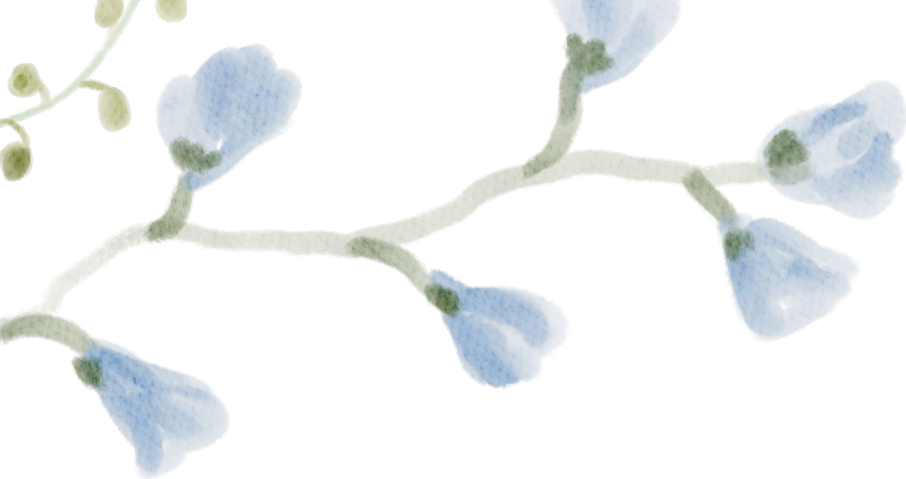




Network News

Trends. Savings. Community.

December 2025 / January 2026

PUBLISHED BI-MONTHLY BY PURCHASING POWER PLUS



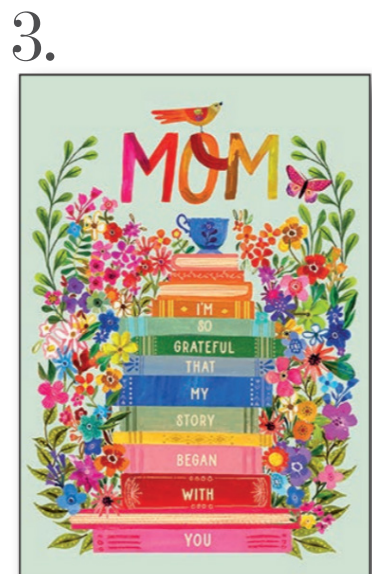
Cover Photo Credit: Compendium

MOTHER'S DAY MOMENTS:

Thoughtful Gifts, Designed to Last Beyond the Day

Mother's Day is more than a single Sunday in May. It's a moment to honor connection, the quiet strength, the daily grace, and the warmth that shapes families and friendships alike. The best retail stories this season don't end with the calendar; they evolve, carrying emotional resonance through spring and into everyday gifting.

This mix of products feels fresh yet timeless, pieces that can shift from holiday merchandising to ongoing "self-care" or "celebrating her" displays all year long.



1. **ELLA STEIN** (10% Discount)

Delicate, modern, and deeply personal, this diamond-accented "Mama" bracelet shines in its simplicity. A luxe but approachable gift, perfect for Mother's Day tables and baby boutique crossovers alike.

Contact: (646) 904-5885 | ellastein.com

2. **FARMHOUSE FRESH ORGANICS & NATURALS**

(10% Discount) The Full Moon Dip Iridescent Facial Mousse is self-care in its most luminous form. With peptides and retinol, it's equal parts skincare and sensory indulgence, a beautiful anchor for spa-inspired gifting. Contact: (888) 773-9626

farmhousefreshgoods.com

3. **LEANIN TREE INC.** (10% Discount)

Vivid, joyful, and unapologetically heartfelt, Leanin' Tree's Mother's Day cards capture the artistry of gratitude. Pair with florals, bath, or jewelry displays to add emotional lift and visual color.

