



# Network News

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*Trends. Savings. Community.*

*April / May 2024*

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Cover Photo Credit: burton + BURTON



# Winter Wonders: Enchanting Retail Selections for Christmas 2024

For Christmas 2024, we've gathered a collection of products that resonate with the warmth, cheer, and elegance of the season. These are more than just products; they're invitations to celebrate and create memories; they're the accessories to our celebrations, the backdrop to gatherings, and the tokens of love shared between friends and family. Prepare your store for a season of magic and wonder, and let these handpicked items be the stars of your winter showcase.

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**1. Soothing Skin Care:** The harsh winter demands extra care for our skin, and what better way to address this than with an intensive hand repair cream. Infused with shea butter plus essential oils and packaged in a design that evokes a wintry forest, this hand cream is perfect for those seeking respite from the dry, cold air.

**BOSTON INTERNATIONAL** (10%)  
(800) 637-5061 [bostoninternational.com](http://bostoninternational.com)

**2. Green Thumbs & Merriment:** Encourage customers to bring a bit of greenery indoors with plant grow kits. Compact and easy to start, these kits—featuring spruce, aloe, and Christmas basil—are delightful stocking stuffers or thoughtful gifts for plant lovers.

**BUZZY, INC** (10%)  
(866) 232-5463 [buzzyseeds.com](http://buzzyseeds.com)

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## Holiday 2024: Classic Elegance Meets Nature and Colorful Innovations

*In holiday and fall 2024, traditional aesthetics reign, with an emphasis on classic colors, enduring icons, and timeless styles.*

*Nature-focused looks featuring neutral color palettes and natural, sustainable materials reflect the evolving preferences of consumers.*

*Metallic accents and LED lights are the must-haves for the season and are essential for adding a touch of luxe and sparkle. Color, color, and more color!*

*A trend towards more color is emerging, transitioning from soft pastels like pinks, lavenders, blues, and peaches to bold, attention-commanding hues—expect color to saturate every aspect.*



*The perfect holiday item? Ornaments that double as tree decorations and meaningful gift embellishments, transforming into cherished keepsakes.*

– Marla Marcus,  
Vice President  
Creative of Two's  
Company

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3.



**3. Festive Toasts:** Raise a glass to the festive season with elegantly designed wine glasses adorned with subtle winter motifs. These glasses add a touch of class to any Christmas table and are ideal for those holiday toasts.

**ENESCO LLC** (10%)

(800) 436-3726 [enescobusiness.com](http://enescobusiness.com)

4.

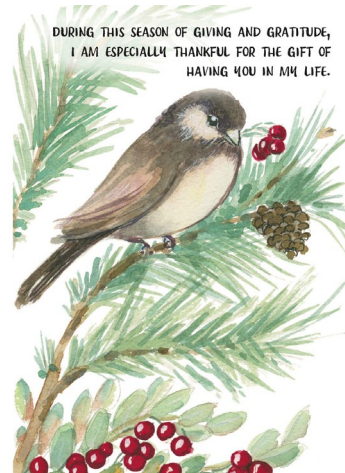


**4. Seasonal Scents and Scenery:** Usher in the wintry wonder of the season with these enchanting trays featuring majestic reindeer and stately evergreens in a serene forest setting, each detail glittering with a touch of snow. These charming accents are perfect for creating a festive tableau on a mantelpiece or as an inviting centerpiece for the holiday table.

**EVERGREEN ENTERPRISES INC.** (10% ex Sports LED and Metal Wall Décor)

(800) 774-3837 [www.myevergreenonline.com](http://www.myevergreenonline.com)

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**5. Greeting the Season:** Heartfelt messages deserve to be conveyed on paper that matches their sentiment. Stock a range of greeting cards that feature delicate winter scenes, giving customers a way to express their gratitude and well wishes for the holidays.

**IT TAKES TWO, LLC** (10%) (800) 331-9843

[ittwholesale.com](http://ittwholesale.com)

**6. Festive Cheer & Feathered Friends:** Spread the holiday spirit with this charming Christmas card. This delightful design showcases a tiny bird perched on a snow-dusted evergreen, decked with ripe red berries. Below, a vintage metal bucket, playfully labeled “North Pole,” cradles the miniature tree and is adorned with a rustic “JOY” ornament, invoking warmth and nostalgia.

