



Winter Preview Booklet 2026

SPONSORED BY THE FEATURED PURCHASING POWER PLUS VENDOR PARTNERS



WELCOME TO THE 2026 PURCHASING POWER PLUS WINTER PREVIEW!



This winter, step into a season filled with *fresh finds*, *meaningful connections*, and *exclusive savings* with the **2026 PPP Winter Preview Booklet** – your go-to digital guide for discovering standout products and limited-time offers curated for our retail community.

Presented as a sleek, easy-to-navigate e-magazine PDF, this resource is designed to energize your summer buying experience and help your shop shine.

INSIDE YOU'LL FIND:

Two special sections packed with value for PPP Retail Members:

1 *Section One*
Exclusive 5% Winter Discount Offers:
Available only during January and
select winter markets, these seasonal
savings give you a timely edge when
placing orders.

2 *Section Two*
Standard PPP Discounts – The
ongoing, reliable savings you count
on- available all season long.

PLAN YOUR MARKET VISITS:

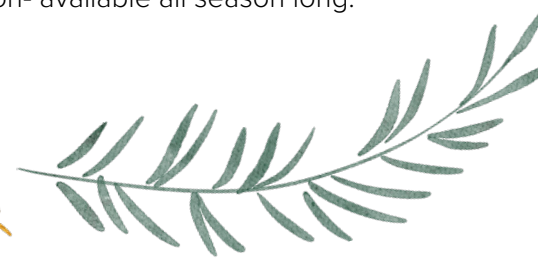
Whether you're headed to **Dallas, Atlanta or Las Vegas** this guide helps you find featured vendors fast and make the most of your time at market. Be sure to share your **PPP retail number** when ordering to access all applicable discounts.

Thank You to Our Vendor Partners:

We're incredibly grateful to the PPP Vendor Partners who contributed to this winter's preview. Their participation helps bring this resource to life.



PURCHASING
POWER PLUS





FEATURED WINTER MARKETS

January 7 - 13, 2026

Dallas Total Home & Gift Market | Dallas Market Center, Dallas, TX | www.dallasmarketcenter.com

January 13 - 19, 2026

Atlanta Market | AmericasMart, Atlanta, GA | www.atlantamarket.com

January 25 - 29, 2026

Las Vegas Market | World Market Center, Las Vegas, NV | www.lasvegasmarket.com



The page is decorated with watercolor-style illustrations of various plants and foliage. In the top-left corner, there are green pine-like branches with small yellow berries. In the top-right corner, there are green leaves and a sprig of yellow berries. In the bottom-left corner, there are green leaves, a sprig of blue flowers, and a sprig of yellow berries. In the bottom-right corner, there are green leaves and a sprig of blue flowers. The background is white with scattered small yellow dots.

SECTION ONE

*Vendor Partners offering an extra 5% discount to all PPP
Retailers in January and at featured Winter Markets*



Betty Blu is a women- and family-owned brand built on the simple joy of scent and memory. Handcrafted in the USA, each candle and wax melt is poured in small batches with clean, phthalate-free fragrance oils that fill a space without overpowering it. Every fragrance begins with a feeling—summer breezes through open windows, rainy spring afternoons, cinnamon rolls warm from the oven—and becomes something to be shared, gifted, and remembered.



Betty Blu | 10% Discount
(941) 500-4089 | www.bettyblu.com
Opening \$150 | Reorder \$150

VISIT OUR WEBSITE



BOSTON INTERNATIONAL

Boston International Inc., a women owned company, has been a leader in the gift industry since 1986. This design driven gift company specializes in “Celebrating the Home.” For 40 years, BI has been proud to bring consumers unique and distinctive gifts, disposable paper, decorative accessories and seasonal accents from all over the world.



Boston International | 10% Discount
(800) 637-5061 | bostoninternational.com
Opening \$30 | Reorder \$30

Atlanta: Building 2, Suite 1525 Roadrunner's Showroom
Dallas: Trade Mart, Suite 1743 Road Runners
Las Vegas: Building C, Suite C-1120 Fine Lines

VISIT OUR EASTER ITEMS



Blue Mountain Arts has distinguished itself in the marketplace through a warm communicative style, brilliant inks, rich colors, and beautiful paper. With sentimental greeting cards, books, calendars, and gifts, BMA has touched the hearts and lives of hundreds of millions of people around the world for more than fifty years.