Contact: (800) 525-0846 | tradeleanintree.com

4. **MELLOWWORKS** (10% Discount)

This customer favorite gift bag combines bold color with a playful side detail for a touch of personality. Printed on heavy, premium cardstock, it's sturdy enough for heavier gifts and stylish enough to use as a carryall around town.

Contact: (973) 216-7703 | shopmellowworks.com

RISE & SHINE: *Dallas*

Friday, January 9, 2026
8:30–10:00 AM

Dallas Market Center | Trade Mart, 2nd Floor, Suite 2844

Coffee, conversation, and what's next in retail. Join Purchasing Power Plus for a relaxed breakfast created to connect retailers and spark ideas for the year ahead.

We'll share insights on 2026 retail and merchandising trends followed by guided discussions around what's working in stores today in a welcoming, small group setting.

Seating is limited. Reserve your spot by

December 29, 2025.

5.



5. **PICTURA** (10% Discount)

Soft pastels meet bold graphic florals in this contemporary collection that celebrates mom through color and charm. It's an easy addition for retailers looking to freshen their card wall with optimism and modern warmth.

Contact: (973) 890-1070 | picturausa.com

6.



6. **TAG, LTD.** (10% Discount)

Tag's floral tea towel feels like a painted garden, cheerful, functional, and instantly giftable. Style it with mugs, hand creams, or candles for an effortless Mother's Day story that transitions beautifully into spring entertaining.

Contact: (800) 621-8350 | www.tagltd.com/



A Moment Made for Mom

A soft mix of florals, candles, and thoughtful little luxuries instantly creates a feeling of care. This kind of display invites shoppers to slow down, browse, and imagine the perfect gift for someone they love. The palette is gentle. The mood is warm. It's an easy way to set the stage for Mother's Day.

NEW MOMS, NEW BEGINNINGS

Everyday Comforts and Heartfelt Encouragements for Her Next Chapter

1. BLUE MOUNTAIN ARTS (10% Discount)
Gentle pastels, heartfelt words, and a touch of nostalgia make this card a tender keepsake for parents welcoming a little one. It's the kind of sentiment shoppers reach for when words fall short. Contact: (800) 525-0642 | sps.com

2. KINDRED BRAVELY (10% Discount)
Designed by moms, for moms, this soft nursing tee combines comfort and confidence. The fabric is breathable and functional, creating a perfect anchor for postpartum or self-care displays. Contact: (817) 504-7160
kindredbravely.com/pages/wholesale

3. MY FAIR ELLIE (10% Discount)
Bright, playful, and encouraging, these badge reels bring warmth to the workplace for nurses and caregivers supporting new mothers. A thoughtful addition to hospital or maternity gift assortments. Contact: (573) 469-3630 | myfairellie.com

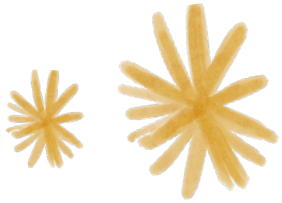
The best new mom assortments are built to feel like calm in the chaos—practical, comforting, and beautifully giftable. When displayed near your Mother's Day collection, these pieces extend the story, keeping your presentation relevant long after the holiday. The result is a thoughtful, ever-fresh mix that celebrates motherhood in all its stages.



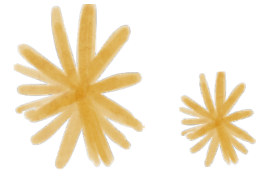
4. NUANGEL (10% Discount)
Made in the USA by women-owned hands, NuAngel's 100% cotton nursing pads are soft, hypoallergenic, and reusable. They offer both comfort and sustainability, aligning beautifully with year-round wellness merchandising. Contact: (256) 729-5000 | nuangel.com

5. THE GOOD BOOK COMPANY (10% Discount)
The New Baby Survival Guide offers faith-based encouragement in approachable, bite-sized readings. An uplifting choice for new moms who appreciate small, meaningful moments of reflection. Contact: (866) 244-2165 | thegoodbook.com

GET HAPPY *Bright Gifts That Bring a Little Sunshine to Every Day*



A cheerful display can lift more than just the mood of a space — it invites connection, joy, and an easy sense of optimism that shoppers can take with them. The trick is in the mix: sunny yellows, playful pinks, and tiny details that feel like smiles on a shelf. These lighthearted finds bring a sense of delight to every corner, whether you're designing a “just because” gifting area or a cheerful spring table that reminds everyone good things are ahead.