**LEANIN TREE INC.** (10%) (800) 525-0846

[tradeleanintree.com](http://tradeleanintree.com)



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## Melrose Unveils: Infinity Lights & Gold-Infused Decor Illuminate Tradition and Fun

*“As a prominent trend for Melrose, EkkoLight Infinity Lights redefine the essence of fun with their captivating design. These dynamic fixtures inject spaces with a playful ambiance, sparking joy and igniting the imagination.”*

*“At Melrose, we’re witnessing a resurgence of opulent gold-infused holiday decor, bringing a touch of luxury to spaces. Anticipated to make a significant impact this season, inspirational elements reflect a renewed interest in tradition and heritage, offering a sense of comfort and connection in uncertain times.”*

**Ken Fetgatter**, Lead  
Showroom Designer with  
Melrose International, LLC

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▲ **Luminous Decor:** Accentuate the ambiance of any space with unique candle holders that offer a modern yet rustic charm. These pieces serve as a reminder of the timeless tradition of lighting up our homes during the longest nights of the year.  
**KALALOU** (10%) (800) 249-4229  
kalalou.com



▲ **Ornaments of Joy:** No Christmas tree is complete without ornaments. Offer a variety of options, from traditional motifs such as cardinals perched on branches to more contemporary designs. These make for cherished gifts and are keepsakes that will be hung on the tree with fondness year after year.  
**KURT S. ADLER, INC.** (10%)  
(800) 243-9627 kurtadler.com



▲ **Elegant Embellishments:** Lastly, gold deer figurines provide a glamorous touch to holiday displays. They can stand majestically among the seasonal decor, captivating the gaze of all who revel in the festive atmosphere.  
**MELROSE INTERNATIONAL LLC** (10%)  
(800) 282-2144 melroseintl.com



# Display Inspiration

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**2024 Fall + Holiday Trends:  
Nostalgia, Joy, and Artisanal  
Elegance with burton and BURTON**

*Evoking the delightfully cheerful + celebratory spirit of the seasons, our 2024 Fall + Holiday Trends encompass feelings of nostalgia, lighthearted joy, and peacefulness. Through their display of various textures, colors, and finishes, enhanced by a range of artisanal, earthy details applied to traditionally sophisticated motifs, our trends aim to create more harmonious comfort in our homes as well as greater heartfelt delight in all our festivities.*

- burton + BURTON

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*This retail display features a rustic and earthy arrangement, with a strong natural and woodland theme. At the center of the composition are several handcrafted wooden Christmas trees, paired with real green foliage and pinecones, enhancing the natural, organic feel of the display.*



*The retail display in the image showcases a winter-themed window design featuring an array of birch tree trunks adorned with twinkling star ornaments, creating a festive and enchanting woodland scene. Additional decorative elements include fairy lights, hanging stars, and a plush animal toy, contributing to the overall cozy and whimsical atmosphere.*





The retail display depicted in this image exudes a festive, natural charm, themed around the holiday season. It features an assortment of Christmas decorations arranged and strategically placed on rustic wooden crates. Hanging from above are delicate ornaments that add a layer of depth and interest to the scene. Various decorative objects such as pinecones glittered in gold, snow-white spherical ornaments, and woven balls made of natural fibers, all contribute to the textural richness of the display.



The central feature of this stunning retail display is a large, eye-catching arrangement of dried branches, adorned with twinkling fairy lights that create a magical, sparkling effect. The table hosts an array of products, with a color scheme of whites, creams, and soft grays, contributing to the winter-inspired aesthetic. Among these items are various textured decorations, as well as glass jars, ceramic ornaments, and intricately patterned cushions, adding layers of visual interest and tactile appeal. The layout of the display, with its varying heights and textures, invites shoppers to browse and discover, encapsulating the essence of the holiday season.

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## Ganz Highlights: Heritage and Nostalgia Shape Modern Holiday Décor Trends

*Important trends in home décor and modern living are influencing holiday decorating. More than ever, we see the emergence of Heritage Influences. A return to ornate, vintage expressions in décor and accessories pairs with rich jewel-toned palettes with emphasis on shades of red to bring an upmarket feeling to dressy holiday environments. We also see a return to Nostalgia with the popularity of home crafting and needlework expressions. As younger audiences enjoy activities of handcrafting, an appreciation for Christmas heirlooms based on mid-century, retro influences increases, and the warmth of a simpler time resonates.*

- The Team at Ganz



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# Spotlight Selections

Dive into our collection and discover the products that are currently shaping our world, making waves in the media, and earning spots on must-have lists. It's not just about staying ahead of the trends—it's about experiencing the best of what's out there, as validated by trusted sources and enthusiastic consumers alike.