Blue Mountain Arts | 10% Discount
(800) 525-0642 | bluemountainpress.com
Opening \$100 | Reorder \$100

Atlanta: Building 2, Suite 1305 Southeast Marketplace
Dallas: World Trade Center, Booth 121225
Las Vegas: Building C, Suite C-801 NEST

VISIT OUR CATALOG



Dyce Games is a team of passionate game lovers,

designers and marketers. They have grown their games portfolio to include many amazing family and adult party games. Their mission is to create fun games that people can play together in the real world, bringing friends and families closer together.



Dyce Games | 10% Discount
dycegames.com
Opening \$200 | Reorder \$0

VISIT OUR WEBSITE



Offering comforting, inspiring resources grounded in the Bible, The Good Book Company is a respected Christian Publisher. They are committed to creating beautiful, thoughtful books that are perfect for gifting to people of faith during difficult times, to celebrate births, or to encourage families facing challenges.



Good Book Company | 10% Discount
(866) 244-2165 | www.thegoodbook.com
Opening \$100 | Reorder \$0



Founded in 2020 by Tiffany Narbonne, H.E.L.P. By T. Jazelle was created to craft meaningful jewelry with purpose. Each bracelet symbolizes giving back. \$2 from every sale is donated through GlobalGiving to support causes like animal welfare, children, the environment, and ocean preservation. With your H.E.L.P., together they can make a difference.



H.E.L.P. by T.Jazelle | 10% Discount
(508) 360-7797 | tjazellehelpbracelets.com
Opening \$500 | Reorder \$50

Atlanta: Building 3, Temporaries, Floor 4, Booth 1203



HARRY D KOENIG & CO., INC

Founded in 1916 by Harry D. Koenig, we have been owned and operated by his family since. Located on Long Island, NY. We are a certified WBENC woman-owned enterprise. Our brand, "Naturally by Kingsley", includes bath/body accessories, men's shave, styling/grooming products and gifts, and children's bath accessories, and soaps.



Harry D. Koenig & Co., Inc. | 10% Discount
(800) 645-6503 | harrydkoenig.com
Opening \$100 Reorder \$100

Atlanta: Building 2, Suite 1710 Harper Group
Dallas: Trade Mart, Suite 2111 Goetz Inc
Las Vegas: Building C, C-1112 Stephen Young



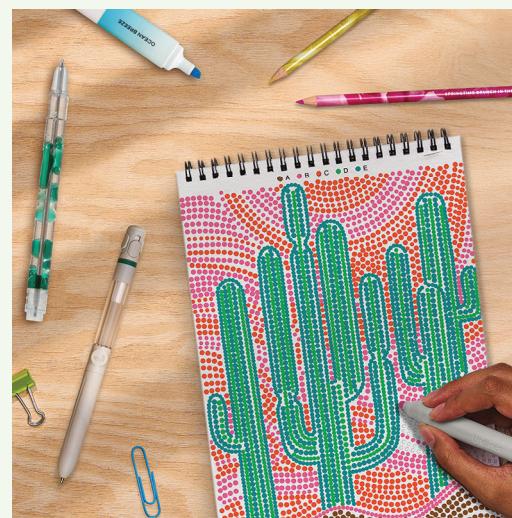
K&K Interiors offers an unparalleled selection of Holiday, Everyday, Spring, Garden, Easter, Fall, Halloween, Luminara Candles, Elegant Living & Modern Home décor, Jewelry, and Fashion. Visit our Award-Winning Showrooms, where we strive for fresh design and product innovation — it's our passion! Shop with us and discover the K&K Interiors difference!



K&K Interiors, Inc. | 10% Discount
(877) 647-0111 | kkinteriors.com
Opening \$500 | Reorder \$250

Atlanta: Building 1, Suites 20E-1 | 19E-1
Dallas: World Trade Center, Suite 237
Las Vegas: Building C, Suite C-707

VISIT US ON FACEBOOK



Lifelines™



From Melissa Bernstein, co-founder of Melissa & Doug, comes Lifelines — a collection of tools for fast, fun, and effective stress relief using her innovative Sensory Immersion technique.

Combining creativity with science-backed design, Melissa introduces a new wellbeing category!



