

Best Sellers by Region

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You will notice some new enhancements to *Network News*! A number of Members requested that we put together a feature on best sellers. We were happy to do so and started by polling your Vendors, to find out what the best selling items in each region were. We hope it will help you make some smart choices for new products in your gift shop. You will also notice that we are now including the pricing/Vendor contact information, along with each product. Finally, we are striving to provide more education/networking opportunities. **If you would be interested in submitting ideas or an article, please let us know!**

NORTHEAST



Noteables Purse Pads from **Bottman Design** (10%) features a brightly colored image embossed into the cover. Hook the elastic band to a silver bead on the cover to keep pad securely closed in your purse. \$2.25 (800) 365-5564 www.bottman.com

Lighthouse Christian Products' (10%) classic metal photo frame line is the best-selling inspirational frame line in the industry. The featured Love frame is the top seller in the Northeast. Proven best sellers will reduce your sales risks. \$12.50 (888) 477-4031 www.lcpgifts.com



The Memory Company (5%) shared that pro sport product sells better in the Midwest, East and West Coasts whereas; college product sells better in the South! Add a touch of class with this art glass wall clock and display team loyalty with style. \$10.00 (888) 448-1480 www.memorycompany.com



The best selling item for **Manual Woodworkers** (10%) are the Soft Touch Manicure sets. At \$5.00 wholesale, stores have a hard time keeping them in stock. The first introduction was the Retro Dots, and then the Argyle collection and



the new Animal Skin prints will be available this month. \$5.00 (800) 542-3139 www.manualww.com

MIDWEST

The **DG Natural Essentials** personal care line from **African American Expressions** (10%) is posting strong sales in the Midwest and out West. This luxurious collection of natural skin care will pamper your skin and leave it deliciously scented. Collection \$2.10 - \$8.40 (800) 684-1555 www.black-cards.com



George is a division of whimsical garden art from **Georgetown Home and Garden** (10%). Hal the Moose and Baby Bear mini planters are posting strong numbers in the Midwest. Mini planters are made of sturdy steel construction and hold a 4" potted plant. \$11.00 (877) 213-6279 www.georgetownusa.com



The **Witness Collection** from **Gifts of Faith** (10%) has experienced explosive growth since its introduction. Reorders are brisk and this concept is by far and away their best selling product line. It is symbolic in nature and ideal for teens, tweens, and twentysomethings. \$10.00 (800) 525-6986 www.giftsfaith.com



introducing new vendors



Fairy Dust Ltd. Inc.
10% Discount
(888) 532-1400
www.fairydust.com
Opening \$150 Reorder \$75

The Fairy Dust Ltd line features glam and glitter personal care for girls. From all natural lip glosses, to create your own lotions, to salon quality hair care, the Fairy Dust line is adored by girls big and small. They use environmentally friendly production techniques and ingredients. Sweet, Innocent and Oh, So Cute!



Iscream
10% Discount
(888) 559-2634
www.iscream-shop.com
Opening \$150 Reorder \$100

Iscream products utilize lenticular technology; a way of using different kinds of lenses to create depth (3-D) in an image or to flip from one image to another. All of their journals, greeting cards, bookmarks, rulers and activity books are either 3-D or flip. They take ordinary products and make them extraordinary!



Lots to Say Baby
10% Discount
(888) 340-3627
www.lotstosaybaby.com
Opening \$100 Reorder \$100

Lots to Say Baby BPA free pacifiers are a fun and functional gift item ideally suited for gift shops. The sweet, fun and funny sayings are perfect on their own or as tie-ons for gifts, bouquets, and balloons. Their pacifier clips and onesies complete this line of fun AND functional gifts.



Shade Tree Greetings
10% Discount
(800) 836-4206
www.shadetreegreetings.com
Opening \$0 Reorder \$0

Shade Tree Greetings is a publisher of greeting cards and various stationery items. Their flagship product line, "Actual Pictures", which features authentic photography from the 40's, 50's, and 60's, is recognized as one of the best-selling greeting card lines in the industry. Visit their website or call customer service to request a catalog.

