

NETWORK NEWS

trends
savings
gift shop

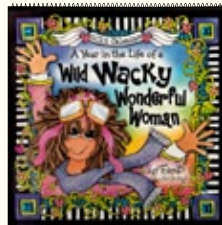
published monthly by
retail advantage group



Vandor LLC

10% Discount
(800) 755-5966
www.vandorproducts.com

1. Hello Kitty Small Recycled Shopper Tote: #18173 \$1.75 (featured)
2. Hello Kitty Large Recycled Shopper Tote: #18073 \$2.50
3. Hello Kitty 18 oz. Oval Ceramic Mug: #18062 \$5.00



Blue Mountain Arts

10% Discount
(800) 525-0642
www.sps.com

1. Children of the Inner Light Note Card: #MS362 \$2.25
2. Suzy Toronto Bookmark: #BZ320 \$2.00
3. Suzy Toronto Calendar: #CA5857 \$8.48 (featured)



Global Village Glass Studios

10% Discount
(800) 246-5585
www.globalvillageglass.com

1. 11" Galileo Thermometer: #571 \$10.00
2. Grapes Wine Party Set (Wine Charms, Bottle Stopper & Napkins): #714 \$9.00
3. 6" Tropical Dolphin: #380 \$8.00 (featured)



Amanda Blu / J. Michelle

10% Discount
(866) 381-9494
www.amandablu.com

1. La Brisa Stainless & Gold Bracelets Prepack: #98007 \$476.00/136 pc (featured)
2. Pave Crystal Beads 16 colors: #B279 - #B294 \$3.50 each
3. J. Michelle Braided Pearl Necklace & Bracelet Prepack: #98003 \$157.50



Bonitas Intl - Boonje Beads

5% Discount
(888) 726-6533
www.bonitaswholesale.com

1. Bucket of Badge Reels: #100625-FAB \$144.00/48 pieces (featured)
2. A Mother's Promise Fair Trade Lanyards: 6 Styles \$9.50 each
3. Boonje Bling™ Lanyards w/ Breakaway Safety Clasp: 7 colors \$5.00 each

Caren Products LLC

10% Discount
(800) 626-6272
www.carenproducts.com

1. Try Me Kit: 2 oz Body Cleanse, Small Soap, 2 oz Body Treatment \$6.00
2. Lip Treatment SPF 15 (Vanilla) #O-1147D \$42.00/24 pc (featured)
3. Lip Shine Display (6 each of Pink, Brown, Clear) #O-1148DA \$72.00



FROM ATLANTA TO DALLAS UP TO CHICAGO AND OVER TO L.A., WE HAVE COMPILED THE TOP THREE SELLING ITEMS FROM OUR VENDORS. IF YOU HAVE NOT SEEN THESE FABULOUS NEW INTRODUCTIONS AND TRENDS WITH STAYING POWER - CHECK THEM OUT. THEY COULD BE THE NEXT BEST SELLER IN YOUR GIFT SHOP!

2011 summer trade shows part 2 BEST SELLERS



Wellspring

10% Discount (ex Colour & Collegiate)
(800) 533-3561
www.wellspringgift.com

1. Pink Ribbon Best Sellers Assortment: #21616 \$346.00 (featured)
2. Note Folio Assortment: #34300 \$195.00
3. Tuscany Flip Note Assortment: #32621 \$236.00



Gooseberry Patch

10% Discount
(877) 854-7400
www.gooseberrypatch.com

1. Our Favorite Speedy Slow Cooker: #M667P \$3.98
2. Quick & Easy Christmas: #M213P \$8.48 (featured)
3. 101 Easy Everyday Recipes: #M933P \$7.48



Detail Jewelry

10% Discount
(617) 817-4049
www.detailjewelry.com

1. Silver Butterfly Earrings: #E006SS \$7.00 (featured)
2. Star Hook Earrings: #E057SS \$7.50
3. Shiva Silver-Back Pendant: #P280VW \$11.50



Leaning Tree

10% Discount
(800) 525-0846
www.tradelanintree.com

1. Everyday Greeting Cards: Retail \$1.95 - \$3.95
2. Value Pack Greeting Card Assortment: #AST90735BFF Retail \$16.95 (featured)
3. Magnets: Retail \$3.95



Retail Email Does More to Direct Subscribers to Social Sites

Forward-to-a-friend is being replaced by links to online communities

Internet users may feel inspired to share a timely news article, funny video or even a holiday shopping wish list with friends and family, but retailers' emails are generally not the most popular type of content to spread virally. Email marketers are realizing this and shifting focus from including forward-to-a-friend links in messages to leading consumers straight to their Facebook pages.

A **RESPONSYS** study of the email marketing practices of top online retailers found that there has been a shift in their use of sharing links. Forward-to-a-friend, a promotional email staple, has declined 15% since 2009 while share-with-your-network jumped 12 percentage points in 2010 before dipping slightly this year. The biggest change, though, has been the adoption of direct links to a retailer's own social networks.

