



Network News

Trends. Savings. Community.

October/November 2022

PUBLISHED BIMONTHLY BY PURCHASING POWER PLUS
THE PREMIER HEALTHCARE GIFT SHOP NETWORK



A Purchasing Power Plus Community Feature

This issue of *Network News* is a special one that reflects the heart of our community! Over the last couple of months, we have been in touch with many of our PPP Retailers, to explore a range of topics and to discuss the current landscape for retailers in the healthcare sector. Our team has been working to compile all the survey responses, email interviews and data collected to put together this wonderful issue. We hope it will serve as an important connection point for you with like-minded Retailers. We will be sharing more in our December/January issue of *Network News* and online in a Smart Retailing blog post, so be sure to visit our website for more Retailer to Retailer features. We are so happy that you are part of this amazing community and hope this special issue inspires and energizes you!



Jennifer Metcalf, Gift Shop Supervisor
Deaconess Hospital Gift Shop, Evansville, IN



Janice Vela, Supervisor Gift Shop
Spectrum Health Butterworth Gift Shop,
Grand Rapids, MI



Lee Patterson, Retail Services Manager
St. Vincent's Hospital Gift Shop, Birmingham, AL



Kathy Schafer, Gift Shop Buyer
UIHC Wild Rose Gift Shop, Iowa City, IA

RETAILER to RETAILER

What type of inventory currently tends to perform best?

“For us it’s plush. The day an order comes in and goes on the shelf our sales jump by about 20%. Also, cell phone accessories are a staple.”

Judi Stallings, *UNM Hospital Gift Shop, Albuquerque, NM*

“Right now our biggest turnover of product is our phone charging supply (SmashDiscount) and our badge reels and lanyards (Outside the Box).”

Nora Jackson, *St. Peter’s Hospital Mercy Me Gift Shop, Albany, NY*

“Our women’s clothing and accessories are our best category year-round. Customers come back each season to see what we have, and to purchase. They like the fact that they won’t see the clothing items they buy all over town. We always try to be unique with what we house and how we display it. If you are having a down day, who doesn’t love picking up a new pair of earrings or a new blouse, to feel better. Although we do well with giftware items, I would say the women’s clothing and accessories is where it’s at!”

Kim Holmes, *Bellin Hospital Gift Shop Green Bay, WI*

What are your most effective merchandising strategies?

“We have several ‘feature’ displays around the shop that we change frequently and display our most current merchandise or trends. We also utilize the empty space above the racks with seasonal trim to add interest. For example: this spring we utilized hanging colorful paper lanterns from Two’s Company all over the shop.”

Lee Patterson, *St. Vincent’s Hospital Gift Shop, Birmingham, AL*

“Our best merchandising strategies, I would say is to always move items around to a different part of the shop. Another one we have success with is the same color block... example: Put the color yellow in the ‘scene’ everything is yellow....different items from the shop with all the color yellow...baby items...candle...handbag...just make it all one color it really makes the scene POP and draws attention.”

Christine Parker, *Hospitality Shop Kent Hospital, Warwick, RI*

Top 5 Selling Categories

1. Apparel (Including Logo Wear & Socks)
2. Jewelry
3. General Gift/Seasonal Gift
4. Baby
5. Food/Snacks/Candy



PURCHASING POWER PLUS EXCLUSIVE EVENTS *January 2023*

We are thrilled to share that we will be hosting in person events at the AmericasMart and Las Vegas Market in January 2023! Our plans for our Welcome Back event in Atlanta include breakfast, networking and an order writing vendor floor. In Las Vegas, we will plan on an educational component, a meet and greet with PPP Vendors along with breakfast. Of course, we will fill the day with fun giveaways and opportunities to network!

Put these dates on your calendar and register at purchasingpowerplus.com:

THURSDAY, JANUARY 12TH AT 9 AM (ATLANTA)

MONDAY, JANUARY 30TH AT 9 AM (LAS VEGAS)

When you register, be sure to check out the generous travel incentives for PPP Retailers courtesy of the Markets who so generously support our Retail Community! We are excited to be returning to markets and for the support of International Market Centers!



The MARKETS PRESENT

Sarah Schuetz, the Director of Buyer Services for the International Market Centers, generously partnered with us to bring the magic of market to PPP Retailers through a series of photos taken during the summer 2022 market season. We hope you enjoy this special feature highlighting a mix of PPP Vendors exhibiting at either the AmericasMart and/or Las Vegas Market!