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1. Discover the convenience of **BLENDI** (10%), the cordless and compact portable blender designed for on-the-go lifestyles. Small enough to slip into any bag or purse, it effortlessly whips up smoothies in seconds! (860) 338-7500 [blendiblender.com](https://blendiblender.com)
2. Step into comfort with **SOCKWELL'S** (10%) women's featherweight fancy socks. Blending style and therapeutic benefits, these socks offer light compression, perfect for all-day wear. Elevate your sock drawer with this chic and beneficial addition. (423) 643-0821 [sockwellusa.com](https://sockwellusa.com)
3. Embrace the joy of **HUGIMALS** (10%), the softest, most huggable plush friends you'll ever meet! Perfect for gift-giving or snuggling up, these adorable weighted companions bring comfort and smiles to everyone. [hugimalsworld.com](https://hugimalsworld.com)
4. Enchant your senses with **MIXOLOGIE'S** (10%) Charmed perfume rollerball. Its scent combines a daring spice infusion, perfect for a captivating and long-lasting aroma on the go. (866) 731-4169 [wholesale.mymixologie.com](https://wholesale.mymixologie.com)
5. Indulge in the cozy warmth of **BROKENTOP BRANDS** (10%) Cardamom Vanilla Soy Candle. Handcrafted for a soothing ambiance, this candle blends spicy cardamom with sweet vanilla, perfect for creating a tranquil home atmosphere. (541) 306-3079 [brokentopcandleco.com](https://brokentopcandleco.com)
6. Brighten any space with **MODGY'S** (10%) Polkie vase, an expandable and shatterproof home decor piece that combines playful polka dots with innovative design, perfect for adding a pop of color and fun to your floral displays. (800) 626-6349 [modgy.com](https://modgy.com)



# INTRODUCING



## ASOBU BY ADNART



10% Discount | (888) 738-9021  
asobubottle.com  
Opening \$200 | Reorder \$200

Inspired by Japanese culture, asobu means fun and playful, and that is what they keep front and center in the design of their products. An Asobu bottle is designed with an emphasis on the aesthetics while always adding that element of fun in each of their unique bottles.



## CARSON GIFTS



10% Discount | (800) 888-1918  
carsongifts.com  
Opening \$250 | Reorder \$250

Carson is built on the idea that all their products should be exceptional in design and quality for an excellent value. They have grown into a wholesale distributor of exclusive gift and inspirational merchandise, as well as garden decor. They believe that retail stores should have access to merchandise that inspires.



## ELLASTEIN JEWELRY



10% Discount | (646) 904-5885  
ellastein.com  
Opening \$500 | Reorder \$100

Ellastein creates demi-fine jewelry using real diamonds and recycled 925 Sterling Silver. On a mission to be gentle to the planet and empower the women on it. Their jewelry is handcrafted by female artisans in India using ethically sourced, natural diamonds.



# INTRODUCING



## FRAGRANCE MARKETING GROUP



10% Discount | (952) 466-7417  
naturalinspirations.com  
Opening \$300 | Reorder \$150

Natural Inspirations is a luxurious, plant-based bath + body line that supports a healthy lifestyle. Their products nourish skin with rich, botanical ingredients and no harsh toxins. Indulgent, spa-grade products are available in seven clean, fresh fragrances. They are women-owned and operated and manufacture their products in the USA.



## LORI PORTKA - HAPPINESS THROUGH ART



10% Discount | (315) 491-6488  
loriportka.com  
Opening \$100 | Reorder \$75

Lori Portka offers a diverse line of stationery, gifts, and home décor created from original paintings. They create artwork designed to connect with people in a genuine and wholehearted way. The artist's work features vibrant images dedicated to love, joy, kindness, and compassion. Perfect gifts for friends and loved ones for any occasion.



# Bow Beautiful: The Delightful Return of Bows in Every Aspect of Style

Retailers, get ready to tie up your sales with charm as bows make a grand entrance this season, riding high on a wave of popularity fueled by whimsical TikTok trends. Bows, those enduring symbols of femininity and playfulness, are making a comeback, adorning everything from hair accessories to decorative home pieces. This resurgence blends the flirtatious coquette vibe with grandmillennial flair, offering a blend of nostalgic and contemporary aesthetics.



**1.** Illuminate your look with **BANDED'S** (10%) hair elastics, featuring radiant gold bows atop plush black bands. Perfect for enhancing a sleek low ponytail or adding sparkle to a playful high ponytail. (615) 628-8159 [banded2gether.com](http://banded2gether.com)

**2.** Dazzle with **TRANSPAC'S** (20% on P1 Prices) crystal earrings adorned with a coquettish bow on top. Wear them with any holiday outfit to create the ultimate festive look. (800) 449-9903 [transpacbrands.com/pages/transpac](http://transpacbrands.com/pages/transpac)

**3.** Accessorize with flair using the PRO-Coquette from **LOVEHANDLE** (10%). The sleek, functional grip for your device that combines practicality with Parisian-inspired style. (281) 778-2051 [lovehandle.com](http://lovehandle.com)