The rise of community links is not directly tied to the shrinking of share-with-your-network. A Facebook and Twitter presence has simply become standard; among the retailers linking to social media within emails, 100% directed to Facebook and 84% to Twitter.

According to Responsys, consumers are less inclined to socially share emails than product pages. And retailers are aware of this: 59% included links only on product pages compared to the 8% that only included them in emails and the 17% who did both.

An **INTERNET RETAILER** survey discovered that one-third of online retailers considered adding a share-with-your-network link in emails a valid tactic for improving marketing effectiveness. One-quarter thought the same of including forward-to-a-friend, which was an 11% decrease from 2009.

The retailers in this survey were not asked about community links, perhaps because driving subscribers to a company's social media sites is not considered a foundation of email marketing. The two practices are often separate, though this too is changing.

A **STRONGMAIL** survey of business executives across industries found that 43% thought integrating social media and email marketing would be their most important email marketing initiative for 2011. The only goals ranking higher were the more ever-green increasing subscriber engagement (52%) and improving segmentation and targeting (49%). Nearly all respondents had implemented or were interested in integrating social media and email marketing. Only 4% did not see value in doing so.

Article Source: <http://www.emarketer.com> (Published 9/8/11)



> **Fashion Alert Medical Jewelry**

10% Discount
 (816) 746-0014
 www.fashionalert.com
 Opening \$200 Reorder \$0

Fashion Alert offers attractive medical ID bracelets to interchange with a stainless steel, custom engraved medical ID tag. One tag is all you need for the entire line of beaded and stainless steel interchangeable bracelet styles. Your customers can purchase a different bracelet strand to match every outfit!



< **Stephanie Dawn**

10% Discount
 (419) 238-6037
 www.stephaniedawn.net
 Opening \$500 Reorder \$150

Stephanie Dawn, the American style, American made handbag and accessories line is a product of KAM Mfg. Inc. KAM is dedicated to American jobs and the consumers who value the quality and satisfaction of owning an American made product. Stephanie Dawn is designed for today's woman who desires function, style and quality.

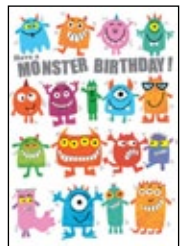
REMEMBER

Just like AAA Members, *you must identify yourself to all Vendors*, as a Retail Advantage Member and provide your Member Number! Member Labels for PO's are always available - simply call (888) 221-3367 or visit our website to order new sets.

> **Persimmon Press**

10% Discount
 (800) 910-5080
 www.persimmoncards.com
 Opening \$100 Reorder \$60

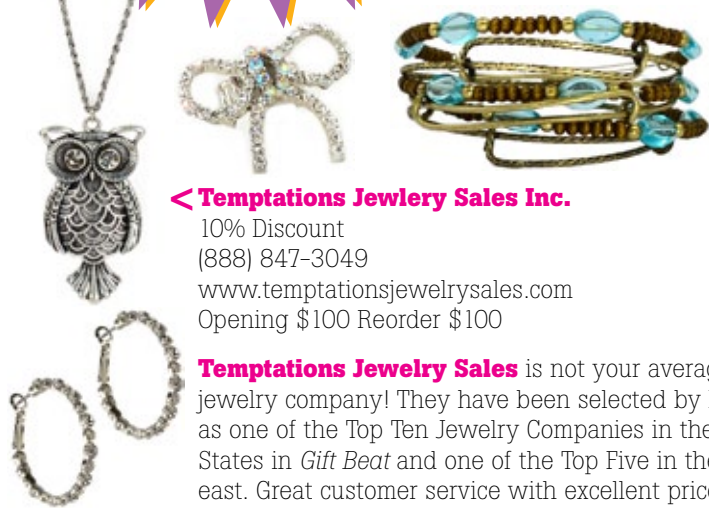
Since 2003, **Persimmon Press** has been a publisher of fun and whimsical photographic greeting cards. They carry illustrated greeting cards from the U.K. and fine art blank cards featuring the most popular masters. Outselling the competition with endearing card designs and great customer service; bringing people closer...one card at a time.



< **Temptations Jewellery Sales Inc.**

10% Discount
 (888) 847-3049
 www.temptationsjewelrysales.com
 Opening \$100 Reorder \$100

Temptations Jewelry Sales is not your average jewelry company! They have been selected by buyers as one of the Top Ten Jewelry Companies in the United States in *Gift Beat* and one of the Top Five in the Southeast. Great customer service with excellent price points for resale...check them out!



