

1 Paper and Prose

Paper and Prose : including, 2010 NY Stationery Show Highlights



Peter Pauper Press (10%) joins the Owl Craze with this 2011 engagement calendar. The weekly planner includes 16 months (Sept 2010 - Dec 2011), a section for notes and addresses with an embossed hardcover and elastic band to hold your place. \$6.50 (800) 833-2311 www.peterpauper.com

The range of greeting cards from **Meri Meri** (10%) are carefully crafted from the finest papers and finished with embellishments for all occasions. This lovely fellow is on the mend, especially now since he's got a bow on his trunk. \$2.98 (650) 508-2300 www.merimeri.com



Introducing... Celebrating Your Store

Avanti (10%) greeting cards are often funny and always fun – chock-full of humorous characters, colorful imagery and upbeat verses. They earn accolades from customers by consistently delivering a high impact product that delights! (800) 228-2684 www.avantipress.com



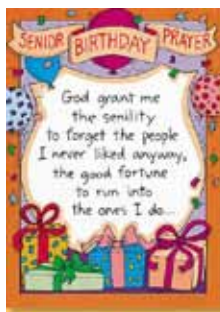
The new Mini Stickers & More programs from **Peaceable Kingdom Press** (10%) are selling nationally like crazy. The display features Mini Stickers, Sticker Books, Quick Sticker Kits and Itsy Bitsy Stickers. (877) 444-5195 www.pkpress.com



3 Best Sellers



In the **Gooseberry Patch** (10%) *Ready, Set, Eat!* Cookbook, you'll find oodles of recipes that can be whipped up in a snap. Whether you choose freezer meals to make ahead, put your slow cooker to work or whip up 30 minute meals, your family will love these easy, tasty recipes! \$9.32 (877) 854-7400 www.gooseberrypatch.com



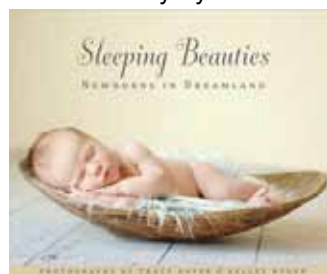
Oatmeal Studios (10%) has been in the business of making people laugh for over 25 years. People everywhere enjoy the unique, colorful graphics and on the mark humor that is featured on their line of greeting cards. \$1.13 (800) 628-6325 www.oatmealstudios.com

4 Vendor Updates Paper and Prose Love That

Natural, novel and 100% recycled! This odorless paper is made from elephant poo that has been thoroughly rinsed and washed. The unique, soft covered note pad has a jaguar print cover and is filled with 70 pages from **The Great Elephant Poo Poo Paper Company** (10%). \$2.50 (877) 766-7661 www.poopoopaper.com



The unique portraits of newborns by photographers Tracy Raver and Kelley Ryden are presented in the *Sleeping Beauties* collection from **Sellers Publishing** (10% ex. Seasonal). Collection includes a photographic gift book, greeting cards, boxed notecards and calendars. \$15.00 (800) 625-3386 www.rsvp.com



introducing new vendors



Annalee Dolls Inc.
10% Discount
(800) 258-4647
www.annalee.com
Opening \$250 Reorder \$100

Annalee dolls are known for their timeless style and magical faces. These whimsical, decorative dolls have built family traditions, told stories, and created memories for over 75 years! It is a perfect gift for your customers and there is NO RISK for you. Just say "Yes", and join their programs now.



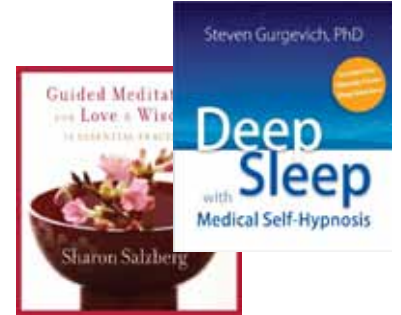
Chronicle Books
10% Discount
(800) 759-0190
www.chroniclebooks.com
Opening/Reorder: 24 Units

Chronicle Books is one of the most widely admired publishing companies in the U.S., with a list that includes adult and children's books, stationery and ancillary products. Inspired by the enduring magic and importance of books, their objective is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity, and value.



M. Middleton
10% Discount
(800) 444-4090
www.mmiddleton.us
Opening \$150 Reorder \$100

M. Middleton is pleased to provide a collection of stationery items that celebrate all of life's special occasions; Invitations, announcements, laser papers, thank you notes with beautiful artwork and themes. Gift products include stationery items, decorative frames and sculpted crosses for children. Promote the beautiful art of social communication!