**4.** Accentuate your style with **LAURA JANELLE'S** (10%) elegant bow-shaped earrings, featuring a radiant blend of gold and white pearls for a touch of glamour to any look. (844) 366-6900 [laurajanelle.com](http://laurajanelle.com)

**5.** Exuding vintage charm, the **LAUREN-SPENCER GROUP, LLC** (10%) bow brooch dazzles with pink crystals, a classic piece infusing elegance into any ensemble. Perfect for collectors and fashion aficionados alike. (877) 352-8736 [www.lauren-spencer.com](http://www.lauren-spencer.com)

**6.** Adorn your neckline with **GANZ'S** (10%) exquisite Bow Necklace, a delicate blend of elegance and charm, available in gold or silver to complement any outfit with a touch of grace. (800) 724-5902 [www.ganz.com](http://www.ganz.com)



# Buzz Worthy April Giveaway

*Enter to win at [purchasingpowerplus.com](http://purchasingpowerplus.com)*



## GIVEAWAY

The Original Sock with a Pocket – and the Only Sock With A Patent. A fun and functional sock line unlike any other in the world – they have a pocket! Pocket Socks are exciting, eye-catching, fun and so practical - from holding your keys, credit cards, ID, cash, phone and even passports. Ideal for concerts, hiking, work outs, travel, or when you just need an inconspicuous pocket for your stuff!

*Three recipients will be chosen to win a prize valued at \$30, \$60, or \$120.  
These amounts can be applied to a future wholesale order from Pocket Socks!*

## Pocket Socks

18% Discount | (888) 494-7769 | [pocketsocks.com](http://pocketsocks.com) | Opening \$240 | Reorder \$100

# Buzz Worthy May Giveaway

## pünchkins.



Punchkins is a new brand of plush that's stuffed with personality. Each plushie features a punny punchline that's so relatable it will make you LOL. Our plushies are made from high-quality materials. They're soft, durable, and even have a weighted bottom. With over 75 styles, there's a gift for everyone!

## GIVEAWAY 1

Winner receives choice of:  
4 Free Punchkins on next order

*\$30 Value*

## GIVEAWAY 2

Giveaway 2: Winner receives choice of: 5  
Free UNbearables on next order

*\$50 Value*

## GIVEAWAY 3

Winner receives choice of: 3 Styles of all  
new BITES Bag Charms (3 units each),  
4 Punchkins, 2 UNbearables, and  
1 Puffie Pillow on next order

*\$110 Value*

## Punchkins

10% Discount | (860) 245-1170 | [punchkins.com](http://punchkins.com) | Opening \$75 | Reorder \$75



# Eclectic Finds from Our Editor's Desk

From the functional to the fanciful, our editor's picks are an eclectic mix, each with its own story and charm. Dive into the delightful assortment that has captured our hearts and landed a spot on our radar.

1.



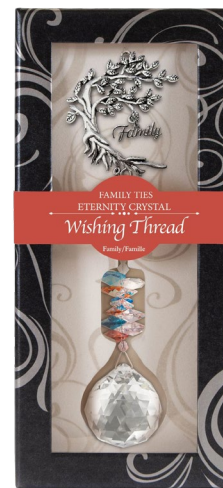
2.



5.



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4.



1. Chambray Charm: Starting off with a dash of playfulness, these compression socks are an ideal choice for those in the medical profession or anyone seeking comfortable and supportive legwear.

**RENFRO BRANDS HOTSOX** (10%) (855) 258-1571 hotsoxb2b.com

2. Lavender Luxuries: Immerse yourself in the tranquil essence of lavender with this selection of soaps and lotions. The calming fragrance and the soothing properties of shea butter unite to pamper your skin and soothe your senses.

**GREENWICH BAY TRADING CO.** (10%) (800) 323-1209 gbsoaps.com

3. Gourmet Glee: For the foodies, we present the It's Poppin' Cheezy Popcorn. This isn't your average snack—it's a cheesy extravaganza in a bag. Bold, flavorful, and utterly irresistible, it's the perfect companion for movie nights or when you're craving a gourmet crunch.

**IT'S POPPIN'!** (10%) (608) 296-5102 itspoppinwholesale.myshopify.com

4. Serene Wellness: Dive into the world of wellness with Twine's CBD-infused body butter. With its promise of rest and relaxation, this little jar is a gateway to tranquility and a testament to the soothing power of nature-infused self-care.

**TWINE** (10%) (770) 367-1936 twinecbd.com

5. Tech-Savvy Tidiness: In our digital age, even our earbuds need a spa day. Meet the innovative cleaning kit for tech accessories, ensuring your gadgets are as spotless as they are functional. It's the little things that often bring the most joy, and clean earbuds are no exception.