> **Mostly Memories** (10%) is proud to introduce WIK Candles which delivers intense fragrances in 4, 9 and 12 oz sizes. Made with 100% USA materials and labor, WIK is classy, cozy, and comfortable.
 \$3.50 to \$8.00
 (800) 495-1680
 www.wikcandle.com



< Silly Cute, Inc has changed to **Chic Bizou, Inc.** (10%). Chic Bizou's Fling Flops are fashionable, expression flip flops with a coordinating gift bag and gift card. Ten designs available; Happy Birthday, Get Well, It's A Boy/Girl, Peace/Love etc. \$6.95 (866) 648-0595
 www.flingflops.com



Retail Advantage G.R.O.U.P.

5224 W. State Rd. 46 #337
Sanford, FL 32771
phone: 407.268.4444
fax: 407.268.4449

Be sure to visit our website at
www.retailadvantagegroup.com



El Pack

5% Discount (10% Orders \$300+)
(888) 306-9989
www.elpackfashion.com

1. Aluminum Wallets - Various Colors: #AL-2011 \$2.75
2. Leather Neck Purse: #EL-3200L \$3.75
3. Wine Bottle Umbrella: #UMB-001 \$4.25 (featured)



Peaceable Kingdom Press

10% Discount
(877) 444-5195
www.pkpress.com

1. Yum Scratch & Sniff Stickers on a Roll: #SR1 \$36.00/POP of 36 pc
2. Ice Cream Cone Scratch & Sniff Stickers: #SR2 \$80.00/POP of 80 pc
3. Cooperative Board Game Prepack (3 each of 5 designs) #GMP1 \$112.50 (featured)

VENDOR UPDATES

KoNo Audio has recently been acquired by **SMS Audio LLC**. They will now be doing business as **SMS Audio LLC**. Due to a lack of orders, the following Vendors will no longer be extending a discount to P.P.P. Members: **Cinzia Designs • Lillian Rose Inc. • Sounds True • Wild Republic**



Berkeley Designs

10% Discount
(800) 272-3872
www.berkeleydesigns.com

1. Red Check Scarf: #555202 \$5.50
2. Skiing Reindeer Wine Caddy: #659290 \$11.00
3. Eggplant Fashion Bag: #543360 \$5.00 (featured)



Stephan Baby Inc.

10% Discount
(800) 359-2917
www.stephanbaby.net

1. Bottle Banks: #941811 Train \$7.50 #941311 Flutterby Garden \$7.50
2. Geo Print Newborn Sets: #757111 Snap Shirt \$7.50 #757411 Hat/Bootie \$5.00 (featured)
3. Small Basic Bear Gift Set: #898011 Pink #898111 Blue \$10.00



GeoArt by Cynthia Gale

10% ex. Museum
(888) 436-2781
www.geoartnyc.com

1. Filigree Lace Birthstone Earrings: #E1499 \$34.00 & Bracelets #B3302 \$58.00 (featured)
2. Java Wood Bangles Collection: #BR28 32pcs \$280.00
3. Belle Nouveau Collection: Earrings #E1504 \$22.00



Consider Yourself Hugged®

10% Discount
(866) 263-2372
www.hugs2share.com

1. Stadium Throw Pink/Chocolate: \$9.99 (featured)
2. 16 oz. Hug Mug Colbalt Blue/White: \$7.50
3. Marshmallow Bubble Blanket Blue/Chocolate & Pink/Chocolate \$14.49



Zoobies

10% Discount
(12% Discount Baby Line)
(888) 966-2438
www.zoobies.com

1. Zulu the Zebra: #BP106 \$17.50 (featured)
2. Curious George: #CG102 \$19.00
3. Clifford the Big Red Dog: #CL101 \$19.00



Compendium Inc.

10% Discount
(800) 914-3327
www.live-inspired.com

1. Tickle Monster Laughter Kit: #4336 \$17.50
2. Boogie Monster Dance Kit: #4570 \$20.00 (featured)
3. In Loving Memory: #4566 \$7.50



95 & Sunny Inc.

10% Discount
(888) 953-4537
www.95andsunny.com

1. Wine Glass: Fight Like A Girl \$11.50 (featured)
2. Wine Glass: TLC Redhead/Brunette Nurse \$11.50
3. Nail Files: Display w/ 30 Large Assorted Files #LD-LCO \$99.00



Coping with Cancer

October is Breast Cancer Awareness month, but it is also an opportune time to offer a few items that offer support to those coping with cancer - no matter the type. With so many Americans affected annually, either personally or via a family member/friend, this offering will not go unappreciated in your gift shop!

✓ *There's No Place Like Hope* by Vickie Girard is the best-selling survival guide from **Compendium Inc.** (10%) for cancer patients and their families. Regardless the type of cancer, here is a



practical and inspiring guide that will empower any patient to better fight and survive this disease. \$7.50 (800) 914-3327 www.live-inspired.com

> Manual Woodworkers

(10%) "What Cancer Cannot Do..." tapestry bannerette is meant to provide courage and strength for those who are battling cancer. Share these encouraging words with someone you love. Item #SWCCND \$5.00 10% Discount (800) 542-3139 www.manualww.com

