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Introducing New Vendors In the News

Vendor Updates Noteworthy Displays Birds of a Feather

.i.n.i.t.i.a.l. Success

Monogramming mania is sweeping the country! Everywhere you turn, more and more companies are offering their customers a way to customize their purchases. Whether its a set of handtowels, a lunchbox for Johnny, or a front door mat - you can turn an ordinary gift into an extraordinary one. So how can you capitalize on this trend? Consider an Initial Program! They allow your customers to purchase gifts that are both fun and thoughtful! And don't be fearful of slow selling letters. You will make 80% of your sales with just 20% of the letters. So reorder the most popular ones regularly and enjoy some initial success.

Lunch in style with this trendy lunch tote; available from the Danielle line by **Upper Canada**. The insulated monogram lunch tote allows you transport your lunch with panache. Black and silver is classic, and so is this bag!



Monograms have been a hot seller throughout the industry, none more than **Mostly Memories**



Initial Collection. The line includes soy candles emblazoned with initials packaged in a coordinating trendy gift box; matching initial hydrating body lotion complete the assortment.

The monogram transferware glass tray and soap set from **Fringe Studio** is exquisite. The triple milled luxury soap is formulated with natural glycerin in a vegetable base and fragranced in Botanica, a blend of currant, blackberry and gingergrass.



The *Initial Exclamation's* memo pad from **Penny Laine Papers** is a fun and chunky square shape tied with a black grosgrain ribbon. Each pad has 200 sheets. Check out the matching initial sticky notes: both make great gifts!



Monogrammed crystal nail files are handmade of tempered crystal in the Czech Republic for **Camille Beckman**. Crystal nail files should last a lifetime and are designed to provide the ultimate manicure. Your file renews itself with a cleaning of just soap and water.



Stainless steel monogram bottles from **Spoontiques** have been a huge success! The 36 piece assortment includes two each of the top 18 initials with a small counter display. A fashionable way to show your support of the environment by going green!

Thirstystone's Occasions monogram coaster sets are vibrant and colorful. Each set of four absorbent beverage coasters includes a coordinating ceramic holder and are cork-backed to protect furniture with a large surface area to catch more drips.



For the first time, **Evergreen Enterprises** is introducing a new designer line of high quality, affordable jewelry. Custom designed by American artists; this jewelry is a fantastic gift that women will cherish--- especially at these stylish price points!



Love That!

Taggies Colours from **Mary Meyer** is a collection of colorful designs with a European flair. These toys are made with a kaleidoscope of vibrant colors. The Taggies Colours Doll includes facial features and embroidered details usually found only on large stuffed toys.



The Daytona 500 has been the most significant event for NASCAR® fans for more than 50 years. In celebration of this event, Thomas Kinkade created NASCAR® Thunder. **David Textiles** puts you front and center for the race with this Nordic Fleece Throw.

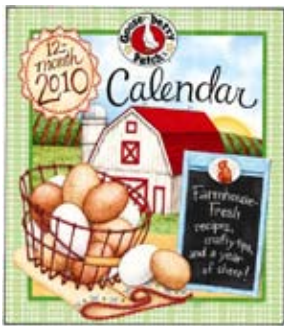


The Earth Collection from **AmeriBag** is made with eco-friendly recycled PET, a state-of-the-art recycled material. They blend ergonomic, organizational features in a variety of different style and color choices offering a great alternative in an environmentally conscious, quality bag.



Enchanting vintage images combine fashion and style to create “wearable art”. The charms are a collage of images and patterns. Each uniquely embellished to add a bit of flair from **Bella Essentials** by **Popular**.

The Buzz



Gooseberry Patch's bestselling 2010 wall calendar is filled with recipes, ideas to inspire your customer all year round and unforgettable watercolors throughout. Plenty of room to jot down special occasions on the days...stock up now!



Funny Feet by **Bestever** continues to be a bestseller. Often imitated, never duplicated! These soft plush toys stand on their own “funny feet”! Their feet allow them to stand freely without assistance. Check out all the hot styles.

l.n.i.t.i.a.l Success continued...



The new wine stoppers are an easy, inexpensive way to truly personalize a gift. The monogrammed wine stoppers from **Lazart** will stand alone or pair nicely with a bottle of wine. Perfect for a gift basket, hostess gift, favor or stocking stuffer.



Wellspring has been selling initials for many years and that experience translates into assortments that get more of the

best-selling letters! Each **Chic Chat** note card features a different initial and coordinating design. Packs include eight note cards and envelopes.

In addition to the extensive ornaments to personalize for families, **Kurt Adler** offers a colorful Alphabet Assortment. Each letter includes a hook to hang additional letters and is available with a display rack, reorder by individual letter.

Manual Woodworkers monogram wallets accommodate all the necessities. Each wallet is black with an elegant white letter and designed

to keep you organized and stylish! Matching tote bags are also available.



Identify your luggage with stylish and vibrant initial luggage tags. **Initial It!** from **D.M. Merchandising** continues to generate strong sales. Each durable luggage tag includes a name tag insert on back and a bonus mini zipper pull.



introducing new vendors



CliC Goggles
10% Discount
(800) 577-3947
www.clicgoggles.com

CliC readers, protective medical glasses and sunglasses have a unique, patented magnetic front connection with an adjustable form-fitting headband. CliC readers are available in fashion color prepacks or by strength. Free countertop displays available with minimum opening order. As seen in Oprah Magazine and on CSI NY.