**WELL-KEPT** (10%) (404) 973-9080 staywellkept.com

6. Crystal Keepsakes: A symbol of family ties and the continuity of love, the shimmering elegance of the 'Wishing Thread' crystal ornament is a decorative piece captures light and legacy in equal measure.

**WISHING THREADS** (10%) (800) 294-2792 wishingthreadus.com



# Vendor Profiles

Discovering More About Our PPP Vendors



## HOTSOX®

HOTSOX'S is all about making a **STATEMENT!** They're here to help you express your style with socks that are born out of the latest trends in pop culture. From Fashion to art to music and whatever else people are talking about, HOTSOX is a place for anyone to find something they love.

When you step into a pair of HOTSOX, you step into the world feeling seen and celebrated with socks that tie you together with your community, interests, and the latest fashion trends.

HOTSOX welcomes people of all walks of life to tap into their self-identities and find something that expresses their own unique style. From essentials, fashion, and statement socks they are a place for anyone to find something they love. No matter who you are, when you step into a pair of HOTSOX, you make a statement!

10% Discount | (855) 258-1571 | [hotsoxb2b.com](http://hotsoxb2b.com) | Opening \$150 | Reorder \$100



Welcome to Odyssey Toys, your #1 source for toys, stuffed animals, remote controlled cars, trucks, drones and much more. They take extreme pride in the fact that their products are not only made with high-quality materials, but that they're also easy to use and affordable.

Odyssey Toys has been inspiring fun and innovation since 1995. From the very beginning, their goal has always been to provide customers with high-quality, well-crafted toys that are not only fun to play with but are also easy to use and affordable. What began as a simple mom and pop operation has transformed into a burgeoning toy wholesaler and manufacturer. Their toys can be found in over 500 stores nationwide and the Caribbean.

Odyssey Toys is more than just a toy company. They believe the foundation of every business should be based on how you treat people, from employees to business partners to customers. This is why they're proud to say that they have strict, ethical hiring practices with employees from all walks of life and various backgrounds. They've also built and maintained long-standing, successful relationships with our factory partners overseas.

They are proud to be a trusted and verified toy manufacturer. Their sourcing group is also strong, which ensures that the newest, most innovative products are made available for you at an affordable cost. They are always looking for opportunities to expand. If you're a retailer that's interested in collaborating with us, please reach out to our marketing department.

10% Discount | (305) 933-4480 | [OdysseyToys.com](http://OdysseyToys.com) | Opening 1 cases | Reorder 1 cases



# Paper & Personality

Your stationery selection should be both diverse and discerning, providing options for utility and decoration, practicality and pleasure. By offering a variety that encompasses both form and function, retailers can ensure that their customers find the perfect stationery items to express their unique styles and meet their daily needs.

1.



2.



1. Meet the charming I'm Just Your Type typewriter plush from **PUNCHKINS** (10%). A quirky and cuddly companion perfect for writers and vintage enthusiasts alike! (860) 245-1170 [punchkins.com](http://punchkins.com)

2. Organize, create, and inspire with the All the Things, 3-in-1 Journal from **THE LANG COMPANIES INC.** (10%). Find your ultimate companion for thoughts, tasks, and sketches (800) 262-2611 [dgamecasupscale.com/the-lang-companies-1](http://dgamecasupscale.com/the-lang-companies-1)

## We're Thrilled to Announce PPP Vendors Among *Louie Awards Finalists*

The Greeting Card Association (GCA) has recently unveiled the finalists for the industry's prestigious 35th annual Louie Awards.

This year marked a significant increase in participation, with 1,229 greeting cards submitted by 228 companies across 57 categories, reflecting a 21% rise in overall entries and a 40% increase in participating companies compared to 2023. A distinguished panel of 78 judges, including card publishers, retailers, sales representatives, and industry leaders, evaluated the submissions at seven regional hubs nationwide.

**Nora Weiser, GCA executive director**, commented on the event's success, stating, "*The surge in entries for this year's Louie Awards speaks volumes about the vibrancy of the industry. It is exciting to witness the caliber of cards, inventiveness of makers, and emergence of new companies being recognized — including those being honored in our seven new categories.*"

We are especially excited to share that among the finalists are PPP vendors **Calypso Cards**, **Up with Paper**, and **UWP Luxe**, showcasing the exceptional talent and creativity within our retail community.

To explore the incredible range of finalist greeting cards, visit the online **Louie Awards finalist gallery**.