BEEKMAN 1802

Goat milk body care, beautifully packaged for seasonless gift giving



BONITAS INTERNATIONAL

New styles of name badge reels with quippy humor to bring smiles



BOSTON INTERNATIONAL

Various styles of battery-operated Christmas trees for bedside cheer



BURTON + BURTON

Faith-themed gifts for encouragement, fit nicely on small desk spaces



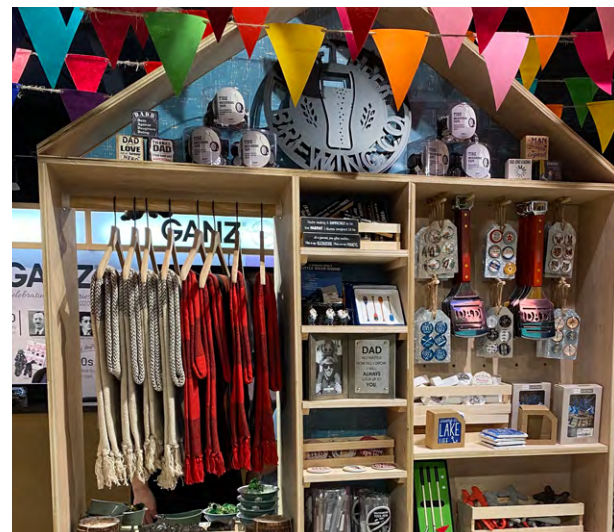
CHEMO BEANIES

Most popular style: layers give extra volume, packages stand upright



DR. SEGAL'S

High-style compression socks to keep you feeling fresh and lively all day



GANZ

Loads of handy gift ideas of guys, in an incredibly useful display case



GIFTCRAFT INC

Coordinating fashion accessories in the latest color introductions



GREENWICH BAY TRADING CO.

New scents (peppermint frost and fresh holly) in time for the holidays



HARRY D. KOENIG & CO., INC.

Comfort for those with range-of-motion issues; merchandise in a container



HARVEST HOUSE PUBLISHERS

Uplifting encouragement for caregivers, those grieving and troubled



IF USA, LLC

All new color options! Bean bag reading rest to comfortably browse



KALALOU

Handy small giftables placed in a 3-tier rack, perfect for display & sale



MALDEN INTERNATIONAL DESIGNS

Feature your family, from the girls to grandkids to parents and friends



OUTSIDE THE BOX

Bling badge reels with an extra sparkle to showcase your personality



P. GRAHAM DUNN

Add-on plant stakes to floral designs for increased average transaction value



PRIMITIVES BY KATHY, INC.

Classic coordinating throwback baby toys in a color palette for today



PUDUS LIFESTYLE CO.

New holiday designs of slipper socks, 1 pair made of 15 recycled water bottles



ROCKFLOWERPAPER

New holiday design patterns: coordinating tray, coaster, bag, napkins and more



ROMAN INC.

Touching and personal bracelet gift for mom, appropriate any time of year



TECH CANDY

From the office to the stadium, here's your clear bag with fashion sense



TRANSPAC

Giant oversize autumn décor strikes a memorable impression to come shop



TWINE CBD

CBD for people and pets to feel and be better, women-owned business



TWO'S COMPANY

Cross-merchandise several categories of products, coordinated by color

New & Trending...



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5.

1. Bring home three LED Gingerbread House table pieces from **KURT S. ADLER, INC.** (10%) that are sweet for any part of the home. All together or separate - they'll be a real treat to have this holiday season. (800) 243-9627 kurtadler.com

2. **THE E-CLOTH, INC.** (10%) Screen Cleaning Cloth removes fingerprints and smudges from phones, and oversized tablets, laptops, monitors, and your big screen TVs with just a swipe or two so you won't miss any of the big game! (800) 677-4354 us.e-cloth.com

3. Free your toes while treating your legs to the benefits of **VIM & VIGR** Compression Legwear (10%) in their NEW Open Toe Compression Socks. (406) 493-6131 vimvigr.com

4. Meet the newest members of the **MIMBLEBALL, INC.** (10%) family -- the silliest pencils that have ever made you laugh! They have the same softness, curious eyes, zany hair... and they can write! (323) 578-6598 mimbleball.com

5. The magnetic pull of the Fidgety Slide from **TOP TRENZ INC** (10%) will lure you in with its satisfying sliding. (631) 254-8499 toptrenz.com



VALENTINE'S DAY 2023

Window Displays That Inspire... Pictured above are a few of our favorite display ideas from Pinterest.