Baby Fever

A. One of our members wanted to share a hot product in her store; WubbaNub pacifiers from **Mary Meyer** (10%). The featured caterpillar WubbaNub pacifier is new for 2010 and a Mary Meyer exclusive license! Latex free, no clips, safety tested and loved by babies the world over!! \$7.50 (800) 451-4387 www.marymeyer.com

B. The small Chinese Gift Sets from **Trend Lab** (10%) are among one of their best sellers. The featured set contains two bibs and two burps completely gift-ready! Check out the Welcome to the World and Max & Maya Dot Gift Sets for other best sellers. \$6.50 (866) 873-6352 www.trend-lab.com

C. Hands down, Tubbies (Series # 46.00) are the #1 selling collection from **Mullins Square** (10%). They are made of high quality 100% cotton velour that are full size 27" x 50" towels. Each Tubbie is rolled and tied with a matching ribbon and make a great easy to display gift. \$19.50 (800) 538-0043 www.mullinssquare.com



A.



B.



C.

FLYING OFF THE SHELVES!

Pacific Silver's (5%) fashionable jelly band watches come in a variety of rainbow colors, one to complement every outfit. Each watch face matches the color of its band and is surrounded with clear crystals accents. Sold in assortments only. \$11.00 (800) 548-8552 www.pacificsilver.com





Seasonal Splendor



The collectable blown glass pumpkins from **Glass Eye Studio** (10%) are beautiful decorator pieces. They use a variety of materials when blowing glass, from recycled bottles to fine gold to their signature ingredient, ash from Mt. St. Helens volcano in Washington state. \$18.00 \$35.00 \$60.00 (800) 237-6961 www.glasseye.com



Enjoy the finest fragrances available! These decorative jars from **A Cheerful Giver** (10%) are perfect for the upcoming autumnal season. The pumpkin jars warm up the room with a little seasonal cheer. \$8.00 (888) 243-3738 www.acheerfulgiver.com



Roman Lights Night-light collection features night light designs for everyday and seasonal use. The line showcases glitter holiday and everyday icons, photo frame chalkboard night lights, children's designs and many more available at Roman (10%). \$5.25 (800) 729-7662 www.roman.com



This frame features both ribbon for hanging and an easel back for tabletop use. The *Harvest Blessings* magnetic frame includes magnets to tack up notes, photos or other memorabilia. The **Gifts of Faith** (10%) *Harvest Blessings* collection brings autumn indoors! \$7.50 (800) 525-6986 www.giftsfaith.com

Crossroad Original Designs (10%) sells artwork in 11" x 17" framed prints, 5" x 7" frame with an easel back, or as a wooden raised panel with distressed edges. In addition, the same art can be put on a jar candle, lamp, recipe box, paper mache box or an ornament. (866) 247-0156 www.crossroadscandles.com



Contributors

We are looking for Retail Advantage Group Members to join our panel! If you would be interested in contributing ideas/articles etc. to our newsletter, please contact us at (888) 221-3367 or info@retailadvantagegroup.com

Best Sellers by Region continued

SOUTH

This smart jar from **EB Brands** (10%) counts every coin as it slips through the slot, sums up your deposits and displays them on an easy-to-read LCD screen. Twist-off lid and hi-tech Titanium finish. \$15.00 (914) 964-5200 www.ebbrands.com



The South loves their collegiate sports! Show your team spirit with this appliqué flag from **Evergreen Enterprises** (5%). Quality fabric and stitching make their flags last and last. Look for other coordinating items. \$15.00 (800) 774-3837 www.myeevergreen.com



Penny Laine Papers (10%) adorable baby book is filled with pages to help record the excitement of baby's arrival and first year. Also includes family tree, keepsake envelope, space for family history and photos. \$17.50 (800) 456-6484 www.pennylainepapers.com

WEST

The customers in the West are celebrating the good times with bright hand-painted wine glasses from **Dennis East** (Case Pack Pricing). Nothing says festive like the *Cake & Confetti Party* Collection! \$7.25 (800) 430-5665 www.denniseast.com



Crazy Recycled Crayons from **International Arrivals** (10%) are a set of 14 fun shaped recycled crayons in renewable resource packaging with a recycled paper doodle pad. Going "GREEN"! \$6.00 (760) 231-7603 www.intlarrivals.com