1. CALYPSO CARDS (10% Discount)

Their “Happy B-Day” collection is all about color and kindness, pairing simple messages with art that radiates positivity. Perfect for birthday assortments or any card wall that needs a little extra joy.

Contact: (978) 287-5900 | calypsocards.com

2. GOLD MEDAL INTL. (10% Discount)

Snuggle Buds from Gold Medal Intl. - Snuggle Feet socks bring happy feet and bright smiles. With playful patterns and soft cotton comfort, they make fun, easy add-ons for gift baskets or everyday impulse displays.

Contact: (212) 889-7800 | goldmedal-intl.com

3. LIFEFORCE GLASS (10% Discount)

Each glass stone carries a cheerful phrase and a splash of color. Display them in bowls by the register for a quick pick-me-up purchase that spreads encouragement one pocket at a time.

Contact: (800) 828-3870 | liforceglass.com



4. TAGCO USA (10% Discount)

From ladybugs to butterflies, these patterned compression socks combine comfort and personality. A playful way to add color to wellness or uniform sections.

Contact: (630) 317-7685 | tagcobulk.com

5. LUCKY FEATHER (10% Discount)

The “Sunshine of Happiness” necklace is a simple, golden reminder that joy can be worn daily. Beautifully carded for gifting and ideal for front-table or self-care displays.

Contact: (818) 759-2555 | luckyfeather.com

6. OUTSIDE THE BOX (10% Discount)

Whimsical and kindhearted, their smiley-face party goods and décor create effortless happiness. Pair with bright tableware and florals to build a joyful, color-splashed story.

Contact: (800) 888-0338 | outsidethebox.com

SUNNY KITCHENS

Bright Looks and Fresh Finds to Warm Every Countertop

There's something irresistible about a cheerful kitchen. From zesty lemon motifs to honeybee patterns and golden sunflowers, these bright finds turn the everyday into something to smile about. Mix them into seasonal displays, layer with fresh florals, or feature them in spring reset stories that inspire customers to bring the sunshine in.

1. **BEEKMAN 1802** (10% Discount)

The Sunshine Lemon hand and body care duo pairs their signature goat milk base with a fresh citrus twist. Beautifully packaged and ideal for kitchen sinks or hostess gifting.

Contact: (407) 351-5656 | beekman1802.com



2. **BETTY BLU** (10% Discount)

Lemon Bundt Cake Wax Melts blend lemon peel, sugar, and vanilla cake for a scent that's pure happiness. Each melt is shaped like a tiny dessert, ready to brighten any home display.

Contact: (941) 500-4089 | bettyblu.com

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4. **DESIGN DESIGN** (10% Discount)

Set the table with Bee Happy plates — a floral, honeycomb design that celebrates the season. Great for spring luncheons, picnics, or sunny garden displays.

Contact: (800) 334-3348 | designdesign.us

5. **KNOTTING HILL INC** (10% Discount)

The Sunflower Flour Sack Towel brings warmth and charm to any kitchen. Pair it with lemon-scented soaps and bright serveware for a cohesive spring-through-summer display.

Contact: (416) 992-1191 | suregripkitchentowels.com

3. **BUTTERIE** (10% Discount)

Smart, simple, and made for real kitchens. The Cooking Oil Bottle adds a hint of whimsy with its yellow cap and delicate design, perfect for practical yet stylish countertop organization.

