

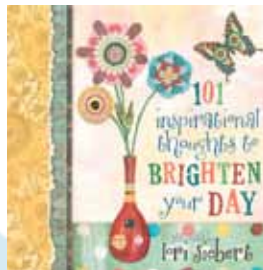
The Butterfly Effect

1
The Butterfly Effect

Butterfly motifs are one trend that will be fluttering into 2010! These sweet little insects are cheery and carefree - a welcome departure from the overall economic mood. A symbol of metamorphosis and ever-changing beauty, the resurgence in popularity of the butterfly has the fashion forward incorporating the butterfly into both clothing and jewelry. Their spectacular color combinations also carry the trend over, into the world of home decor and gifts. These butterfly adorned styles are elegant yet playful, without being trite. Below we have shared some great jumping-off points for sharing this trend with your customers.

2
Introducing...
In the News

The vibrant art of Lori Siebert adorns *101 Inspirational Thoughts to Brighten Your Day* from **Harvest House Publishers**. This journey through 101 simple joys will transform bad days into good ones and good days into celebrations.



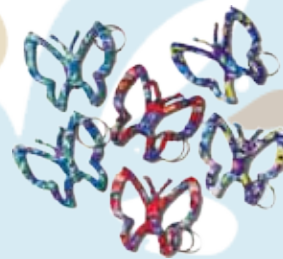
Get ready to go with this adorable vinyl backpack from **Stephen Joseph**. The Go-Go Bag is ideal for preschool, road trips, or anywhere else you want to go! The vinyl construction includes a full-zip closure with adjustable straps, hanging loop and a roomy interior.



3
Fabulous Finds
Love That!



Flutter will get you everywhere! The elegance and charm of Mother Nature are seen in this gorgeous butterfly pendant from **D.M. Merchandising**. Each gift-boxed pendant includes European crystals and is layered in sterling silver.



The fun butterfly shaped version of the traditional carabineer clip lets you hold your home or office keys in style. Easily attaches to backpacks, purse straps and of course; **Bonitas International** ID badge necklaces.

Lighthouse Christian Products introduces the *Sweet Words* series of mugs for Spring 2010. Each of the ceramic mugs features pastel colors with sweet designs and inspiring verse. A friend loves at all times...Proverbs 17:17.



Fringe Studio's Papilio Sara Candle features a technique called transferware glass, colorful images transferred to hand blown glass. Beautifully packaged in a gift box, the sweet aroma of mandarin basil complements the simplicity of this butterfly candleholder.



4
Vendor Updates
Fabulous Finds
continued



Prinz has introduced an exquisite collection of albums to display for all to enjoy. Decoratively elegant with stunning scenes of nature's beauty resulting in a unique collection to hold treasured memories - past, present and future. Great for gift giving!

This beautiful butterfly takes storytelling to new heights! With vibrant wings that flutter and flounce and an adorable face with dangling antennae and legs that bounce...Tipsy is truly an unforgettable hand puppet from **Manhattan Toy**.



The Butterfly Effect continued from page 1.



Get back to nature with an infusion of butterflies! **Pacific Silver** is an excellent resource for fashion jewelry trends and with the butterfly trend in full swing; they have a plethora of brooches, bracelets, necklaces, or earrings featuring butterflies.

The featured cup and saucer is a best seller from *Kathy Ireland Home* by **Franz Collection**. Dedicated exclusively to the design of unique and exquisite porcelains; each work of art will bring beauty, elegance and artistry to your home.



introducing new vendors



Georgetown Home and Garden

10% Discount
(877) 213-6279
www.georgetownusa.com

Georgetown whimsical pet planters and gifts are designs made by artists and entrepreneurs, Angie Walls and Mike Pack. Created in 2003 from a love of nature, whimsy and manufacturing, their mini planters hold a 4" potted plant, silk arrangement or whatnot. A perfect gift! All heads and tails bob on springs!



