



Network News

Trends. Savings. Community.

June / July 2024

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Cover Photo Credit: Pomegranate

Summer Vibes

In a retail world where staying trendy and current is key, integrating a tropical theme into your product lineup offers a refreshing, year-round summer vibe. Inspired by the latest Pinterest trend predictions, which highlight “Tropic Like It’s Hot” as a continuing trend, these carefully selected products not only capture the essence of tropical warmth but also promise to keep the summer spirit alive in your store throughout the year.



1. AURORA WORLD INC. (10%): This adorable plush from Aurora World is not just a cute face; it's eco-friendly, made from recycled materials. Its vibrant pink hue and soft, cuddly texture make it a perfect tropical companion for all ages, promoting sustainability in the most charming way. (888) 287-6722 auroragift.com

2. BANANA PANDA (10%): Dive into the deep blue with Banana Panda's Ocean Animals Puzzle. This engaging 200-piece puzzle features a rich array of sea life, making it an educational yet fun activity for kids. It's designed to spark curiosity about marine biodiversity and offer hours of entertainment. (310) 904-2369 bananapanda.com

3. CARDTHARTIC (10%): Capture the serene beauty of the ocean with this inspiring greeting card from Cardthartic. Featuring the calming quote, “There are few problems sitting by the sea won't solve,” this card is perfect for sending a message of peace and relaxation to anyone needing a reminder of the ocean's soothing presence. (800) 814-8145 cardthartic.com

4. DIRECT FRAGRANCES (3%): Bring the scent of a beach walk into daily life with this exquisite eau de toilette from Maison Margiela. Its notes of salt, sun-kissed skin, and fresh air recreate the memory of a day by the sea, perfect for those who long for summer's embrace all year round. (800) 800-4208 directfragrances.online

Staying Ahead of the Curve: Leveraging Pinterest Predicts for Strategic Retail Buying

Retailers aiming to remain at the forefront in a rapidly evolving market can gain a significant edge by utilizing trend forecasting tools like Pinterest Predicts. This resource provides insights into emerging trends by analyzing increasing user activities such as searches and pins on Pinterest. Knowing which styles, colors, or themes are trending can help retailers make informed decisions about their inventory, aligning product offerings with consumer interests, and potentially boosting sales and customer satisfaction. By incorporating these insights into their market strategies, retailers can maintain competitiveness and adapt to consumer preferences.

The latest report from Pinterest Predicts for 2024 reveals several exciting trends that could influence retail buying strategies, including:

- **BLUE BEAUTY:** Aquamarine makeup is back and bolder than ever. In 2024, Gen Z and Millennials will find new ways to incorporate this 60s staple into their modern beauty routines.
- **HEAD TO GLOW:** Bodycare will have a major moment in 2024. Boomers and Gen Z will double down on luxury lotions and in-home spa experiences.
- **CAFÉCORE:** Emphasizing sophisticated coffee culture aesthetics, this trend spans fashion to home decor, reflecting the growing interest in café-inspired settings.
- **HOT METALS:** Silver tones and bold chrome—so hot right now. Metallics will make their way into the mainstream in 2024 as Gen Z and Millennials trade in their neutrals for something a bit more hardcore.
- **REST STOPS AND INCUBATORS:** Focusing on wellness and celebrating personal milestones, these trends suggest potential in products supporting relaxation and personal growth.
- **TROPIC LIKE IT'S HOT:** Tropical themes are proliferating across various categories, suggesting a year-round summer vibe, as featured in this issue of Network News.

For those looking to delve deeper into these insights, visiting the [Pinterest Predicts page](#) can provide valuable information to guide buying decisions at market events, ensuring that inventory remains fresh and relevant.