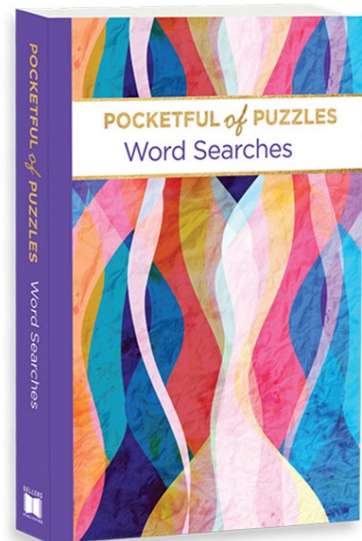


3. Tuck into a world of brain teasers with **SELLERS PUBLISHING, INC.** (10%) *Pocketful of Puzzles*. Compact and clever, this collection offers on-the-go mental challenges for puzzle enthusiasts seeking a quick and satisfying mental workout. (800) 625-3386 [rsvp.com](http://rsvp.com)

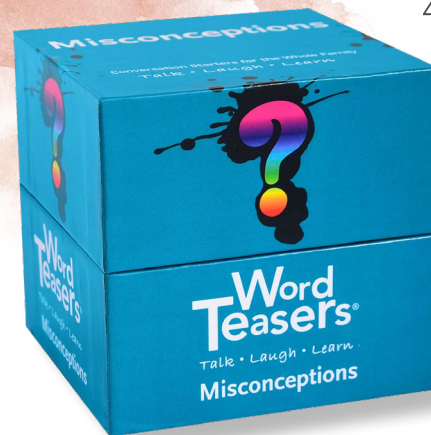
4. Challenge your knowledge with **WORDTEASERS'** (10%) *Misconceptions* game. It's a delightful deck that will debunk myths and spark conversations, perfect for gatherings where laughs and learning go hand-in-hand. (888) 967-3877 [wordteasers.com](http://wordteasers.com)

5. Solve puzzles in style with the Tornado Sudoku pencil from **RETRO 1951, INC.** (10%). This mechanical pencil combines fun and functionality, making it a favorite among enthusiasts and collectors alike. (800) 466-1951 [retro51.com](http://retro51.com)

3.



4.



6. Plan your weeks with joy using **PETER PAUPER PRESS'S** (10%) 2025 Playful Pups Weekly Planner. Adorable and functional, it's the perfect companion for dog lovers to stay organized and uplifted throughout the year. (914) 681-0144 [peterpauper.com](http://peterpauper.com)

7. **RAINCAPER'S** (10%) decorative note cube pads combine function with flair, offering stylish convenience for jotting down reminders or leaving sweet messages. Perfect for desk, home, or as a thoughtful gift. (877) 789-9975 [raincaper.com](http://raincaper.com)

5.



6.



7.





# BOLD GLAMOUR:

## *Essentials for the Modern-Day ‘Mob Wife’ Aesthetic*

Step into a world where boldness meets sophistication, and every item is a statement of luxury and empowerment. Our unique collection embraces the ‘Mob Wife Aesthetic,’ a trend dominating social media platforms like TikTok. This aesthetic celebrates the lavish lifestyle, moving away from minimalism to embrace the extravagance and bravado reminiscent of iconic television and movie personalities. Here’s a glimpse into the opulent items that define this trend.

1.



**1.** The Statement Lanyard: The leopard print lanyard is a perfect blend of function and flair. It’s an everyday essential that promises to keep your keys and ID in sight while elevating your style with its wild print.

**BONITAS INTERNATIONAL** (5%)  
(888) 726-6533 [bonitaswholesale.com](http://bonitaswholesale.com)

2.



**2.** Sip in Style: This black leopard print commuter mug is more than a drink vessel; it’s a fashion statement. Designed for those who carry their coffee like a trophy, it ensures your on-the-go beverages are kept hot or cold, all while displaying a fiercely stylish exterior.

**ELEMENTAL** (10%) (657) 777-4179  
[elementalbottles.com](http://elementalbottles.com)

3.



**3.** Elegant Comfort: Move over traditional throws and welcome this sophisticated cape with fur trim. This piece is about more than just staying warm; it’s a versatile fashion staple that adds a layer of chic to any outfit, exuding charisma and a commanding presence.

**K&K INTERIORS, INC.** (10%)  
(877) 647-0111 [kkinteriors.com](http://kkinteriors.com)





4.

**4. Glittering Companion:** For the little things that matter, we present a glittering gold cardholder. It's compact, sparkling, and screams luxury, ensuring even your business cards are handed out in style.

**LIFEGUARD BRANDS GROUP** (10%).

(800) 992-3006

[lifeguardbrands.marketttime.com](http://lifeguardbrands.marketttime.com)



5.

**5. Scent of Sophistication:** Perfume is the invisible accessory that completes any look, and our chosen fragrance comes in a bottle as grand as its scent. With notes that hint at a narrative of allure and opulence, this perfume is a must-have to leave a lasting impression.