Contact: (818) 678-9002 | butterie.com



COLORFUL TABLES FOR KID-SIZE FUN

*Building Displays that Spark
Imagination and Invite Play*

There's something magical about a display that speaks to kids on their level. Bright tables in mismatched hues instantly say come explore, creating a space that's not just for shopping, but for discovery. Think of it as a little world within your store—a corner where dragons can fly, narwhals can giggle, and stories come to life.

Start with a few painted tables in saturated tones—sunny yellow, aqua, coral, lime, or violet. Vary the heights to make it feel layered and alive. Use lower tables to draw little eyes toward plush characters or picture books, and stack up middle tiers with puzzles, art kits, or colorful

keepsakes. For texture, add baskets or wooden crates that soften the setup and make each piece feel collectible.

The goal is simple: to create an experience that invites interaction. When kids tug their parents over to see what's “down here,” you've created a moment of connection—and that's what turns browsers into buyers.

This type of layout pairs beautifully with the **Colorful Characters** product mix, mixing playful plush with books, stationery, and small gifts to tell a complete story. It's also easy to refresh seasonally, swapping colors or themes while keeping the joyful structure intact.



COLORFUL CHARACTERS

Creating a Playful Corner that Sparks Imagination

Every store needs a little space where color and curiosity come to life. A well-edited kids' corner invites joy, encourages storytelling, and gives families a reason to linger.

1. CHARLIE BEARS (10% Discount)

Each bear and creature from Charlie Bears feels like it wandered straight out of a storybook. Hand-finished details and expressive faces make these collectible companions irresistible to both kids and grown-up fans.

Contact: (561) 328-9936
charliebears.com

2. FUNTAZMA (10% Discount)

From vibrant plush narwhals to playful sea creatures, Funtazma's mesh-textured designs add color and dimension to any children's display. These bright personalities bring instant cheer and a pop of modern fun.

Contact: (888) 653-2471
moosh-moosh.com



3. GOFFA INTERNATIONAL (10% Discount)

A new collection of dragons and mythical friends takes plush to imaginative heights. Their bold colors and oversized charm make them perfect for focal points in toy or seasonal storytelling displays. Contact: (201) 528-8999 | giffausa.com

4. PETTING ZOO/ ZOOLOGEE (10% Discount)
Cuddly dinosaurs, axolotls, and magical creatures fill this line with energy and wonder. Their ultra-soft feel and playful forms make them ideal for sensory corners and gift tables alike. Contact: (888) 867-4059 | pettingzooplush.com

5. STEPHEN JOSEPH (10% Discount)
Color-forward and creatively designed, Stephen Joseph's children's gifts and accessories add whimsy to every setup. Their playful characters pair effortlessly with plush or apparel displays for cohesive, joyful storytelling. Contact: (800) 791-2877 | stephenjosephgifts.com

RETAIL 101 TIP SERIES:

Tip #2: Sell-Through Rate - The Number Every Gift Buyer Should Know

You can stock the most beautiful product in the world—but if it's not selling, it's just sitting. That's where **sell-through rate** comes in. In the gift industry, where shelf space is limited and seasonal turns matter, this is one of the most important numbers in your toolbox. It tells you what's working, what needs to go, and where your next dollars should (or shouldn't) be spent.

● WHAT IT IS (AND WHAT IT ISN'T)

Sell-through rate measures how much of a product you've sold compared to how much you brought in. It's not about total units sold—it's about **velocity** and **efficiency**.

HERE'S THE FORMULA:

Sell-Through = (Units Sold ÷ Units Received) × 100

If you ordered 48 angel figurines and sold 36, your sell-through rate is 75%. That's solid movement, especially if it happened over a 4–6 week window.

If you've only sold 10 of the 48 and it's been two months? That tells a different story.