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5. FOX CHAPEL PUBLISHING (10%): This innovative activity book from Fox Chapel Publishing allows children to paint with water to reveal colorful ocean scenes. It's mess-free, reusable, and perfect for young artists eager to explore aquatic adventures through their creativity. (844) 307-3677 foxchapelb2b.com

6. JIGGY PUZZLES (10%): Jiggy Puzzles offers a stunning puzzle that's not only a fun challenge but also a piece of art worth framing. Featuring lush tropical flora and vivid colors, it's perfect for puzzle enthusiasts looking to add a splash of the tropics to their decor. (626) 375-4813 jiggypuzzles.com

7. LIFE IS GOOD (10%): Embody the laid-back, sunny vibes of La Jolla with this stylish t-shirt from Life is Good. Adorned with palm trees and blooming flowers, it spreads positivity and comfort, making it a great addition to any casual wardrobe. (888) 339-2987 lifeisgood.com

8. SIMPLIFIED SOAP (10%): Simplified Soap's collection of Dead Sea Salt blends, including scents like White Tea, Rugged, and Lemon & Lavender, offers a spa-like experience at home. These salts are perfect for detoxifying, relaxing soaks that transport the senses to tranquil, tropical waters. (361) 649-9385 simplifiedwholesale.com

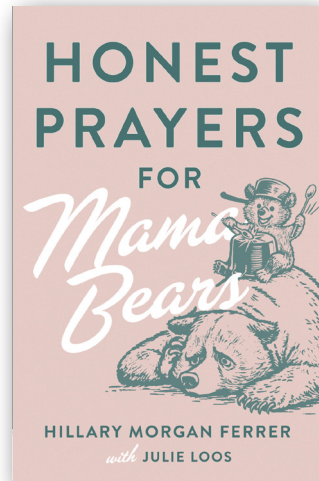
Faithful Finds: Selecting Meaningful Gifts for the Spirit

Faith-based gifts have long been popular, though there was a notable shift over the past seven to eight years towards more general spiritual items. However, recent trends indicate a resurgence in specifically God-centered gifts, as highlighted here.

1. CHRISTIAN ART GIFTS (10%): This elegant mug features a lush floral pattern against a dark navy background with the inspiring scripture “Be Still & Know” from Psalm 46:10, offering a moment of peace with every sip. (800) 521-7807 www.christianartgifts.com



2. HARVEST HOUSE (10%): “Honest Prayers for Mama Bears” by Hillary Morgan Ferrer with Julie Loos provides spiritual encouragement through prayers and stories tailored for mothers, making it a heartfelt gift for nurturing faith during challenging times. (888) 501-0160 harvesthousepublishers.com



3. HOSANNA REVIVAL (10%): Embellished with the phrase “She is clothed with strength and dignity,” this beautifully illustrated journal offers a personal space for reflection and growth, aiding in spiritual and personal resilience. (513) 226-3005 hosannarevival.com



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4. LAURA JANELLE (10%): This soft, grey t-shirt featuring the word “Faith” scripted elegantly, combines comfort with a powerful, faith-based message, suitable for those who cherish subtle yet meaningful expressions of their beliefs. (844) 366-6900 laurajanelle.com

5. ROMAN - ALEXA’S ANGELS (10%): This delicate necklace with a pendant engraved with “God is only a prayer away” serves as a constant reminder of faith and comfort, perfect for gifting on special occasions or as a sentimental keepsake. (800) 729-7662 roman.com

INTRODUCING



KNOTTING HILL INC



15% Discount | (416) 992-1191
suregripkitchentowels.com
Opening \$100 | Reorder \$75

Knotting Hill Inc., are dedicated to elevating ordinary products into exceptional essentials, enriching your life with innovation and creativity. Join them and witness the enchantment of innovation firsthand beginning with their signature brand, Sure Grip Kitchen Towels; a kitchen towel with grip so it doesn't slip.



THE GERSON COMPANIES



10% Discount (Discount may exceed 10%, Varies by Product, ex. Super Buy/Gold Items) | (800) 444-8172
gersoncompany.com
Opening 1 case | Reorder 1 case

Family owned and operated for over 80 years The Gerson Companies has provided a wide range of products to retailers worldwide. Leaders in Harvest/Halloween/Christmas/Spring seasonal products as well as home décor. They were one of the first providers of LED Candles and recently launched a scented candle program that has been well received.