Sounds True
10% Discount
(800) 333-9185
www.soundstrue.com
Opening \$200 Reorder \$100

Sounds True is the best source for books, audio and music CD's, DVD's and interactive learning kits for wellness-conscious consumers. By offering Sound True's products, retailers become a destination for products that appeal to this rapidly expanding market. Space-saving displays enable customers to hear excerpts of audio books and music.

Celebrating YOUR Store!

Written by Carol Schroeder, Orange Tree Imports Owner & Retail Advantage Group Member.

Our store's identity was stolen last week. We discovered that someone had set up an e-commerce site that used our store name and location. But I decided that rather than dwelling on the negative, I'd write about the fact that our store is celebrating its 35th anniversary this week with a staff reunion. We've invited over 150 past employees to join our current staff at an open house on Friday, and we know that some "alums" will be coming from as far away as Ohio, Massachusetts and Illinois.

We host a staff reunion every five years to celebrate the store's anniversary, and we've been doing this for quite some time. In addition to the party, we do window displays about the store's history and make special offers to our top customers in honor of the anniversary.

The local newspaper will be running a story about our store's anniversary this year, mostly because I sent a press release with photos and a specific idea for the news story. Business reporters are always looking for a positive story, especially if it isn't just a blatant promotion.

Even if your shop is not as old as ours, you undoubtedly have something to celebrate -- your grand opening, or a first or fifth anniversary. Take advantage of these special times to bring attention to your store. Word of mouth and free press coverage are your best advertising and make great material for social media postings on Facebook and Twitter.

If our store hadn't been around so long, and earned a good reputation through so many years of customer service, no one would have tried to rip us off. Imitation is, after all, the most sincere kind of flattery. But I prefer celebrating our success with a glass of champagne, rather than thinking about the negativity of this identity theft. The bogus site was taken down within one day of our "cease and desist" message, whereas we hope that Orange Tree Imports will be around for many more years to come.

Best Sellers Across the Country!

Last month, we shared best sellers with you by region and wanted to continue providing you with more hot sellers! So this month, we are featuring products that are best sellers nationwide. These items are so popular that they cross all geographic boundaries. There are some terrific surprises, so take your time and check them out. Undoubtedly, you are already carrying a few of these items, but we hope you will find some great new ones. Buyers commiserate that it is hard to buy merchandise they don't like and we certainly understand the sentiment. However, we encourage you to step outside your comfort zone and try these proven best sellers!



Family Dinner Box of Questions from **The Box Girls** (10%) is the most popular dinner conversation game ever! This game is the perfect choice for your next family gathering. Bond with your family and get to know each other better than ever before! \$10.00 (310) 440-0141 www.theboxgirls.com

Blue Mountain Arts

(10%) best selling gift item are the magnets with traditional Blue Mountain sentiment, "mom", "daughter", "son", "sister", "love" and "hope" titles. They are a unique and lasting way to express heartwarming messages people most want to share. \$3.00 (800) 525-0642 www.sps.com



Enter the world of Daisy: fresh and feminine, with a playful innocence. Daisy is a sparkling floral bouquet, spirited and fresh, wrapped in comfort and warmth. The featured 1.7oz. Eau de Parfum Spray is available from **Direct Fragrances** (3%). \$43.50 (800) 800-4208 www.directfrag.com



Baby Mats from **Bestever** (10%) are top sellers nationwide. They sell everywhere! There are ten styles in the collection to select from. Babies and moms love Bestever baby mats. These popular baby "must-haves" have been seen on NBC's *The Today Show*. \$22.50 (800) 767-3060 www.besteverinc.com



The new Lip Shine from **Caren Products** (10%) contains ingredients which add volume, improve lip contour, increase moisture and help restore collagen. The 18-piece display (\$108) includes clear, pink and bronze lip shines. \$6.00 (800) 626-6272 www.carenproducts.com



Kikkerland's (10%) collection of LED key rings are hot sellers for retailers across the nation! Strike a pose! Classic looking miniature camera key ring flashes and makes a shutter sound for a Papparazzi feel without the invasiveness. \$2.00 (800) 869-1105 www.kikkerland.com



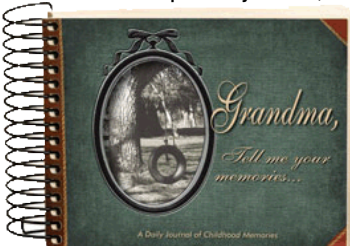
The Thomas Kinkadee clocks from **Mark Feldstein** (10%) continue as a top seller! Each hour is announced by one of three nature sounds. Additional best sellers are: Snow Family Clock, Harley Davidson Illuminators, Flameless Candles and Air Hover Hockey. \$12.50 (800) 755-6504 www.markfeldstein.com



Purse accessories are best sellers in all regions from **Personalized Expressions by Audrey** (10%). Compact mirrors, pill boxes, business card holders, purse memos and purse hangers are original and finely detailed ladies gifts. \$15.00 (800) 791-3397 www.byaudrey.com

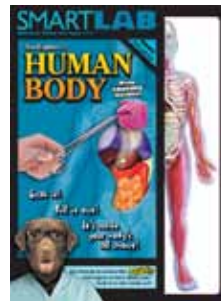


CQ Products' (10%) nationwide top seller is the keepsake journal, *Grandma, Tell Me Your Memories*.