Lifelines, LLC | 10% Discount
(877) 647-0111 | lifelines.com
Opening \$100 | Reorder \$100



northern lights®



Northern Lights has been brightening the world for over 40 years with artisan-quality candles and accessories. Each candle is made using fine fragrances and natural materials with vessels designed to be re-purposed, resulting in products full of artful fragrance, personality, and long-lasting value.



Northern Lights Candles | 10% Discount
(585) 593-1200 | northernlightswholesale.com
Opening \$300 | Reorder \$150

Atlanta: Building 2, Suite 1031B | Building 2, Booth 1700 Just Got 2 Have It!
Dallas: Market Center, Booth 1743 Road Runners
Las Vegas: World Market Center, Booth C 1012 Just Got 2 Have It!

SHOP NORTHERN LIGHTS WHOLESALE



Stone Enterprises Co adds value to your brand or store by building collections. Work with 1 vendor to cover your apparel, headwear, drinkware, and souvenir categories with collaborative art instead of piecing items together from multiple vendors. They are a ONE-STOP-SHOP and specialize in unique custom designs.



Stone Enterprises Co | 10% Discount
(818) 961-4214 | stoneenterprisesco.com
Opening 48 pieces | Reorder 48 pieces



TAGCO USA has been a leader in personal care, bedding, compression socks, and trendy-gift items for over a decade. Starting as an e-commerce company, they now serve many brick-and-mortar stores. Their brands include Extreme Fit, Seeboo, Amore, Luxury Home, Furry Twinz, and Apex.



TAGCO USA | 10% Discount
(630) 317-7685 | tagcobulk.com
Opening \$100 | Reorder \$100

Atlanta: Building 3, Temporaries, Floor 5, Booth 1804



ten thousand villages.

WHOLESALE | ETHICAL | ARTISAN MADE | UNIQUE



Ten Thousand Villages is a global maker-to-market movement that addresses economic injustice. Because every handcrafted object has a life of meaning behind it.

They're a way for you to stock your shelves with intention for ethically sourced handcrafted wares - and to share in the joy of empowering makers in ten thousand villages.



Ten Thousand Villages | 10% Discount

(201) 650-1287 | wholesale.tenthousandvillages.com

Opening \$150 | Reorder \$150



RISE & SHINE: *Dallas*

Friday, January 9, 2026 | 8:30–10:00 AM

Dallas Market Center | Trade Mart, 2nd Floor, Suite 2844

Coffee, conversation, and what's next in retail. Join Purchasing Power Plus for a relaxed breakfast created to connect retailers and spark ideas for the year ahead.

We'll share insights on 2026 retail and merchandising trends followed by guided discussions around what's working in stores today in a welcoming, small group setting.

Seating is limited. Reserve your spot by

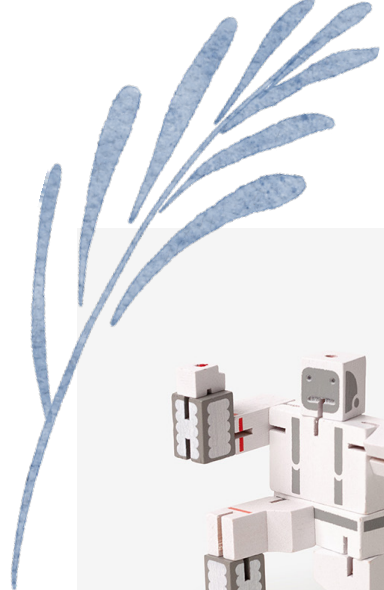
December 29, 2025.



A watercolor illustration of various green leaves and branches, some with small yellow berries, framing the central text. The leaves are in shades of sage green and teal, while the berries are a bright yellow. The style is soft and painterly.

SECTION TWO

*Vendor Partners offering the standard
PPP Discount to all PPP Retailers.*



AREAREWARE



Areaware creates objects and gifts for home, work, and play in collaboration with independent designers. Our small team is dedicated to creating functional and uplifting objects, designed with integrity. Above all else, our designers are at the heart of what we do.

Areaware | 10% Discount
(800) 783-5683 | areaware.com
Opening \$250 | Reorder \$150



AVANTI PRESS

Avanti Press has entertained the world with high-quality original greeting card brands for over 40 years. With the addition of NIQUEA.D, the company now offers 4 unique looks including its Avanti, A*Press and America brands. Avanti Press is dedicated to constant innovation in both content and product quality, and excited to expand customer selection with NIQUEA.D.