MW WHOLESALE



10% Discount | (800) 296-9485
mwwholesale.biz
Opening \$300 | Reorder \$300

For over 30 years, MW Wholesale has supported retailers worldwide, with imaginative, joyful products. MindWare features educational, award-winning items tailored to the needs of parents, teachers, and children. Their Peaceable Kingdom brand offers wholesome, adorably designed products that nourish children's social-emotional and cognitive development. Lasting play value is paramount, and quality is never compromised.

Delight in Halloween with “Not Too Spooky” Retail Selections Perfect for Family Fun

As Halloween approaches, it's the perfect time for retailers to captivate families with themed merchandise that celebrates the joy and festivity of the season in a light-hearted way. From charming home decor to unique treats and toys, here's a curated selection of Halloween items designed to add fun and whimsy to any celebration.



1. BLUE SKY CLAYWORKS (10%): Enhance your Halloween decor with this whimsical ceramic cookie jar. Designed as a smiling pumpkin with a friendly spider perched on top, this jar is perfect for storing sweet treats and adding a playful touch to kitchen counters or party tables.
(909) 930-6200 blueskyclayworks.com

2. BONNE ET FILOU (10%): Treat canine companions to their own Halloween celebration with these artisanal dog cookies. Decorated in classic Halloween colors and shapes like pumpkins and ghosts, these treats are not just tasty but also a delightful way for pet owners to include their furry friends in the festivities.
(917) 979-5955 BonneEtFilou.com

3. DESIGN DESIGN (10%): Make trick-or-treating an even more exciting adventure with stylish, durable bags adorned with classic Halloween motifs, such as pumpkins, ghosts, and candy corn. These bags are perfect for collecting treats and can be a festive accessory for any Halloween outfit.
(800) 334-3348 designdesign.us

4. DOUGLAS CO. INC. (5%): Add a unique and adorable twist to your Halloween plush selection with this caterpillar plush, complete with a whimsical leaf hat. This charming plush is ideal for both children and adults, offering a cuddly companion for the spooky season.
(800) 992-9002 douglascuddletoy.com



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5. GIFTCRAFT INC. (10% - 5% Charlie Paige & ex Cartwheels): For a fun and quirky gift idea, stock these best-selling plush toys shaped like iconic pieces of candy corn. These vibrant and soft plush toys are not just cute; they're a non-traditional nod to Halloween that can double as festive decorations or cuddly toys. (877) 387-4888 giftcraft.com

6. TAG (10%): Refresh your inventory with these eye-catching dish towels that feature festive Halloween designs. Ideal for party decor or as a seasonal kitchen accessory, these towels blend functionality with fun, sporting vibrant patterns and colors. (800) 621-8350 www.tagltd.com/en/

7. UP WITH PAPER / UWP LUXE (10%): Provide your customers with delightful pop-up Halloween cards featuring a scene of friendly woodland creatures celebrating around a candy-filled cauldron. These cards are perfect for sending festive cheer to friends and family. (800) 852-7677 wholesale.upwithpaper.com

UNLOCKING BENEFITS AND BUILDING COMMUNITY: *Monthly Giveaways and Buzz Worthy Program Success*

Every month, we partner with a vendor to host a giveaway exclusively for our stores, giving you the opportunity to win products to test in your own store. This is an excellent way to explore new product lines, support our vendors, enhance your membership benefits, and create in-store promotions. Are you taking full advantage of your PPP Membership by participating in our monthly giveaways? Your active engagement is crucial for us to continue offering these valuable opportunities.

We are excited to share that our Buzz Worthy Program has awarded over \$9,200 in retail value giveaways between January 2023 and May 2024!

Thank you for your continued participation and support, which are essential for maintaining a vibrant and thriving retail community. We look forward to bringing you more exciting opportunities in the future!