This memory journal can be gifted to a love one or purchased by grandmothers wishing to record their childhood memories to share with her family. \$5.00 (800) 887-4445 www.cqproducts.com

M&M Chamois Screen Cleaners from **EB Brands** (10%) bring color, warmth and a note of personal expression to the office. Their blended poly/beanbag filling lets them pose atop your monitor or desk while the chamois back panels gently lift dirt and smudges from computer screen. \$5.00 (914) 964-5200 www.ebbrands.com



SmartLab Toys (10%) *Squishy Human Body* model is a national best seller. With this hands-on kit and tour guide, kids enter the twisted world of the human body. They can explore the inner workings of the human body and literally see how it all works! \$14.00 (866) 319-5900 www.smartlabtoys.com

Periwinkle by Barlow (10%) is an excellent resource for first-rate fashion jewelry that hit the mark on the latest trends. The intricate quality detail in the featured necklace and earring set are reminiscent of high end designs. \$9.50 (800) 654-6074 www.barlowdesigns.com



Vendor Updates

We are happy to share that **Sweet Cottons** has increased their discount to 10%. Call today to receive a new catalog 407-268-4422 or visit www.sweetcottons.com.

Unfortunately, the following Vendors have not renewed their contract for 2010:
Lazart Productions Thirstystone Resources Inc.

Paper and Prose continued

A. Paper Street Greetings (10%) is thrilled to introduce Juke Box Greetings, a brand new line of musical greeting cards! These fantastic new cards feature instantly recognizable songs and eye-catching designs. 56 everyday and 30 Christmas designs \$2.50 (800) 332-6574 www.paperstreetcards.com



A.

B. Passages messages come from real life encounters! Generally speaking "first the experience, then the card"...however in the case of this Feel Better design, Jodee Stevens, **Cardthartic's** (10%) founder, spent a full week in the hospital and is proud to tell you, this card hits the mark. \$1.50 (800) 814-8145 www.cardthartic.com



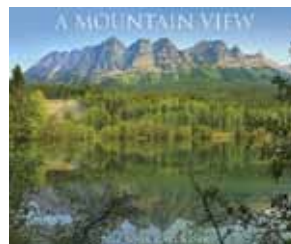
B.



C. Snifty Pens from **International Arrivals** (10%) are a hit! They are excited to introduce the "New Baby" pens in a fresh baby powder scent. Perfect to share with friends and family when welcoming a new arrival! They are packaged in a display of 30 and wholesale for \$37.50. (760) 231-7603 www.intlarrivals.com

D.

D. The twelve magnificent, mountain view photographs, at once serene and inspiring, beckon you. **Willow Creek Press'** (10%) full-color, large format wall calendar features daily grids with ample room for jotting reminders and appointments. \$7.00 (800) 850-9453 www.wcpretail.com



C.

E. This hardcover journal from **It Takes Two** (10%) offers concealed binding, satin bookmark, and 160 lined pages with soft coordinating color. "Journey... There is no greater adventure than to follow in the path of your dreams" is elegantly scripted on the cover. \$5.00 (800) 331-9843 www.ittakestwo.com



E.

F. Fun and whimsical **Suzy Toronto Studios** (10%) mouse pads are made from top-quality, ¼ inch-thick neoprene. Buy one for yourself or as a gift for a friend or family member. Point-of-purchase display includes 18 mouse pads in 8 designs. \$5.25 (800) 632-2175 www.suzytorontowholesale.com



F.

LOVE THAT

Roman Inc. announces a new candle collection for 2010. *enLIGHTen Candles* include inspirational offerings with crosses, motivational words and charming accents; everyday offerings feature designs with beading, florals, and glass holders. Natural Scents: Almond, Pomegranate, Vanilla, Nature and White Lime. www.roman.com



The Duet gift set contains the two most popular products from **Camille Beckman** (5% - 10% Orders \$1000+). A 6 oz Glycerine Hand Therapy and 8 oz Silky Body Cream are packaged in an attractive die-cut glossy box with a clear crisp face. A smart gift for any woman! \$10.00 (800) 433-0060 www.camillebeckman.com