● WHY IT MATTERS IN GIFT RETAIL

Gift shops—especially in hospital and pharmacy settings—aren't built for endless backstock. Your display space is finite. So every SKU needs to earn its keep.

High sell-through = the product is resonating.

Low sell-through = time to reconsider.

This metric helps you:

- Decide when to reorder (and when to hold off)
- Flag items that need a markdown or new location

- Spot underperformers by vendor or category
- Build a case for future buys with the data to back it up

Over time, tracking this number helps you buy smarter. You'll waste less on slow movers and double down on proven winners.

● INDUSTRY BENCHMARK

In the gift world, a **60–70% sell-through within a month or two** is typically a good sign—especially for trend-based or seasonal items. Slower turns might make sense for evergreen basics, but anything that's seasonal or space-consuming should be evaluated more aggressively.

And remember, **not everything needs to be a reorder**. Fast doesn't always mean profitable. Look at your margin alongside your sell-through before you commit.

● INSIDER TIP:

Combine barcode data with sell-through rates by vendor. If a certain line consistently moves at 70%+ with clean margins, it deserves front-and-center treatment—and a reorder strategy. If another line lingers at 20% sell-through despite good presentation, it's probably time to move on.

COMING UP NEXT:

We'll talk about **turn rates**—what they are, how they affect cash flow, and how many turns a year you *should* be aiming for in a gift shop like yours.





GAME NIGHT GATHERINGS

When the lights dim and the snacks come out, there's something special about a table full of laughter. Game night brings families together in ways few other traditions can — and it's back in full force. This colorful collection mixes classic play with clever new twists, offering something for every age and attention span.

1. BLUE ORANGE GAMES (10% Discount)

With Fifty Fruity, players bluff and giggle their way to the most bananas. It's fast, funny, and perfectly sized for checkout displays or family gift bundles. Contact: (415) 252-0372 | blueorangegames.com

2. DYCE GAMES (10% Discount)

First to Worst is a party game full of opinions, surprises, and belly laughs. Players rank topics from best to worst — and find out just how differently their friends think. Contact: dycegames.com

3. MW WHOLESALE - MINDWARE

(10% Discount) Qwirkle Rummy brings color and pattern play to the table with a fast-paced card twist. It's easy to learn, endlessly replayable, and a go-to for game night displays.

Contact: (800) 296-9485 | mwwholesale.biz

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4. NMR DISTRIBUTION (10% Discount)

Peanuts Family Bingo brings everyone's favorite beagle to the table. Simple, nostalgic, and filled with charm, it's a crowd-pleaser across generations. Contact: (661) 775-2546 | nmrbrands.com

5. TWO'S COMPANY (10% Discount)

These petite Wooden Pinball Games turn back time with old-school appeal and cheerful color. They're easy to gift, collect, or tuck into travel bags for fun on the go. Contact: (800) 896-7266 | twoscompany.com



INTRODUCING



LIGHTHOUSE KEEPER'S PANTRY

10% Discount
lighthousekeeperspantry.com
Opening \$250 | Reorder \$150

Lighthouse Keeper's is a small batch gourmet food line inspired by the life and recipes of a lighthouse keeper on Cape Cod, Massachusetts. The woman-owned line includes jams, hot sauces, condiments, sea salt blends and the bestselling Bloody Mary mix.



SILVER STARS COLLECTION

10% Discount | (800) 531-5316
mmasilver.com
Opening \$100 | Reorder \$50

Providing retailers with beautiful sterling silver jewelry for over 50 years. From sweet charms and studs to staple chains and the latest must-haves, you'll find classic, trendy, and unique jewelry to complement your store: low minimums, 95%+ in stock, next business-day shipping.



TERRAPIN RIDGE FARMS

10% Discount | (727) 442-3663
terrarinridge.com
Opening \$250 | Reorder \$250

Terrapin Ridge Farms creates unique flavors that consumers crave and can't make "at home." They believe food should always be an extraordinary experience. With their passion for innovative flavors and commitment to quality they inspire menus, dinners and crave-worthy snacks that create unforgettable and exciting dining every day.