Buzz Worthy June Giveaway

Enter to win at purchasingpowerplus.com



Buzz Worthy July Giveaway



Sok-It is the leading premium brand of soft personal beverage coolers! Made from high-quality, fabric- coated neoprene, in a wide variety of styles representing the latest fashion trends their “SOKS” keep your favorite beverages cold longer while protecting hands and surfaces. Never suffer from wet, cold hands or puddles again.

Three winners will receive a voucher valued at \$50, to be used towards future orders.

Sok-It

10% Discount | (513) 817-3995 | sok-it.com | Opening \$350 | Reorder \$150



Pomegranate is a 50-year-old family-run business that sets out to make transformative experiences more readily available through products like puzzles, calendars, notecards, games, books, and stationery. Our calendars, notecards, and puzzles are printed with safe, environmentally responsible inks and papers. Our puzzle pieces are thick, interlock immaculately, and have minimal dust.

GIVEAWAY 1

Winner receives a choice of 3 Circular Puzzles on the next order \$35 Value

GIVEAWAY 2

Winner receives a choice of 3 1000-piece puzzles on their next order \$35 Value

GIVEAWAY 3

Winner receives choice of: 3 Box Note sets on next order \$30 Value

POMEGRANATE

20% Discount | (800) 227-1428 | pomegranate.com | Opening \$150 | Reorder \$150

Get Well Gifts: Our Heartwarming Selection!

1. AVANTI PRESS, INC. (10%): Brighten a patient's day with vibrant and cheerful greeting cards. For instance, a card featuring a colorful rainbow and a smiling sun with the message "Hope you're feeling brighter soon" can uplift spirits and convey warmth and well wishes from loved ones. (800) 228-2684 avantipress.com

2. BURTON + BURTON (10%): Nothing says "get well soon" like a bouquet of cheerful balloons paired with a cuddly plush toy. This combination is perfect for both children and adults, bringing a smile and a sense of comfort. (800) 241-2094 burtonandburton.com

3. EARTH ANGEL BY CLOCK IT TO YA (10%): Encourage and inspire with beautifully designed mugs. A gentle reminder like "Although I'm sure it won't be long before you're up and feeling strong, I am sending my love and this 'Earth Angel' mug to pass get well wishes along to you!" on a simple yet elegant mug can make a warm drink more comforting. (800) 848-8144 earthangelusa.com

Curating a diverse and appealing range of get-well products is crucial for catering to patients, visitors, and staff. Including a variety of thoughtful and comforting items can significantly enhance the shopping experience by providing convenience and a touch of warmth during challenging times. Here are some thoughtful product selections that can brighten someone's day and offer comfort when it's most needed.

4. FIRST & MAIN INC. (10%): Add a touch of whimsy with themed plush toys, such as a teddy bear dressed as a bee with a "Bee Well" message. This playful and heartwarming gift can cheer up anyone, providing a friendly and comforting presence. (800) 726-1400 firstandmain.com

5. OUTSIDE THE BOX (10%): For something a little different, consider items like a nurse-themed ID badge holder adorned with pink crystals. It's practical for medical staff but also a fun pick-me-up for anyone who might appreciate a blend of utility and style. (800) 977-4704 badgeapeel.com

6. PICTURA (10%): Offer products that combine practicality with artistic flair. A card that depicts a serene setting with a potted plant, fresh fruits, and a cozy blanket, overlaid with the text "Feeling under the weather?" not only serves as a get-well message but also as a delightful piece of art. (973) 890-1070 picturausa.com



Discover Fresh Finds on Social Media

We invite all our retailers to join us on our social media platforms! This is your gateway to discovering exciting products and insights that can enhance your offerings. Make sure to follow us to stay updated and take full advantage of the opportunities PPP provides.