1. This Valentine's Day Be Mine gnome from **GALT INTERNATIONAL** (10%) makes an adorable addition to your holiday home decor, or the perfect gift to send to a loved one! (909) 483-5859 galtinternational.com

2. Adorable acrylic glitter heart hair clips from **BOWS ARTS** (10%). Features four overlapping hearts on a clip to complete any hair style. (800) 828-2697 bowsarts.com

3. The perfect balloon for your loved one with a sweet tooth is the 31-inch Valentine Golden Cupcake balloon from **MAYFLOWER DISTRIBUTING CO. INC.** (10%)! A sparkling sweet treat covered in pink frosting adorned in heart sprinkles. (800) 678-4892 www.mayflowerdistributing.com

4. This adorable gold-plated heart on a dainty chain from **MILA + STEVIE LLC** (10%) is the perfect gift for Valentine's Day. The chain measures 17.5" in length and the heart charm adds a little sparkle to your neckline. (480) 575-6196 milaandstevie.com

5. **BETTY BLU LLC'S** (10%) Valentine's Day collection is a lovely mix of hand poured candles and wax melts featuring sweetly sophisticated designs. Women and family owned. (941) 500-4089 bettyblu.com



6. Show the world some "Love" when you wear this scripted, keepsake ring in .925 Sterling Silver from **MMA INTERNATIONAL** / Silver Stars Collection (10%). Worn alone or stacked this piece of jewelry speaks volumes with one little word. (800) 531-5316 mmasilver.com



7. Snacker Candy Hearts from **SQUISHABLE** (10%) are bite-sized! Made with a base of beans on the inside, and their special soft fur on the outside! Stack 'em! Display 'em! (800) 490-9784 squishable.com



8. Two full felines sit on top of a brick wall, under a rosy pink background in this 100 piece jigsaw puzzle from **NEW YORK PUZZLE COMPANY LLC** (10%). As they enjoy their purr-fect time together, their tails meet to form an affectionate heart. (347) 815-1234 wholesale.newyorkpuzzlecompany.com



9. This hearts coir mat from **TAG** (10%) makes a stylish and eco-friendly statement of love at any doorstep. Coir is a natural, durable material made sustainably from coconut husks that is easy to care for. (800) 621-8350 www.tagltd.com/en/



RETAILER *to* RETAILER

The Newest PPP Vendors on your Radar



BETTY BLU'S (10%) hand poured collections are beautifully infused with high quality fragrance oils. They embrace the tradition of storytelling with their thoughtfully curated candles and wax melts that capture the intimate connection between emotions, scents, and memory. Women owned and made in their Florida studio one small batch at a time. (941) 500-4089 www.bettyblu.com

"Just LOVE, LOVE the designs!!! Can't really decide what my favorite is but Enchanted Forest is FABULOUS!!! Autumn Dancing, Merry & Bright, Tumbled Magic... The 6 oz. tins are JUST TOO DARN CUTE!!!! The color and the design on the labels make the item "POP" but are soothing at the same time!"

Brenda Fairchild
Gift Shop Manager/Buyer
Chester County Hospital



Soothe your children and lull them to sleep with an adorable LumiPet from **LUMIEWORLD LLC** (10%)! Each friendly bedside nightlight has the option of shining with nine different soft colors. (888) 593-6444 lumieworld.com

"Love the nightlights!"

Ashley Fredricks
Retail Supervisor
Mercy Health Saint Mary's
The Shoppe at Saint Mary's



Who doesn't love a statement piece?! Complete your look with **HEADBANDS OF HOPE** (10%) new Glitter Headbands collection. This accessory is sure to turn heads at your next get-together. (919) 323-4140 headbandsofhope.com

"Saw at January show – they are amazingly soft! ... the Cancer Institute LOVES the hats, and they want more colors."

Tricia Rochman
Buyer / Supervisor
Memorial Hospital of Carbondale
Pink Geranium Gift Shop and
Beauty Within Boutique



A perfect companion for all doctors and nurses on duty. Express yourself and delight patients of all ages with this fun minifigure flashlight from **SANTOKI** (10%). The metal key ring is easy to attach to a lanyard for quick access in dimly lit areas. Makes the perfect gift for medical professionals. (855) 726-8654 santoki.com

"New PPP vendor I tried this year was Santoki. I purchased the nurse and surgeon LED key chains. I was only planning on keeping them out for Nurses and Hospital weeks, but they have continued to sell very well!"