**MICHAEL MALUL LONDON PERFUMES**

(10%) (614) 551-7707 [michaelmalul.com](http://michaelmalul.com)



6.

**6. Chic Adornments:** No glamorous look is complete without jewelry, and our selection includes a statement bracelet that's a constellation of periwinkle blue, crystal, and gold-tone accents. It's the wrist companion that can take any outfit from ordinary to extraordinary.

**PERIWINKLE BY BARLOW'S** (10%)

(800) 654-6074 [periwinklebybarlow.com](http://periwinklebybarlow.com)



7.

**7. Snug Opulence:** For those who find comfort in their luxury, this cashmere-like wrap with soft fur detailing is just the thing. It's cozy enough for a night in and stylish enough for a statement piece at your next gathering.

**QUEEN'S DESIGNS** (10%)

(404) 589-9897 [queensdesigns.com](http://queensdesigns.com)



# Creating a Whimsical Kids' Corner: A Guide for Retailers

A well-thought-out Kids' Corner can be a haven of wonder for the little ones and a much-appreciated respite for parents. Consider these delightful items for an enchanting Kids' Corner that will keep families returning.

**1.** Engaging Puzzles and Activities: Begin with a selection of engaging puzzle books such as *Best. Puzzles. Ever.* which are brimming with activities that challenge and delight young minds. Featuring word finds, mazes, and crosswords, these books are perfect for keeping children engaged and entertained.

**BROADSTREET PUBLISHING GROUP** (10%)  
(952) 300-6250 [broadstreetpublishing.com](http://broadstreetpublishing.com)

**2.** Plush Companions: No child's shopping experience is complete without the comfort of a soft plush friend. Consider adding a cuddly dog plush pillow that doubles as a comforting companion and a whimsical room decoration, inviting a sense of homey warmth to your Kids' Corner.

**FIRST & MAIN INC.** (10%).  
(800) 726-1400 [firstandmain.com](http://firstandmain.com)

**3.** Cozy Footwear: Keep tiny toes warm with fun, food-themed plush slippers, like those in vibrant doughnut designs. They are not only practical for the cooler weather but also add a playful touch to the children's apparel section.

**OOOH YEAH/SOCK IT UP** (10%)  
(909) 378-5703 [jywholesale.com](http://jywholesale.com)

**4.** Magical Decor: What's more magical than a unicorn balloon? These enchanting decorations can float above the Kids' Corner, creating a dreamlike atmosphere that ignites children's imaginations and provides the perfect backdrop for family photos.

**MAYFLOWER DISTRIBUTING CO. INC.** (10%)  
(800) 678-4892  
[www.mayflowerdistributing.com](http://www.mayflowerdistributing.com)





5. Protective Eyewear: With the increasing screen time in kids' lives, protective blue block eyewear is not only a health-conscious choice but also a stylish one. These glasses can be both a thoughtful and fashionable addition to your young customers' daily wear.

**MILA WHOLESALE'S** (10%) (702) 685-3730 milawholesale.com

6. Strategic Play: Stock your shelves with games like the fast-paced strategy game "Ultimo," which encourages problem-solving and critical thinking in a fun, competitive format. It's a great way for kids to interact and challenge each other.

**MOBI** (10%) (866) 765-6624 playmobi.com

7. Innovative Accessories: Consider offering accessories that are as functional as they are fun, like pocket socks. These socks aren't just warm; they come with a small pocket for kids to carry their tiny treasures.

**POCKET SOCKS** (10%) (888) 494-7769 pocketsocks.com

8. Creative Keys: Santoki character keychains provide a personal touch to children's backpacks or house keys, offering both personality and a sense of ownership.

**SANTOKI** (10%) (855) 726-8654 santoki.com





*Incorporating these items into your Kids' Corner will not only enhance the shopping experience but also build a community of returning customers who feel their children are valued. By investing in this special space, you're providing more than just entertainment—you're giving families a reason to stay longer and explore all that your store has to offer.*

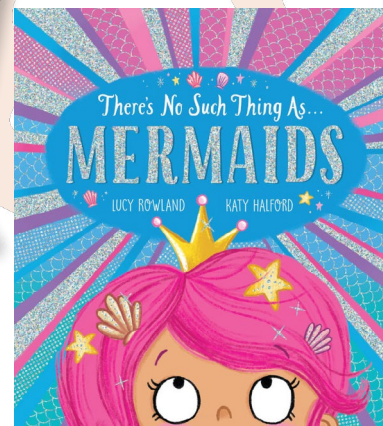
9.



**9.** Artistic Adventures: Encourage creativity with magic paint books that allow kids to express themselves artistically without the need for separate paints. Just add water and watch as vibrant colors come to life.

**SAVVI** (10%) (866) 297-2884 savvistuff.com

10.