Here we have highlighted a few recent vendor led posts featured across our platforms:



▲ **BAUDELAIRE** (10%): Baudelaire provides straightforward grooming essentials, transforming daily routines into luxurious rituals. Their products cater to the needs of the modern man, focusing on enhancing personal care with quality and ease. (800) 327-2324 baudelaire.com

► **GUARDIAN BELL** (10%): The Guardian Bell is a perfect, thoughtful gift, offering luck and protection. Small yet meaningful, it's ideal for impulse buys and has consistently received high praise for its quality and charm. (860) 365-5731 guardianbell.com



► **OOLY LLC** (10%): Add sparkle and scent to your writing with OOLY's Yummy Yummy Scented Glitter Gel Pens. These pens bring fun and creativity to any artistic endeavor, making them great gifts or lovely additions to your stationery collection. (760) 231-7603 ooly.com

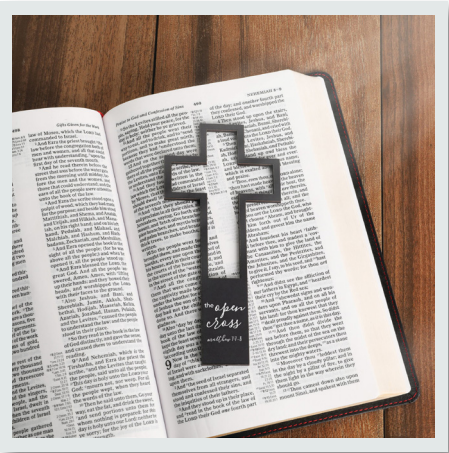


▲ **BABY PAPER** (10%): Baby Paper is designed to entertain and engage babies through tactile and auditory stimulation. Safe, soft, and perfect for little hands, it's an excellent choice for a baby's first toy, providing joyful sensory play. (847) 272-5588 babypaper.com



Vendor Profiles

Discovering More About Our PPP Vendors

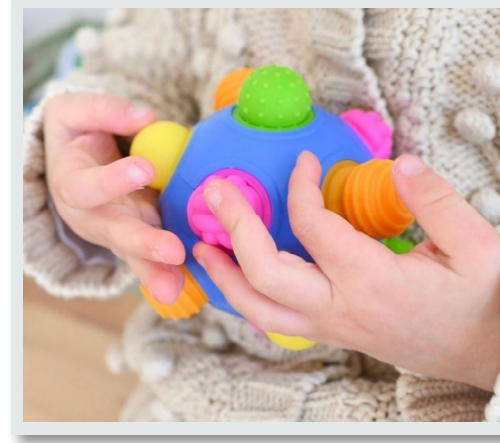


P. Graham Dunn is a leading, domestic manufacturer of inspirational art, gift, and home décor. Located in the World's largest Amish and Mennonite Community in Northeast Ohio for over 40 years, it's a company with a rich heritage, strong work ethic, and vision for the future. Operating a 266,000 sq. ft. manufacturing and distribution center, the company supplies retailers with products that warm the heart and inspire the soul.

**P. Graham
DUNN**

- Uplifting & Inspirational Rustic Home Décor Over 40 Years in the Industry
- Made in the USA
- Localized Custom Décor
- Officially licensed manufacturer of collegiate home décor and gifts

10% Discount (ex laser products) | (800) 828-5260 | wholesale.pgrahamdunn.com | Opening \$250 | Reorder \$100



Möbi Games Inc. was created to reflect shared passions and values: having fun and finding joy in what they do, connecting to people while unplugging from things, making a difference in the lives they touch and embracing learning wherever and whenever possible.

They started with numbers. From there, they've added more toys and games to their unique product line. They work with doctors, therapists, parents and of course little ones to make toys that are fun and educational with developmental attributes built into each and every product. They pride themselves on design, function and creativity. Their products are all made with high quality materials and love.

10% Discount | (866) 765-6624 | playmobi.com | Opening 1 cases | Reorder 1 cases

Relax and Reset

As the world moves at an ever-accelerating pace, the need for moments of relaxation and rejuvenation becomes more pronounced. Retailers have a unique opportunity to cater to this growing desire by offering products that help customers unwind and reset. This collection of carefully selected items is perfect for creating a serene shopping experience in your gift shop, each one promising to soothe the senses and offer a retreat from daily stresses.