Lanie Ray
Gift Shop Coordinator
Fairfield Medical Center Wishes Gift Shop



This 3D Bee from **CAROL YOUNG SILVER CORPORATION** (10%) is adorned with a cubic zirconia and enamel and is perched atop a silver and gold daisy. This necklace is packaged in a high quality, beautiful box that makes this line truly, "Jewelry with a Message." (415) 260-6590 carolyoungsilver.com

"New vendor I love is Carol Young Silver. We ordered the summer jewelry (bees, butterflies, dragonflies) as well as the angel wings and horseshoes and have done very well with this line. They are beautiful pieces, and I am excited for her to come out with an anchor for men and a cardinal for Christmas. I have e-mailed with the owner several times... and she is great."

Tamara Szarszewski
Volunteer Coordinator and Gift Shop Manager
Logansport Memorial Hospital Gift Shop

Weekend Vibes

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1. These natural length magnetic eyelashes and eyeliner from **MAGNETIC MOM LASH** (10%) are going to be your best kept secret...that you'll want to tell ALL your friends about! Try them and see for yourself. Donate a pair to a cancer patient who has lost theirs. (855) 666-5274 magneticmomlash.com

2. Super Soft fuzzy licensed slippers from **INFINITY HOLDINGS, LLC** (10%) have a soft Sherpa lining to keep your feet warm when it gets cold outside. Once you put them on, you won't want to take them off...even when the weather warms up! (423) 894-2666 infinityllc.net

3. Wrap yourself in cozy comfort with this new one size fits all cardigan/robe from **QUEENS DESIGNS** (10%). Available in multiple colors. (404) 589-9897 queensdesigns.com

4. The TAU from **SM DISTRIBUTION** (10%) is here to solve all your portable charging problems. As the smallest 3-in-1 power bank ever made, the TAU ensures that you can keep your compatible devices charged on the go, without having to sacrifice a ton of space. (732) 414-2929 smdistribution.us

5. **VOLATILE FOOTWEAR'S** (10%) Sunday sneaker in unlined, stretch knit is designed to easily slip on and off. They feature a cushioned sock and a flexible, sleek sneaker bottom that's ready for all day wear. Pair them with your comfiest jeans or athleisure outfit. (805) 497-1888 volatileusa.com

INTRODUCING

Vendors that create, imagine, repurpose, inspire, and are committed to our retail community.



CHRISTIAN ART GIFTS



10% Discount | (800) 521-7807
www.christianartgifts.com
Opening \$0 | Reorder \$0

For over 40 years, Christian Art Gifts has been making Christian & Inspirational gifts customers love, celebrating what is good and true in the products they create. Their unique line of gifts offer ways to affirm, encourage, congratulate, comfort, and celebrate with friends and others they love.



CUTIE PIE BABY INC



10% Discount | (212) 279-0022
www.cutiepiebaby.com
Opening \$504 | Reorder \$360

Cutie Pie Baby Inc. creates stylish, playful, quality brands capturing little one's unique personalities. From newborns to toddlers; layette to sleepwear; bath time to naptime; Cutie Pie's collection of brands are there in the moments that bring families and friends together celebrating the "sweet" life of little ones.



WELL-KEPT



10% Discount | (404) 973-9080
www.staywellkept.com
Opening \$144 | Reorder \$144

well-kept offers stylish wipes to keep phones, personal electronics and lenses clean and smudge free. Each pack contains 15 pre-moistened towelettes with a resealable closure. Great for personal use and gifting teachers, healthcare professionals, and a must-have stocking stuffer. Made in the USA, Woman owned and Mama run business.

Vendor Profiles

Discovering More About Our PPP Vendors



For over 70 years, Malden International Designs has been a family-owned business designing photo frames, photo albums and home décor. We strive to create items that will showcase the

special moments in life. From a child's first steps or the first day of school, to time well spent with family or our best (furry) friends, we offer a wide variety of options. We hope to make gift giving easy with our affordable and well-crafted collections for the home.

5% Discount | (800) 426-3578 | malden.com | Opening \$150 | Reorder \$100



burton
+BURTON
the **TOTAL** gift experience®

burton + BURTON®, a family-owned and-operated business, was founded in 1982 with a mission to offer products that provide joy and comfort. Over the past forty years, the company has grown into the largest wholesale distributor of balloons and coordinating gift products in the world.