Avanti Press, Inc. | 10% Discount
(800) 228-2684
avanti-press.myshopify.com/pages/2023-catalogs
Opening \$250 | Reorder \$150

Atlanta: Building 2, Floor 6, Suite 663
Las Vegas: Expo, Suite E-716

VIEW OUR WHOLESALE SITE

Password: Use password Avanti4Brands to log onto the wholesale site



BIBS®

SINCE 1978



Since their start in Denmark over 40 years ago, BIBS has been on a clear mission: to make baby essentials, well... better! What began with the iconic Colour pacifier has grown into a globally loved lineup of products that bring quality, functionality, safety, and everyone's favorite part, unmatched design expertise to families everywhere.

BIBS America, Inc. | 10% Discount
(888) 668-2073 | us.bibsworld.com
Opening \$250 | Reorder \$250

Atlanta: Building 3, Suite 302



**burton
+BURTON®**



theTOTALgift experience® Bring fun to the table with our Lazy Susan Charcuterie Board, complete with witty sayings and divided sections—ideal for effortless entertaining in style.

burton + BURTON | 10% Discount

(800) 241-2094 | burtonandburton.com

Opening \$200 | Reorder \$100

burton + BURTON® is a family-owned and -operated business that has grown into the world's largest wholesale distributor of balloons and coordinating gift products.

Atlanta: Building 2, Suite 728

Dallas: Trade Mart, Suite to 1121

VIEW 2026 VALENTINE'S CATALOG



Butterie®



Butterie is the world's first butter dish with an attached flip-top lid. By attaching the lid to the base, the lid never touches your butter or counter, and you don't have to wonder where to set a messy lid. You'll fall in love with how well this butter dish sells!

Butterie | 10% Discount

(818) 678-9002 | butterie.com

Opening \$90 | Reorder \$185

Butterie is the world's first butter dish with an attached flip-top lid. By attaching the lid to the base, the lid never touches your butter or counter, and you don't have to wonder where to set a messy lid. You'll fall in love with how well this butter dish sells!

Atlanta: Building 2, Floor 3, Booth 413

Dallas: World Trade Center, Booth 121118



Charlie Bears is a British teddy bear company specializing in handmade, premium plush. Now reaching even the littlest of collectors, our Bear and Me by Charlie Bears range of machine washable, baby-safe plushies are ultra soft and retail at great price points! Shop the variety of animals, characters and creatures with 10% off as a Purchasing Power Plus retailer.

Charlie Bears North America Inc. | 10% Discount

(561) 328-9936 | charliebears.com

Opening \$350 | Reorder \$500

Atlanta: Building 3, Temporaries, Floor 5, Booth 520

Las Vegas: Building C, Suite C-1153 Stephen Young Showroom

BECOME A STOCKIST

BROWSE OUR ASSORTMENT

Username: Purchasing Power Plus Network

Passcode: ppp5224



Cott n Curls – HLK Brands, Inc. crafts beautiful, lasting products that celebrate authenticity and joy. With

Cott n Curls

over two decades of expertise, they design and manufacture fashion-forward, sustainable handbags and home

furnishings. Now expanding in North America, they offer premium craftsmanship, direct distribution savings, and custom solutions - blending artistry, quality, and environmental responsibility seamlessly.

Cott N Curls HLK Brands Inc. | 10% Discount

(325) 275-7124

<https://www.nextstepreps.com/lines/cott-n-curls/>

Opening \$250 | Reorder \$250

Atlanta: Building 2, Suite 1303A / Suite 1311A SE Marketplace

Las Vegas: Building C, Suite C888 Next Step Reps



DEMDACO

At DEMDACO, we offer hand-curated, artisan goods that are designed to help lift spirits, nurture goodness and celebrate life's special moments. Our carefully chosen collection includes meaningful gifts that are perfect for times of celebration, comfort or just putting a smile on someone's face. With DEMDACO, you can explore unique and heartfelt items that are sure to leave a lasting impression on both the giver and the recipient, creating moments of warmth, connection, and joy that last well beyond the occasion itself.