1. BAMBOO TRADING COMPANY (10%): This elegant diffuser bracelet is more than just a beautiful piece of jewelry. Made with amethyst beads known for promoting calmness and spiritual wisdom, this bracelet pairs with a soothing 'Unwind' essential oil blend, allowing wearers to carry tranquility with them throughout the day. (800) 346-0225 bambootradingcompany.com

2. BASIC SPIRIT (10%): A thoughtful and serene addition, this meditation pebble features a simple yet profound meditative figure. It serves as a tactile reminder to pause and embrace mindfulness, making it a perfect pocket-sized piece for stress relief. (877) 245-3821 basicspirit.com

3. BEEKMAN 1802: Rich and indulgent, Beekman 1802's whipped body cream combines the refreshing scents of glacial mint and eucalyptus. Infused with goat milk, this cream not only moisturizes but also invigorates the senses, offering a luxurious way to unwind after a long day. (407) 351-5656 beekman1802.com

4. CALYPSO CARDS (10%): Encourage your customers to spread the gift of relaxation with this charming birthday card, featuring an illustration of a woman practicing yoga with her dogs. This card is perfect for reminding loved ones to take time for themselves, especially on their special day. (978) 287-5905 calypsocards.com

5. COMPENDIUM (10%): This beautifully designed book offers meditation exercises, reflections, and space for personal journaling. It is an excellent resource for those looking to deepen their meditation practice or simply incorporate moments of calm into their daily routine. (206) 812-1640 live-inspired.com

6. MOLLY&YOU (10%): What's more comforting than a warm, delicious cake that's ready in just minutes? Molly & You's single-serve cake mixes, available in delightful flavors like Celebration, Snickerdoodle Cookie, and Amaretto Pound Cake, are the perfect treat for a quick and easy indulgence. (888) 552-9768 molly-you.com

THE ART OF INVENTORY MANAGEMENT:

Refreshing Your Store with the Three-Move Rule and Effective Clearance of Shop-Worn Products

For retail businesses, especially gift shops and boutiques, the vibrancy and appeal of your product assortment are key to attracting and retaining customers. Two effective strategies to maintain an engaging shopping environment are the "Three-Move Rule" for unsold products and proactive management of shop-worn items. Here's how to implement these strategies to keep your store fresh and exciting.

THE THREE-MOVE RULE: KEEPING INVENTORY DYNAMIC

The "Three-Move Rule" suggests that if a product has been moved or highlighted in three different locations within the store and still hasn't sold, it's time to phase it out. Here's why this practice is beneficial:

- **Avoids Inventory Stagnation:** Products that linger create a stale shopping environment. Regular changes in inventory encourage repeat visits and increase the chances of impulse buys.
- **Maximizes Financial Health:** Unsold inventory ties up capital. Moving products out frees up resources to invest in newer, more desirable items.
- **Enhances Store Appeal:** Regular inventory updates keep the store environment fresh and engaging.

Strategies for Phasing Out Old Inventory:

- **Sales and Promotions:** Use seasonal sales, clearance events, or holiday promotions to clear old stock.
- **BOGO Deals:** These are effective for quickly moving inventory and providing value to customers.
- **Customer Loyalty Programs:** Offer special deals on older merchandise to make loyal customers feel valued.
- **Online Sales Channels:** Move products that don't perform

well in-store to an online platform where they might find a wider audience.

CLEARING SHOP-WORN PRODUCTS: MAINTAINING HIGH STANDARDS

Maintaining the allure of new merchandise is crucial for aesthetic value and business health. Shop-worn items—those that are marked, faded, or less appealing—should be managed proactively:

- **Customer Perception:** Customers prefer products that look new and untouched. Shop-worn items can reflect poorly on store management and product quality.
- **Inventory Health:** Regularly clearing out older and worn stock prevents inventory stagnation and makes way for newer, potentially more profitable items.

Creative Ways to Handle Shop-Worn Merchandise:

- **Seasonal Clearance Sales:** Align shop-worn item promotions with seasonal changes to meet customer expectations.
- **Bundling Products:** Combine less attractive items with new products at a discounted rate to increase overall value.

