-2305 www.candlewarmers.com

▶ **ORNAMENT CENTRAL** - Built upon the outstanding quality and creative designs you expect from one of the best-selling ornament lines in the industry; personalization and competitive prices make them stand out! SRP \$9.00 (800) 584-4008 www.ornamentcentral.com



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- Cotton/Lycra stretch embroidered headbands in two widths, multiple colors, and hundreds of designs. Their product caters to girls, ages 4 to 21 with designs focusing on sports, fashion, holidays, faith, sororities and more. SRP \$13.99 (314) 359-0051 www.logo-loops.com

◀ **THE EXPRESSIVE DESIGN GROUP** - When you are looking for design, quality and value, Expressive Design Group is the place! The Holiday Rustics 18 piece boxed Christmas cards are sold in pre-packed assortments with 12 designs SRP \$15.00 (800) 446-6685 www.theedg.net



▶ **KURTZ DESIGNS** - Custom fragrance candles are made of the highest quality blended wax combined with the maximum fragrance oil per ounce. The Joyeux Noel fragrance provides a mulled cider aroma blended with cinnamon, clove & juniper notes in a sweet musky background. SRP \$22.50 (888) 595-8789 www.kurtzdesigns.com





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GIFT SHOP MANAGER
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PPP: Hi Suzanne! We appreciate you sitting down with us to chat about your hospital gift shop, apparel and visual merchandising. But first, we would love to know a little about you.

I grew up in a retail family. I have two older brothers who both owned clothing stores. I started working at one of the stores when I was in junior high. I would walk downtown after school and help to open the boxes, steam and tag the clothes. I graduated from the University of Utah with a degree in fashion merchandising and in 1986, I opened my own clothing store. The store was open for 18 years. I came to work for the hospital right after the store closed.

PPP: Coming from an apparel background was it a natural progression for you to introduce apparel, in the hospital gift shop?

Our previous gift shop manager carried a small selection of ladies apparel and I was able to expand this category. I have tried to bring in unique items that appeal to a younger customer. We have one tiered round rack and a four arm rack. We also utilize four to six mannequins both inside the store and in the window displays

Don't be afraid to try new things! Have fun!

PPP: Has apparel outpaced your jewelry/fashion accessory sales? What is your top selling category?

Yes, apparel has outpaced jewelry sales so far this year by 26%. Our bestselling category is still flowers, with ladies apparel a close second.

PPP: Given your success, what advice would you offer a Manager, who has not yet brought apparel into their mix, but is interested in exploring this offering?

I would tell another manager, "Do not be afraid of bringing apparel into your mix. Your captive audience is largely female and females love to shop!" Start small and take recommendations from other hospital gift shops to find what items are selling well in your territory.

PPP: Perfect advice! I know your Visual Merchandiser is an important member of your team. We would love to know more about her and what inspires her.

Our visual merchandiser, Sue, started at the gift shop as a volunteer 26 years

ago. She began doing displays in the shop and was being asked to come in so often that a position was created for her. She works 24 hours a week. Sue often visits shops, boutiques and Pinterest to get inspiration and keep current on trends. Sue is inspired by color and plans her displays around color. She does a great job and always gets compliments from our customers.

PPP: We are big fans of Pinterest for inspiration, as well. Some of the most memorable displays we have seen center around one color. As we conclude, do you have any final thoughts or advice for other PPP Retail Members?

Pay attention at market for current trends and hot items, but know your customer well enough that you know what you can and cannot sell. Don't be afraid to try new things! Have fun!





Blue Mountain Arts.

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Inspirational, heartfelt
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Promo Price: \$579.81
Height: 79.5"
Base: 23.6" x 20.5"

Terms Available ONLY during the Atlanta Gift Show!

(January 12, 2016 - January 19, 2016)

at either the Purchasing Power Plus Showroom OR the Southeast Marketing Showroom #1305. You do not have to be present to take advantage of this special. Call or stop by to order during show dates!
Use Promo Code "PPPSHOWSPECIAL" to receive these special terms!

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Book selections are automatically refreshed three times a year.

24 of our newest and best-selling softcover books—priced at \$13.95 to \$14.95 retail

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Medium Modular Merchandiser
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Unit #55244 Promo Price: \$617.47
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* Guarantee applies to programs with no reorders in the first 120 days. Programs with reorders in that period will be eligible for standard Purchasing Power Plus terms. Prices may vary slightly depending on assortment updates.