DEMDACO | 10% Discount (5% Willow Tree)

(888) 336-3226 | demdacoretailers.com

Opening \$300 | Reorder \$150

Atlanta: Building 2, Suite 1824 OneCoast

Dallas: World Trade Center, Suite 236 Ivystone

Las Vegas: Building C, C696 / C676 Ivystone



ELLA STEIN



Ella Stein is a jewelry brand dedicated to crafting demi-fine pieces made with natural diamonds, 14K gold and recycled 925 sterling silver. Ella Stein's jewelry is handcrafted by female artisans. Join Ella Stein's mission to empower women all around the world; from those that make the jewelry to the powerhouses that wear it.

Ella Stein | 10% Discount

(646) 904-5885 | ellastein.com

Opening \$500 | Reorder \$100



enso
RINGS



Enso Rings is the leading designer and manufacturer of premium silicone rings. Medical personnel around the world favor Enso Rings due to their patented silicone blends, unrivaled comfort, and innovative styles. Each of their rings are warranted for life, and their flagship collections are all made in the USA.

Enso Rings | 10% Discount

ensorings.com

Opening \$500 | Reorder \$1

Atlanta: Building 2, Suite 1319 Gib Carson & Associates
Las Vegas: Building C, C-699



Award-winning natural skincare infused with powerful botanical extracts grown fresh daily on their Texas farm. Voted among the favorite spa brands in the U.S. over 12 years and Awarded Inc. Magazine's Best in Business for putting purpose before profit; rescuing farm animals jar by jar.

FarmHouse Fresh Organics & Naturals | 10% Discount

(888) 773-9626 | farmhousefreshgoods.com

Opening \$600 | Reorder \$100



FUNTAZMA



Funtazma creates high-quality plush toys and novelty products that spark imagination and joy. Their signature brand, Moosh-Moosh, is known for its ultrasoft, collectible designs. Committed to innovation and quality, they bring fun, creativity, and comfort to people of all ages through thoughtfully designed, huggable creations.

Funtazma | 10% Discount

(888) 653-2471 | moosh-moosh.com

Opening 1 case | Reorder 1 case



Celebrating over 75 years as a top supplier of quality, creative gifts: baby, plush, decor, holiday, seasonal, occasions, fashion, sentiments and more. Tokens, charms, figurines and impulse buys drive add-on sales in your store! We're home to Midwest Gift; CBK Home; Crystal Expressions; Simply Noelle; Baby Ganz and Heritage plush.

Ganz | 10% Discount

(800) 724-5902 | www.ganz.com

Opening \$200 | Reorder \$100

Atlanta: Building 2, Suite 1519

Las Vegas: Suite C-912 | C-999



Since 1954, Gold Medal International has been a trusted leader in the accessories industry, specializing in hosiery, slippers, hats, gloves, blankets, and more. GMI proudly houses four distinctive brands: Polar Extreme, Clear Creek, Snuggle Feet, and GM Holiday - each delivering stylish products at competitive prices!

Gold Medal Int. - Holiday Collections | 10% Discount

(212) 889-7800 | goldmedal-intl.com

Opening 1 case | Reorder 1 case

ASD Market Week: Booth N22918



GREENWICH BAY
TRADING CO.

America's Soapmaker Since 1962

Made in the USA since 1962. French-milled, luxurious vegetable soaps and spa products enriched with shea butter, essential oils & natural extracts in captivating botanical scents. Offered factory-direct to fine retailers at substantial cost savings and with small minimum quantities, making luxury uncommonly affordable.

Greenwich Bay Trading Co. | 10% Discount

(919) 781-5008 | gbsoaps.com

Opening \$100 | Reorder \$100

Atlanta: Building 3, Temporaries, Floor 2, Booth 2200

Dallas: World Trade Center, Floor 12, Booth 4603



homesick



Homesick crafts clean, non-toxic home fragrances inspired by memories, places, and moments that matter most. With over 200 scents, their soy wax candles feature custom oils, organic cotton wicks, and reusable glass jars, perfect for gifting or everyday joy. Cruelty-free and thoughtfully made to spark connection and nostalgia.

Homesick | 10% Discount

homesick.com

Opening \$350 | Reorder \$150



Lifeforce Glass is an inspirational gift wholesale supplier, offering unique glass stones, magnets, plaques, bookmarks and more. Each item includes motivational text or imagery to capture the recipient's attention. Their products are popular in healthcare facilities, museum and hospital gift shops, and many other retail settings.