Mark Masri La Voce from **Green Hill Productions** (6.5% ex distributive titles) is a sensation in the West! This collection of Italian and English love songs, featuring Mark's amazing vocals and tender interpretations, is sure to be an instant classic. \$7.69 (800) 200-4656 www.playandsell.com

Retail Advantage G·R·O·U·P

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Sanford, FL 32771
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Fax: 407-268-4449
www.retailadvantagegroup.com

Vendor Updates

Due to a lack of orders, the following Vendors will no longer be extending a discount to Retail Advantage Group Members:

ASC, Inc. His GEM Lladro USA Inc.
Select Artificials Inc. Team Sports America Inc.

it takes two is celebrating 26 years this May and to mark this very special milestone, they are releasing 26 NEW greeting cards. Contact your local rep for more information or call (800) 331-9843.

Hoo's Hot Part Deux

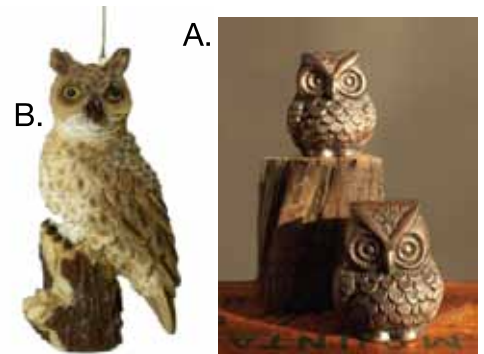
A. Two's Company (10%) continues to be a source for buyers to discover new trends and rediscover trends that continue to be strong. These adorable owl paperweights are made of cast iron with an antiqued copper finish. \$5.00 small \$6.50 large (800) 896-7266 www.twoscompany.com

B. Christmas ornaments that resemble birds may seem odd, but actually it's traditional and historical. Long ago when ornaments were made by hand, bird replicas were commonplace. **Kurt Adler** (5%) supports this tradition with an array of bird ornaments. \$2.00 (800) 243-9627 www.kurtadler.com

C. Fringe Studio's (10%) keepsake box includes glass tray, soap and glass votive. Votive scent is wild fig and the soap fragrance is Botanica, a blend of currant, blackberry & gingergrass. The triple milled soap is made with vitamin E, coconut, palm and olive oil. \$17.25 (310) 915-6430 www.fringestudio.com

D. With over 500 new charms in many themes, sizes and images; **Primitives by Kathy's** (10%) charms are double-sided and framed under glass at a great price! Use the charms for necklaces, key chains, purse charms, package toppers or to brighten someone's day. \$5.00 (866) 295-2849 www.primitivesbykathy.com

Oops! In our *Hoo's Hot* Feature, we mistakenly swapped **Mary Meyer** and **Gund's** owl items in our identification of each product. The corrected edition is available online at: http://www.retailadvantagegroup.com/network_news/ We apologize for the mistake!



Beat the Summer Heat!

By Member: Cary Jennings, Westminster Canterbury Richmond, Richmond, VA

1. Wheel of Chance – We made a spinning wheel from a lazy susan and put different covers depending on the promotion and spin for 20% off all items, 20% off one item, 10% off all items, a candy bar, etc. Everyone comes out a winner. Its fun and we don't lose as much money as we would if we had a flat 20% off sale.
2. Happy Hour – Staying open an hour later. 4:00pm – 6:00pm – Sample some of the Virginia specialty foods we sell (nuts, cookies, cheese straws and cheese mixes). We promote the cocktail napkins, wine bottle stoppers, etc. We are also handing out a survey to ask what foods they liked and what they didn't like (we have new foods from our VA Food Festival) and can get a read on it before we order quantities.
3. This might not work everywhere, but we have a Farmers Market. We made a deal for discount prices with a local vegetable stand and we bring in tomatoes, apples, peaches, corn and such. Its a big hit!
4. Beach Week - Customers pick a flip fop out of a beach bag and each flip flop has a different discount one day, another day we have anything nautical 10% off, we have buy one box of stationery with a nautical theme, get the second at half price. If you wear a shirt with a nautical, beach decoration you get 20% off of a necklace.