The Gift Wrap Company / Pepperpot

10% Discount
(800) 443-4429
www.giftwrapcompany.com

Founded in 1903, The Gift Wrap Company is the oldest established gift wrap company in the United States. They are the leading supplier of fashion gift wrap, gift bags, innovative packaging solutions, Christmas cards and stationery items to the upscale specialty market.



Two's Company

10% Discount
(800) 896-7266
www.twoscompany.com

Two's Company is widely recognized for its trademark of innovation and trend setting. Every year, their design teams travels the world developing relationships with talented crafts people in order to bring their clients collections with intriguing designs, diverse materials, and unique details at affordable prices.

In the News!



Noah benShea is one of North America's most beloved and respected poet philosophers. Now his words of inspiration and hope can be heard in a heartwarming reading by the author himself in the Noah™ Bear, designed exclusively by **PBC International, Inc.**

Personal customization is the hottest trend in retail! The Studio from **Danielson Designs** is as simple as 123. They create a website specifically for your store; your customers choose a style, add text and instantly see the product they've designed. Within 48 hours, the item is drop shipped directly to your customer.



FAO Schwartz names **Kids Preferred** Vendor of the Year. The award recognizes the toymaker for its well-designed and creative products. Kids Preferred products range from the loveable literary characters to Naturally Better Peter Rabbit toys, which are certified-organic cotton and phthalate free in PVC-free packaging.

David Textiles is celebrating their 25th year in business! They continue to expand the product line with new and innovative merchandise and licenses. For 2010, they have added the following licenses: Thomas Kinkade/Disney Dreams Collection, Hallmark, Rachael Hale, Wild Wings and Clairebella.



Fabulous Finds: Winter Marts 2010

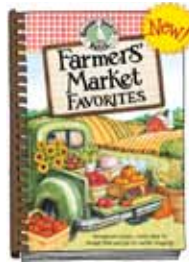


Personalize fashionable, elegant journals from **Peter Pauper Press** with your own initial! Stylish letter designs from A to Z are included on perforated sheets inside the back cover. Simply separate your initial and slip into the little front cover slot and Voila!

Metal key chains from **American Expedition** are a great accessory featuring a colorful design on front and an engraved inspirational quote on the back; nestled inside an attractive full color window gift box make them a gift to go!



Farmers' Market Favorites is a fresh-picked cookbook from **Gooseberry Patch**. With the strong movement towards buying local this cookbook offers over 200 delicious recipes to help you make the most of the garden-fresh tastes from your local farmers' market



JJI International is excited to introduce the *J du J* collections. A collaboration between Kathy Ireland and landscape designer, Nicholas Walker includes fun and functional designs in a rich palate of colors for home décor and fashion accessories.

The bright colorful flowers make this whimsical teapot a hit! This ceramic teapot from **burton + BURTON** is part of the *Floral Fiesta* collection. Matching teacup with saucer, decorative pail and balloons round out this festive grouping!



Go green with *Natural Essentials* natural skin care from **African American Expressions**. Body butter, lotion, lip balm, foot cream and scented candles offered in seven scents. Pamper your skin and leave it deliciously scented with blends that delight the senses.



Bella aims to make multi-use, affordable bags the wave of the future. Their super-functional bags and hip designs will make your heart go pitter patter. They're as easy on the eyes as they are on the earth. Monogram patches and decals also available for easy personalization.



Check out **The Seagull Company's** new *Initial That* line of vibrantly hued emery boards, luggage tags, lip balm, key covers, lunch bags and magnets. Useful monogrammed products covered in bright cheerful spring designs.

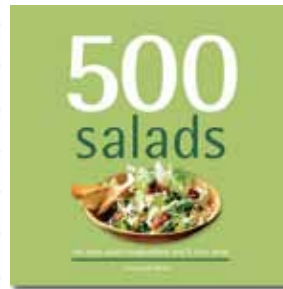


Love That!