Life is filled with special occasions, and burton + BURTON is dedicated to providing its customers products that commemorate those moments. From birthdays to anniversaries to graduations and more—all it takes to celebrate a special day is a thoughtful gift.

Annual holidays are also a company focus. From sweet Valentine's hearts to happily hopping Easter bunnies, from spooky Halloween ghosts to classic Santas, burton + BURTON offers something for every major holiday in a variety of product categories including latex balloons, foil balloons, gifts and home décor, plush, ribbon, and floral supplies.

Every moment is precious—and burton + BURTON is here to provide everything you need to celebrate each one.

10% Discount | (800) 241-2094 | burtonandburton.com | Opening \$200 | Reorder \$75

October Buzz Worthy Giveaway

Enter to win at purchasingpowerplus.com



GIVEAWAY 1 - CLASSIC BUNDLE

A collection of Sockwell's classic graduated compression socks, knit with custom blended merino wool yarns. This best-selling selection is a consumer favorite for its timeless designs and versatile wear.

Wholesale Value: \$115.00
Retail Value: \$240.00

GIVEAWAY 2 - NOVELTY BUNDLE

A collection of Sockwell's novelty graduated compression socks, knit with custom blended merino wool yarns. This well-loved selection is a fun addition to every wardrobe for its conversational designs.

Wholesale Value: \$115.00
Retail Value: \$240.00

GIVEAWAY 3 - LOL BUNDLE

A collection of Sockwell's Live Out Loud graduated compression socks, knit with custom blended merino wool yarns. With an energetic color palette, this selection encourages consumers to live vibrantly.

Wholesale Value: \$115.00
Retail Value: \$240.00

Sockwell

10% Discount | (423) 643-0821 | sockwellusa.com | Opening \$750, Reorder \$100

November Buzz Worthy Giveaway



GIVEAWAY 1

Winner receives 1 Box of Pink and White painted flower Wooden Cloth Pins, 6 Metal Flower Ornaments, 12 Flower Power Gnomes and 4 Matte White Metal Display Pieces

Wholesale Value: \$145.75
Retail Value: \$291.50

GIVEAWAY 2

Winner receives 2 Metal Lanterns and 3 Decorative Metal Post Boxes

Wholesale Value: \$111.05
Retail Value: \$244.31

GIVEAWAY 3

Winner receives 3 Red/White Polka Dot Gnomes; 2 Classic Christmas Pine Pieces; 2 Red Berry Sprays and 2 Wood Red/White Christmas Signs.

Wholesale Value: \$103.15
Retail Value: \$206.30

MeraVic

10% Discount | (800) 637-2842 | meravic.com | Opening \$0, Reorder \$0

RETAILER to RETAILER

Tips to Maximize your PPP Membership

1. The discussions held at the market in Vegas have been really great opportunities to learn, get deals, and talk with other retailers.
2. Enjoying the membership discounts from vendors already vetted by our “like” retailers.
3. I appreciate the links on the website to the vendor catalogs. Vendors are always responsive and provide answer practically in real time. This saves me time.
4. The conversation with a vendor from the beginning is different when they know we are part of the PPP.
5. The *Morning Coffees* I have been able to listen on, have been informative and very helpful.

REID KENNEDY

*Volunteer Services, Sky Lakes Medical Center
The Link/The Oasis Spa Gift Shops, Klamath Falls, OR*

Look for more tips in our next issue of *Network News* from PPP Retailer - Linda Bacon.

YOUR TOP 22 PPP VENDORS IN 2022

Aurora World Inc.	ebba	Melrose
Boston International	Evergreen Enterprises Inc.	International LLC
burton + Burton	Ganz	P. Graham Dunn
Cardthartic	Giftcraft Inc.	Peter Pauper Press
Coronet Jewelry & Accessories	K&K Interiors, Inc.	Roman
DEMDACO	K. Carroll Accessories	Smashdiscount
Direct Fragrances	Leanin Tree	Two's Company
DM Merchandising	Malden International	

VENDOR UPDATES

Magnum Brands Group has been dissolved. We wish their team the very best of luck with their future efforts!



**PURCHASING
POWER PLUS**
The Premier Healthcare Gift Shop Network

5224 West State Road 46 #337 | Sanford, Florida 32771
(888) 221-3367

Stay in Touch



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www.purchasingpowerplus.com