The Purchasing Power Plus Website....

A HUB FOR THE HOSPITAL GIFT SHOP RETAIL COMMUNITY

We want to express our appreciation to everyone, who has shared such wonderful feedback about our new website.

We were dedicated in our purpose to design, build and launch a meaningful site.

Of course, there is much more to explore, so we have provided a brief tutorial/outline to get you started!

VISIT: www.purchasingpowerplus.com

Click on the **LOGIN** button, located in the upper right side of the home page.

USERNAME: PPP Retail Store Number.

PASSWORD: YOUR SELECTION

FORGOT YOUR PASSWORD? Simply click on LOST YOUR PASSWORD and provide either your PPP Retail Store Number or the Primary Contact's Email Address. You will receive an email reminding you of your Username and providing you with a chance to select a password of your choice. Remember, you do not utilize your email address to login to the site.

YOU ARE READY TO START EXPLORING YOUR MEMBERSHIP WEBSITE. WE ENCOURAGE YOU TO BEGIN BY VISITING OUR COMMUNITY ON THE FAR RIGHT SIDE OF THE MENU. HERE YOU WILL FIND

BLOG - Trends, marketing and promotional ideas, savings tips, events, product releases and more...

SMART RETAILING - Tips, tricks, and strategies

NETWORKING - Connecting and sharing with your colleagues

BUZZ WORTHY GIVEAWAY - Cultivated giveaways from our Vendor Partners

THE MARKET - Major Markets resourced in one convenient location

INDUSTRY LINKS - Industry Resources

MAXIMIZE AND MANAGE YOUR PPP MEMBERSHIP: PPP HOSPITAL GIFT SHOPS

PPP MARKET EVENTS & TRAVEL INCENTIVES - Planning on traveling to Market? Check for exclusive travel incentives for our Retail Members, extra savings opportunities, or a PPP Event

PPP VENDOR LISTING - Fully updated listing; Vendor Partner live links; Mobile friendly.

NETWORK NEWS - Issues of PPP newsletters - Product releases, educational articles, extra discounts, events, introduction of new Vendors... View each issue online or download and print them.

PULSE - Access our archives and catch up on all our issues of this publication for Hospital Gift Shops.

TRACK YOUR SAVINGS - Do you know what your yearly PPP savings are? Simply download the spreadsheet and plug in your numbers.

REQUEST MEMBERSHIP LABELS - Labels to identify yourself as a PPP Retail Member with Vendors. Complete our online form, to request a new set.

RETAIL MEMBER UPDATES - A change with your Gift Shop's contact information? Easily update us online.

ANNUAL RENEWALS - Renew your Membership online. Our website auto fills all your information, so you can simply confirm and submit.

PARTNERSHIP - Do you know you can save on shipping expenses through PartnerShip and PPP? Enroll now, its included in your PPP Retail Membership.

MEMBERSHIP BENEFITS - A comprehensive overview of who we are, what we do, and our vision. Frequently Asked Questions.

TROUBLESHOOTING - Our site is brand new and utilizes the latest technology. Be sure your browsers are up to date, for the best interactive experience!

Come into the Kingdom

Games and gifts to connect kids and families



Kids' Card Games

Crazy 8s Card Game | CG9 | \$3.50
 You Gussed It! | GCG2 | \$5.00
 ListMania Game | GCG1 | \$5.00



Sticker Packs & Activity Totes

Happy Owls Sicker Fun | SP72 | \$5.00
 See our entire sticker collection online.



Award-winning Family & Cooperative Games

Cauldron Quest | GMC6 | \$10.00
 The Fairy Game | GMC2 | \$8.00



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Lock & Key Diaries

Unicorn Dreams Invisible Ink Diary | 5625 | \$5.00
 Top Secret Invisible Ink Diary | 5624 | \$5.00



Kids' Greeting Cards

See our entire collection online.



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Scratch & Sniff and Bookmark Valentines

Valentine Box Program | PGM5610 | \$54.00/18 boxes
 \$3.00 per single box



Super Valentine Fun Packs

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 Tic Tac Toe Valentines | VPS48 | \$6.50
 Cherry Scratch & Sniff Valentines | VPS47 | \$6.50

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