Shipping in April, the popular *Fruit Frappe* line from **Upper Canada** has an updated, colorful look and new innovative product introductions. Bursting with freshly squeezed fragrances and Fruition; their proprietary blend of antioxidant super fruits, for glowing and sweet smelling skin!



Penny Laine Papers TakeNote pocket data books are perfect for recording and organizing the "Must See, Must Have, Must Do, Must Remember" stuff in your life! 15 ruled pages in each of the tabbed sections. An acrylic display is available



Sellers Publishing's 500 Series of books continue as a top seller! The new introduction *500 Salads* is filled with recipes for those who like their food fast, healthy and fresh. Whether you're looking for a side dish or main meal, there's a salad in this book for every appetite.

This adorable Sweet Pea Bunting and Cap set is from **SOZO**. The 100% premium cotton is pre-shrunk and anti-pill. The fold over cuffs protect little ones delicate skin and fit babies 0- 6 months. For Babies with Style!



Continued on Page Four...

Vendor Updates

Your voice was heard, Avanti Press has decided to continue to support Retail Advantage Group member stores. Thank you for speaking up with your buying dollars in support of our group!

Due to a lack of orders, the following Vendors will no longer be extending a discount to our Members: Harvard Common Press North Star Games
Red Wheel, Weiser & Conari Scentations Shavel Home Products

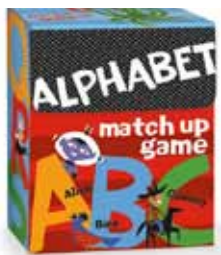
Fabulous Finds: Winter Marts 2010 concluded

Back by popular demand, **Gallery Graphics** has re-introduced one of their best selling products of all time...Glass Flue Covers! Covered with real glass with tarnish resistant solid brass chain and hanger and handcrafted right here in the U.S.A.



Solar Mosaic Jar from **Mark Feldstein** provides soothing mood lighting both indoors and outdoors. At night, Flameless LED turns on automatically and radiates a spectacular warm glow through the hand blown glass. Daylight charges the jar's energy-saving solar panel.

Eco-Cups from **Popular Creations** are 12 oz. double-wall insulated coffee cups perfect for hot and cold liquids; made from porcelain with a silicone lid and exclusive designs with unique coffee carrier packaging.



Alphabet Match Up Game & Puzzle is a memory concentration game plus a challenging puzzle! Winner of the Dr. Toy 100 Best Toys Award, this game from **Peaceable Kingdom Press** features two games in one; match the cards for a classic memory game and learn the alphabet too.



Manual Woodworkers introduces this charming Paris Paisley Tote Bag from the *Greely* collection. This attractive bag is made of water resistant oil cloth in a scrumptious print and includes a coordinating wrist bag! Perfect for a day around town, whether shopping, lunching with friends or just running errands! Moms will love its versatility and roomy size.

Coastal, Nautical and Seashore themes continue as a strong trend during the recent trade shows. **Carson Home Accents** offers a wide range of wind chimes supporting this trend. Wireworks are a popular pick for indoors and outdoors.



Selecting the perfect Mother's Day Card can sometimes be a challenge. Looking for just the right words to say "Thank You" on this special day is a task made easier by **It Takes Two**...Mother's Day cards that put thoughts into words.

Mary Meyer presents six adorable WubbaNub™ pacifiers. WubbaNub, the experts in safe, birthing centers approved pacifier toys, has licensed their patented design to Mary Meyer. Mary Meyer has created a collection of soft, cuddly pacifiers that are both soothing and loveable.



Warm Whiskers University is proud to introduce collegiate mascots and university spirit lines. A great product for you or gift for any student, alumni, family or fan! Fantastic to stay warm, relax, and for therapeutic benefits. It is also freezable to stay cool.

All Jazzed Up is a women's accessories collection from **Red Carpet Studios**. They offer scarf assortments in polka dot, tie dye, sheer two-tone, crinkle, Aztec design, gauze and animal prints. Price points allow for extra markup!