COASTAL PREVIEW

*An early look at next
season's easy,
effortless style*

Winter has only just begun, but in the retail world, the horizon is always a few months ahead. As buyers plan for spring and early summer, coastal-inspired design continues to stand out, not as a trend tied to geography but as a feeling. It's the calm of open air, the brightness of blue and white, the way scent and texture can bring back days spent seaside, even from the heart of the country. These pieces blend freshness and familiarity, offering that sense of ease shoppers reach for year after year.



1. COTT N CURLS HLK BRANDS INC. (10% Discount)
The Beach Huts Tote channels the color and charm of seaside escapes with painterly detail, vibrant blue handles, and sturdy canvas construction. Both functional and nostalgic, it's a cheerful addition that turns everyday errands into a moment of lightness.
Contact: (325) 275-7124 | cottncurls.com

2. OPPORTUNITIES, LLC (10% Discount)
The Ocean Mist & Sea Salt Candle brings a soft coastal fragrance that feels bright and renewing. Clean notes of salt air and driftwood blend beautifully into everyday spaces, creating a sense of balance and calm no matter the season. Contact: (517) 741-9675 | oppwholesale.com

4. NATURAL INSPIRATIONS (10% Discount)
The Sea Salt Citrus Hand Creme combines bright citrus and marine notes for a clean, uplifting scent that feels instantly fresh. Elegant packaging and a hydrating formula make it an ideal crossover between spa, self-care, and gift collections.
Contact: (952) 466-7417 | naturalinspirations.com

5. NORTHERN LIGHTS CANDLES (10% Discount)
Sea Rose + Cotton Room Spray offers a crisp, floral scent that evokes freshly laundered linen and coastal air. Its minimalist packaging and versatile fragrance make it a timeless fit for home or wellness assortments. Contact: (585) 593-1200 | northernlightswholesale.com

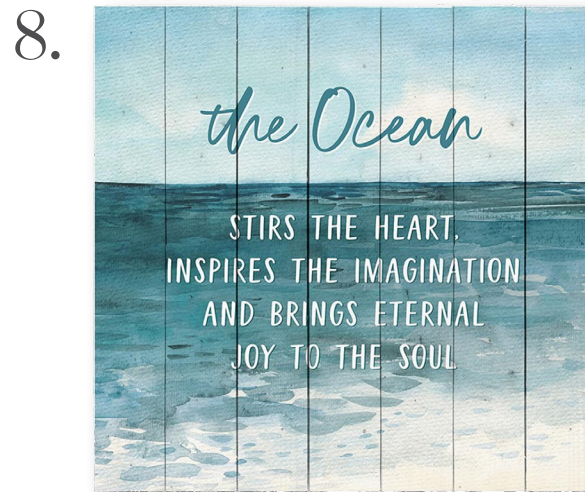
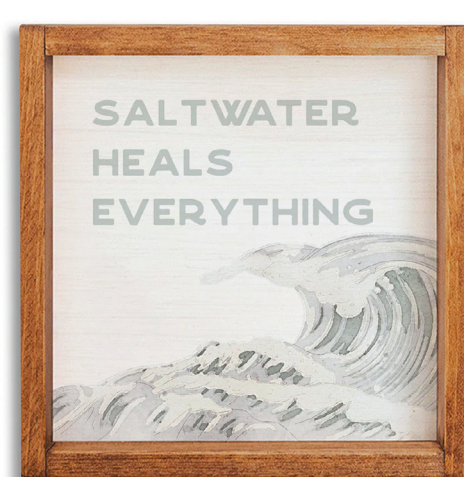
5. DEMDACO (10% Discount - 5% Willow Tree)
The Ocean Quote Wall Art captures the reflective spirit of the sea through subtle color and thoughtful design. Its message, gentle and genuine, reminds us that calm can be beautifully simple.
Contact: (888) 336-3226 | demdacoretailers.com