**10.** Storytime Favorites: No Kids' Corner would be complete without a selection of books. "There's No Such Thing As... Mermaids" is just one example of the kind of stories that can transport young readers to worlds of adventure and magic.

**SCHOLASTIC INC.** (10%) (888) 724-1872 scholastic.com

11.



**11.** Comforting Pal: Introducing the Snuggle Puppy, a plush toy that promises to be every child's buddy. Dressed in a vibrant blue tee, this soft, huggable friend is designed to be a comforting pal for little ones, ideal for cozy bedtime stories or as a playtime sidekick.

**SNUGGLE PUPPY HERO** (10%) (800) 463-4107  
snugglepuppy.com

12.



**12.** Sensory Stickers: The Scratch 'n Sniff stickers from Trend Enterprises are a delightfully interactive way to engage a child's senses; perfect for decorating notebooks or rewarding accomplishments. Each colorful sticker releases a unique fragrance when scratched, ranging from the sweet scent of grape jelly to the rich aroma of chocolate.

**TREND ENTERPRISES, INC.'S.** (10%) (800) 328-0818  
trendenterprises.com



# FRIDAY FLING

Don't miss out on our **Second Annual Friday Fling!** April 26th is not just any Friday—it's your golden ticket to amazing savings. Our select PPP Vendors are rolling out the red carpet with an exclusive offer of **FREE FREIGHT** for all PPP Retailers placing orders on this special day. It's a prime opportunity to amplify your margins and stock up on best-sellers or try new products with absolutely no shipping costs.

Simply register here for our Friday Fling to unlock a special code that will provide you with not only Free Freight, but also your PPP Discount and standard net terms. Be sure to note any specific parameters that come with this deal—they're straightforward and outlined for your convenience.

This is more than just a promotion; it's a thank you—a gesture to show appreciation for your continued support and to enhance your membership. By participating, you not only save significantly but also invest in the strength and growth of our PPP Vendor community. Your engagement is vital, and together, we can continue to develop and deliver initiatives that benefit us all. Let's make the most of 2024, including the Friday Fling savings extravaganza!

## PARTICIPATING VENDORS:

|                                        |                               |                    |
|----------------------------------------|-------------------------------|--------------------|
| <b>BLENDi</b>                          | <b>Leanin' Tree</b>           | <b>Santoki</b>     |
| <b>Blue Mountain Arts</b>              | <b>Lifeguard Brands Group</b> | <b>Sockwell</b>    |
| <b>Bonitas International</b>           | <b>Mixologie</b>              | <b>Sok-It</b>      |
| <b>Bonne et Filou</b>                  | <b>molly&amp;you</b>          | <b>Toysmith</b>    |
| <b>Direct Fragrances</b>               | <b>Nashville Wraps</b>        | <b>TWINE</b>       |
| <b>Harry D. Koenig &amp; Co., Inc.</b> | <b>P. Graham Dunn</b>         | <b>WordTeasers</b> |
| <b>Harvest House Publishers</b>        | <b>Pictura Inc</b>            |                    |
| <b>JIGGY Puzzles</b>                   | <b>Punchkins</b>              |                    |

*Learn more and Register Here!*

# Empowerment through Unity: *The Impact of Choosing PPP Vendors*

In the spirit of collective progress and mutual success, we strongly advocate for our retailers to exercise their influence by prioritizing purchases from PPP Vendors. Your purchasing decisions have power — they can drive change and foster a united community where each member supports one another. When vendors witness the tangible benefits of being a PPP Vendor through your focused buying patterns, they are more inclined to join and contribute to our community. This unified approach is pivotal; it's not just about individual transactions but about building a thriving ecosystem.

Your choice to buy from PPP Vendors propels us forward, enabling us to enrich the resources and opportunities available

to you. By consolidating your purchasing with PPP Vendors, you reinforce the foundation of our retail network. This solidarity allows us to enhance the benefits we offer, such as our comprehensive seasonal Market Preview Booklets, invigorating Morning Coffees, valuable Travel Incentives, and our much-anticipated Exclusive Events.

Let's leverage our collective buying power. Together, we can inspire more vendors to come aboard, thus strengthening our community and the benefits we can all enjoy. Your commitment to this cause is invaluable and deeply appreciated. Let's continue to grow and support each other in every endeavor.

## VENDOR UPDATES

The following Vendors will no longer be extending a discount to our Retail Members: Effective February 1st: Chemo Beanies, Texas Toy Distribution, LumieWorld LLC, Flipo Group, Ltd.; SM Distribution March 1st: MMA International / Silver Stars Collection, Schiffer Publishing Ltd., Volatile Footwear, Pocket Plus, Top Trenz Inc; Headbands of Hope



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