Lifeforce Glass | 10% Discount

(800) 828-3870 | lifeforceglass.com

Opening \$350 | Reorder \$150

Atlanta: Building 2, Suite 1217-1219 The Butler Group

Las Vegas: Building 2, C824 FEM Group



Lori Portka offers a diverse line of cards, stationery, gifts, and home décor created from original paintings. Her work features vibrant images dedicated to love, joy, kindness, and compassion. Perfect gifts for friends and loved ones for any occasion. Free Shipping on your

First Order!

Lori Portka - Happiness Through Art | 10% Discount

(315) 491-6488 | loriportka.com

Opening \$100 | Reorder \$75



Lori Portka



Nashville Wraps®

GIFT, GOURMET & RETAIL PACKAGING

Nashville Wraps® helps retailers shine with wholesale, boutique-worthy packaging that's fast and affordable. Over 85% of what we sell is made in the USA, from bags and boxes to tissue and gift wrap. With great value and quick shipping, we make it easy to elevate every customer's shopping experience.

Nashville Wraps | 10% Discount

(800) 547-9727 | nashvillewraps.com

Opening \$50 | Reorder \$25

Atlanta: Building 3, Temporaries, Floor 4, Booth 1001

CUSTOM PRINT YOUR ORDER



NATURAL INSPIRATIONS®



Natural Inspirations is a luxurious, plant-based bath + body brand that nourishes skin with rich, botanical ingredients and no harsh toxins. Indulgent, spa-grade products are available in seven clean, fresh fragrances.

They are women-owned and operated and manufacture their products in the USA.

Natural Inspirations | 10% Discount

(952) 466-7417 | naturalinspirations.com

Opening \$300 | Reorder \$150

Atlanta: Building 2, Suite 1303 SE Marketplace
Dallas: World Trade Center, Suite 200 Keith Smith Ltd
Las Vegas: Building C, C-1039 Sales Producers



OPPORTUNITIES designs, develops, and distributes high-margin, on-trend products—from seasonal and fashion to kitchenware and impulse. Retailers rely on us for diverse, profitable merchandise backed by expert sales, marketing, and logistics. We bring value with a get-it-done attitude. With us, the opportunities are endless.

Opportunities, LLC | 10% Discount

(517) 741-9675 | oppwholesale.com

Opening \$250 | Reorder \$250

Atlanta: Building 2, Suite 1400, Enchanted Moments

VISIT OUR YOUTUBE FOR SHOWROOM VIDEOS



The perfect plush is more than a toy. It's a source of comfort, courage or connection to nature. A reminder of a cherished memory. Even inspiration for the direction of a child's life. That's why the Petting Zoo puts passion into everything we create.

Petting Zoo/Zoologee | 10% Discount

(888) 867-4059 | pettingzoo plush.com

Opening \$350 | Reorder \$200

Atlanta: Building 3, Temporaries, Floor 3, Booth 2001

Dallas: World Trade Center, Suite 8220

Las Vegas: Building C, C-801 NEST



Founded by artist Samuel J. Butcher, Precious Moments began in 1978 with iconic teardrop-eyed figurines. Evolving into a global phenomenon, their diverse product line – from home décor to children's items – continues to inspire love and kindness, staying true to their founder's vision of spreading joy through heartfelt moments. A part of every life's celebration for over 45 years!

Precious Moments Company, Inc. | 10% Discount

(888) 878-8148 | preciousmoments.com

Opening 1 unit | Reorder 1 unit

Atlanta: Building 2, Suite 1718 Anne McGilvray & Company

PURPOSEFUL RETAIL IN A PRACTICAL WORLD

The most successful retailers we meet share one thing in common: intention. Every product they bring in, every display they create, and every partnership they choose reflects a clear sense of purpose. In a busy buying season it is easy to default to what is familiar or fast, but those who pause to ask why this, why now often see the strongest results.

Purposeful retail is about alignment. When you choose to work with vendors who share your values, many right here within the PPP community, you are not just curating products. You are supporting a cycle of care that uplifts everyone involved. Thoughtful buying sustains independent makers, strengthens small retail businesses, and keeps meaningful retail thriving in every corner of our community.