- **Flash Sales and Pop-Up Events:** These can create excitement and attract bargain hunters.
- **Donate for a Discount:** Offer discounts to customers who buy or agree to donate shop-worn items.
- **Online Outlet:** Sell shop-worn items at reduced prices online to reach customers who value discounts.

Commonly Shop-Worn Products in Gift Shops:

- Apparel, books, stationery, jewelry, and decorative items are susceptible to wear from handling and display.
- Candles and gourmet products can deteriorate in appearance or quality over time due to environmental factors or frequent handling.

By implementing the Three-Move Rule and effectively managing shop-worn merchandise, retailers can ensure their shops remain vibrant, attractive, and profitable. These strategies not only improve the financial health of the business by freeing up capital but also enhance the shopping experience, leading to increased customer satisfaction and loyalty. Retailers can transform potential sales losses into unique opportunities for customer engagement and inventory refreshment, keeping their stores dynamic and inviting.

Tech Support

In today's fast-paced and technology-driven world, it's essential to offer products that not only meet the needs of your customers but also enhance their daily lives. From tech device accessories like high-efficiency USB cables and cleaning cloths to practical items like reading glasses, these products provide functionality and convenience that customers appreciate. Carrying such items can significantly enrich your product lineup, cater to the tech-savvy consumer, and ensure your store remains a go-to destination!



1. BASAN CORD (10%): The BasanCord provides a fast charge and sync USB cable with a durable, braided design to prevent tangling. Its 6-foot length and Type C to Apple compatibility make it highly versatile. (888) 802-2726 basancord.com

2. SCOJO NEW YORK (10%): SCOJO's premium reading glasses offer a variety of stylish colors and designs, perfect for those requiring a visual boost while keeping fashion in mind. (888) 560-1060 scojo.com

3. SAVE THE GIRLS TOUCH SCREEN PURSES (10%): The Clip & Go Ice Chain from Save the Girls is a stylish and versatile phone strap. It offers more than meets the eye! The multifunctional design converts the crossbody into a wristlet or can be used as a fashion strap on a purse. (800) 862-4590 savethegirlswholesale.com

4. E-CLOTH, INC. (10%): The E-Cloth Cleaning Kit includes a high-quality microfiber cloth that effectively removes fingerprints and smudges without chemicals, ensuring a streak-free shine for all tech devices. (800) 677-4354 us.e-cloth.com

5. SMASHDISCOUNT (10%): Experience efficient charging with SmashDiscount's Wireless Charging Pad. This sleek, 15W fast-charging pad is compatible with all Qi-enabled devices, making it a stylish addition to any space. (888) 317-0154 smashdiscount.com

New and Noteworthy Products for Retailers: Creating Cohesive Displays Through Color Coordination

1. GOOSEWADDLE + PELLO (10%):

Introduce a touch of whimsy and comfort to any nursery with the Goosewaddle Nursery Pillow. This plush pillow features a charming pattern of white geese against a soft beige background, ideal for soothing any little one to sleep.

(252) 317-0578 goosewaddle.com

2. HAUTE DIGGITY DOG, LLC (10%):

Delight pet lovers with the Haute Diggity Dog Pawberry Vanilla Barking Tonic Plush, a playful and plush replica of a tonic can, complete with cute berry and paw print designs. This toy not only entertains pets but adds a quirky touch to any pet accessory corner.

(877) 861-7258 hautediggitydog.com

3. KIKKERLAND DESIGN (10%): Add a splash of creativity to your stationery offerings with these Kikkerland Design pens, available in a variety of patterns including bold stripes and speckles. These pens are perfect for writing or as a cheerful accessory on any desk.

(800) 869-1105 kikkerland.com

As retailers continually seek fresh and innovative products to capture the interest of customers, the challenge often lies in presenting these items in a visually appealing and cohesive way. By harnessing the power of color coordination, retailers can create displays that not only draw the eye but also enhance the shopping experience. Here are several new and noteworthy products that, despite their varied purposes, can be beautifully cross-merchandised through a shared color palette.