Designer Greetings
10% Discount
(800) 654-6960
www.designergreetings.com

As an award-winning, family-owned company, Designer Greetings takes pride in producing one of the most extensive greeting card lines in the United States – over 20,000 everyday and seasonal cards unrivaled in quality, value and depth. With styles ranging from traditional to alternative, their cards are sure to move and amuse.



Dr. Hess Udder Ointment
10% Discount
(801) 232-5985
www.udderointment.com

Dr. Hess products have been providing relief for dry skin, chaffing, chapped lips, cracked heels, eczema, and diaper rash for over 100 years. It is a perfect remedy for healing over-washed hands, bed sores, minor cuts and burns. Udder Ointment offers unmatched healing properties. Your satisfaction is 100% guaranteed.



Grass Roots Creations
10% Discount
(866) 303-6070
www.grassrootscreations.com

Grass Roots Creations (home of Beadworx) is introducing Priss & Peach; delightful miniature ceramic flower gardens, handcrafted from natural materials using the eco-friendly process of "cold casting". Varieties include cactus gardens, orchids, bonsai miniatures, and crystal embedded bouquets in glass plates.



Plushy Feely Co / Kimochis
10% Discount
(415) 454-4600
www.kimochis.com

Kimochi (KEY.MO.CHEE) means "feeling" in Japanese. Kimochis are small pillows with a feeling (happy, sad, brave) printed on one side, and an expression on the other. Each plush character includes a set of three feelings and a how-to Feel Guide. They help give kids a fun, safe way to identify and express feelings through play.



Teeny Tiny Optics
10% Discount
(888) 833-6984
www.teenytinyoptics.com

Teeny Tiny Optics offers stylish and essential 100% UV protection eyewear for infants through teens. Free counter displays available with minimum opening order. Merchandise stocked all year round and can ship immediately. Protecting children's eyes, just like their skin, from harmful and damaging UV rays is equally important.



Vandor LLC
10% Discount
(800) 755-5966
www.vandorgifts.com

For the past 50 years, Vandor has been providing quality, innovative products capturing the essence of cultural icons, music legends, popular super heroes, and enduring characters. John Wayne, Betty Boop, Elvis, Wizard of Oz, and The Beatles are just a few featured on their mugs, clocks, playing cards and tin totes.

In the News

Leanin' Tree is excited to partner with MasterPieces Puzzle Company to bring you a broad line of premium quality puzzles, craft kits, games and accessories. Members will receive a 10% discount.



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Vendor Updates

Gregg Gift Company's merger with Enesco is complete. Effective January 2010, Enesco will be responsible for all business relating to Gregg Gift Co. As a result Gregg Gift will no longer be extending a discount to Retail Advantage Group.

Due to a lack of orders, the following Vendors will no longer be extending a discount to Retail Advantage Group Members: Cherry Designs Inc. DCWV Home Psalm 23 Jewelry Stroke of the Heart Inc. U.S. Balloon Company

Noteworthy Displays

Debbie Skaggs from Louisville, KY shares that "The purse display in front of my cash register is an eye catcher that draws people in! The purses and wallets are from **Kristine Accessories** and people were grabbing them out of the box before I had time to set up the display. I have to say that usually I cannot give away a purse of any type so I shy away from ordering them; but these colorful items caught my eye so I took a chance. I'm glad I did."



Birds of a Feather



The *Songbird* collection is part of the *Nutcracker Designs* line by **Candym/Accent Group**. Inspired by singing birds and blooming flowers, the group offers a whimsical feel to the season. This line is accented with antiqued ivory pieces to create a charming atmosphere.

This adorable bluebird comes with a cord for easy hanging. Just one of the fun designs in the Chubby Birdhouse collection from **Red Carpet Studios**. The colorful bird is a perfect garden accent for year round use, while adding a hint of charm to your garden!



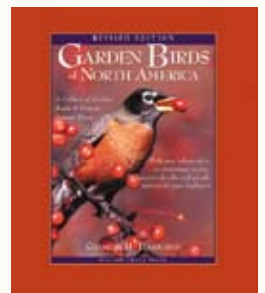
Hand-painted symbols and their significance are the basis for the *Meanings of Life* greeting cards from **Cardthartic**. This line has been gaining momentum and gathering a following among retailers and customers. Infinite number of symbols means endless possibilities.

American Expedition's 16-ounce steel coffee mug is the perfect companion for bird-watching. The insulated stainless steel construction and colorful illustrations combine to give the nature-enthusiast a great functional gift that represents their passion for nature and wildlife.



The broadly appealing wood-carved styling and messages have made The *Fioretti Collection* one of the strongest and popular introductions from **Gifts of Faith**. This line provides tradition, updated style and meaningful designs creating a perfect solution for gift-giving.

Here is a vivid color portfolio of 60 of America's most popular, interesting and colorful garden birds. A bird book for gardeners and a garden book for birders, *Garden Birds of America* from **Willow Creek Press** is a stunning winning collaboration.



Decorative metal garden chimes are a welcome addition to any outdoor space. **Sunset Vista Designs** collection includes an extensive selection to customize your backyard with cheerful, stunning outdoor garden decorations.

Wild Republic's *Audubon Birds* series is going strong. Birding is the second most popular hobby in the United States. Each bird resembles its namesake and when squeezed, plays a sound recording of their particular song.