As the season unfolds, let your store reflect what matters most: comfort, connection, and a sense of purpose that reaches well beyond the sale.



INDEPENDENT ADVANTAGE:

10 Ways to Buy with Confidence and Compete with Big Box

Winter markets are where independent retailers set the tone for the year ahead. Every product you choose tells a story about your shop—and about what makes you different from the big chains. The truth is, small stores can move faster, curate smarter, and connect deeper. These ten strategies will help you buy with clarity, purpose, and profit in mind.

1

KNOW YOUR EDGE

You don't need to be everything to everyone. You just need to be the store that knows its customer best. Focus on what your shoppers love most about you—whether that's heartfelt gifting, clever finds, or locally inspired treasures—and buy to strengthen that identity.

2

THINK EXPERIENCE, NOT INVENTORY

Big Box sells products. You sell moments. Choose pieces that create experiences—something your customers can feel, touch, or gift with meaning. Each item should earn its place by sparking a story, a smile, or a return visit.

3

PLAN WITH PURPOSE

Review your sales data and your shelves before you buy. What moved fast? What stalled? Build your open-to-buy plan around proven performers but leave room for “surprise and delight” items that make your mix distinctive.

4

SHOP FOR MARGIN, NOT VOLUME

You can't out-buy a chain, but you can outsmart one. Look for products with strong perceived value, flexible minimums, and healthy markups. Ask about PPP discounts, show specials, and reorder terms—small percentages add up to big returns.

5

MIX ESTABLISHED AND EMERGING BRANDS

Your customers crave trust and discovery. Combine known favorites with a few new brands that feel fresh and exclusive. Balance is key: stability builds sales, but surprise builds loyalty.

6

THINK SEASON TO SEASON

Don't just buy for winter—buy with your calendar in mind. Choose items that transition easily into spring, or that can be re-merchandised as “comfort gifts” after the holidays. This helps your inventory work harder for longer.

7

CAPTURE MARKET MOMENTUM

Markets aren't just buying trips—they're business development. Take photos of displays that inspire you, record short clips for your social media, and share sneak peeks of what's coming to your store. Your customers love feeling like insiders.

8

BUILD RELATIONSHIPS THAT BUILD PROFIT

A strong vendor relationship can be as valuable as a best-selling SKU. Introduce yourself, ask questions, and take notes. Vendors remember retailers who engage—and they're more likely to offer flexibility or early access later.

9

EDIT RUTHLESSLY

One of your greatest strengths as an independent retailer is your eye. Be selective. When in doubt, pass. A well-edited assortment looks curated, not crowded—and customers will pay more for clarity and confidence.

10

LEAD YOUR OWN STORY

Big Box doesn't get to define what “value” means—you do. Your curation, your service, and your store's personality are your value. Lead with that story in every display, every conversation, and every purchase order you write.

Final Thought:

Independent retail isn't about scale—it's about soul. Markets are your chance to buy with both heart and strategy, to shape your next season not by competing on price, but by standing tall in purpose.

That's your advantage. Use it.

YOU'RE INVITED: *Winter Buyer Event in Atlanta*

Thursday, January 15, 2026

8:30 AM – Noon | Location TBD

If you're heading to January Market in Atlanta, this is the room you want to be in.

Join us for PPP's annual in-person gathering at AmericasMart—an energizing, focused morning created for hospital and pharmacy gift shop buyers. You'll reconnect with peers, meet vendor partners face-to-face, and discover new lines designed to sell in your shop.

We'll start with breakfast and conversation at 8:30 a.m. - no long programs, just space to connect and get inspired. Then at 9:00 a.m., the Vendor Writing Floor opens, featuring select PPP vendors offering exclusive day-of perks, including an additional 5% off from many lines.

This isn't just another market appointment—it's a curated experience to help you buy better, plan smarter, and make the most of your PPP membership.

WHAT'S IN STORE

Breakfast + Buyer Meet-Up

Coffee, good food, and conversation with fellow retailers

Vendor Access + Specials

Write with our PPP vendors—many offering an extra 5% off

Curated Buying Environment

No noise, no distractions—just the people and products that matter

Register today

Stay in Touch



memberteam@purchasingpowerplus.net

www.purchasingpowerplus.com



PURCHASING
POWER PLUS

8350 Bee Ridge Road #170 | Sarasota, Florida 34241

888.221.3367