Cross-Merchandising Strategy

By focusing on a color palette that includes soft beiges, vibrant whites, and pops of primary colors, these products can be effectively cross-merchandised. For instance, the beige and white tones of the Goosewaddle Nursery Pillow can complement the natural and green hues of the 'Tiny Musicians' puzzle, creating a tranquil and cohesive look. Meanwhile, the more vibrant sponge cloths and pens can be displayed alongside the colorful Nashville Wraps gift bag, creating a dynamic and eye-catching section in the store.

This approach not only highlights each product's unique qualities but also demonstrates how seemingly unrelated items can work together to form a pleasing and coordinated display. Retailers can use these strategies to enhance visual merchandising and create an inviting shopping environment that encourages customers to discover and engage with new products.

4. LOLLALAND (10%): These eco-friendly Lollaland Sponge Cloths are a must-have for any household. Featuring vibrant colors and playful numbers and letters, they make cleaning up messes a bit more fun and are an excellent alternative to traditional paper towels. (310) 776-5655 lollaland.com

5. NASHVILLE WRAPS (10%): Packaging can be just as important as the product itself. The Nashville Wraps gift bag, with its striking abstract swirls of pink, blue, and orange, is perfect for elevating any gift, providing an eye-catching solution to gift-wrapping needs. (800) 547-9727 nashvillewraps.com

6. NEW YORK PUZZLE COMPANY LLC (10%): For those who enjoy a mental challenge, the New York Puzzle Company offers the 'Tiny Musicians' jigsaw puzzle. This puzzle features a serene forest scene with tiny musicians, blending art with entertainment in vibrant, soothing greens and earth tones. (347) 815-1234 wholesale.newyorkpuzzlecompany.com

RECAP FOR PPP RETAILERS: WELCOMING OUR NEW VENDORS IN 2024!

In this issue of our newsletter, we're excited to recap the array of fantastic vendors that have joined PPP this year. Each of these partners brings something unique to the table, enhancing our collective offering and providing you with new opportunities to captivate and serve your customers. Here are the dynamic companies we've featured:

- Asobu by AdnArt
- Carson Gifts
- Ella Stein
- The Gerson Companies
- Knotting Hill Inc
- Lori Portka - Happiness Through Art
- MW Wholesale
- Natural Inspirations
- Peaceable Kingdom

We've also created one-minute videos for each vendor, available on our video channel page. These videos offer a quick and informative way to learn about the diverse products and innovations each vendor brings. We encourage you to watch these videos to better understand how these new additions can enhance your product lines and customer satisfaction.

Thank you for your ongoing support and enthusiasm. By embracing these new partnerships, you are playing a pivotal role in our thriving retail community.



STRENGTHENING OUR COMMUNITY: *The Power of Supporting PPP Vendors*

We encourage our retailers to use their purchasing power to support PPP Vendors, driving change and fostering a united community. By prioritizing these vendors, you help demonstrate the benefits of our network, encouraging more to join and strengthening our ecosystem. This collective approach goes beyond individual transactions; it builds a thriving network that enriches the resources and opportunities available to you.

Your commitment to purchasing from PPP Vendors reinforces our community's foundation, enhancing benefits like seasonal Market Preview Booklets, informative Morning Coffees, valuable Travel Incentives, and Exclusive Events. Together, our

consolidated buying power can inspire more vendors to join, enhancing the advantages for everyone involved.

Let's continue to grow and support each other, leveraging our collective strength for mutual success.



Download your copy today!

VENDOR UPDATES

The following Vendors will no longer be extending a discount to our Retail Members:
Effective April 1st: Happy Wax. Effective June 1st: Kurt S. Adler, Inc.



**PURCHASING
POWER PLUS**
The Premier Healthcare Gift Shop Network

8350 Bee Ridge Road #170 | Sarasota, Florida 34241
(888) 221-3367

Stay in Touch



memberteam@purchasingpowerplus.net
www.purchasingpowerplus.com