6. RUSTIC MARLIN (10% Discount)
Handcrafted and full of character, Saltwater Heals Everything adds texture and optimism to home décor. Its natural wood finish pairs effortlessly with coastal or farmhouse settings.
Contact: (508) 376-1004 | rusticmarlin.com

7. PERIWINKLE BY BARLOW (10% Discount)
The Ocean Wave Bracelet brings subtle color and movement to any display. Soft sea-glass tones and fine beadwork make it wearable across seasons, from spring refreshes to holiday gifting.
Contact: (800) 654-6074 | periwinklebybarlow.com

8. P. GRAHAM DUNN (10% Discount - ex laser products)
The Ocean Inspires wall art features a watercolor wash and an uplifting sentiment, making it an elegant bridge between faith, reflection, and home design.
Contact: (800) 828-5260 | pgrahamdunn.cb-gift.com

9. SCENTCHIPS (10% Discount)
Fresh Luxury Wax Melts add depth and fragrance to any display, evoking the gentle energy of salt air. A clean, modern choice for shoppers seeking the comfort of coastal calm. Contact: (800) 472-3687 | scentchips.com



FATHER'S DAY STORIES

This mix of thoughtful finds blends humor, sentiment, and everyday luxury to celebrate dads, granddads, and all the “father figures” who make life a little steadier.

1. AVANTI PRESS, INC. (10% Discount)

There's joy in every detail of Avanti's Papa Bear card—from the tiny crown to the cheerful hearts. It's lighthearted, colorful, and just the kind of design that tugs at a smile.

Contact: (800) 228-2684 | avanti-press.myshopify.com/pages/2023-catalogs

2. CARSON GIFTS (10% Discount)

Coffee in hand, love in writing. Carson's oversized mug reads like a note you'd actually leave for Dad—simple, direct, and full of warmth. The playful design stands out on shelf or display.

Contact: (800) 888-1918 | carsongifts.com

3. COMPENDIUM (10% Discount)

For the dad who doesn't need much but means everything. So Lucky You're My Dad turns memories into words, making it the perfect keepsake for any age. The design is bright, modern, and deeply human.

Contact: (206) 812-1640 | live-inspired.com



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4. DIRECT FRAGRANCES (3% Discount)

212 Men NYC is timeless and refined, pairing clean design with an understated edge. It's the kind of scent that turns a routine morning into ritual—fresh, confident, and unmistakably modern.

Contact: (800) 800-4208
directfragrances.online

5. GREENWICH BAY TRADING CO. (10% Discount)

Forest Soap for Men brings a grounded elegance to everyday gifting. The deep green packaging and crisp scent make it feel both fresh and familiar—a small luxury that belongs in every men's display.

Contact: (800) 323-1209 | gbsoaps.com

Buzz Worthy December Giveaway



GIVEAWAY 1 & 2

Winners will receive Blue Orange Games Top 5 Best Sellers for Gift Shops a perfect mix of fast, fun, and visually striking games that shine in every gift shop display. + A \$50 Blue Orange Games Voucher to use toward your next wholesale order. (expires 03/31/2026)

Wholesale value: \$100
Total Retail Value: \$199

Blue Orange Games

10% Discount | (415) 252-0372 | blueorangegames.com | Opening \$150 | Reorder \$150

Buzz Worthy January Giveaway



GIVEAWAY 1

Winner will receive an assortment of their new Embrace Bracelets. A set of 6 beaded bracelets, one size fits all, in each of their bestselling colors. + \$50 Voucher for future Order

Wholesale Value: \$100
Retail Value: \$250



GIVEAWAY 2

Winner will receive an assortment of silicone rings of your choice up to \$50 in wholesale value (2-6 rings). Select any ring in any size, including their licensed styles. Wholesale costs range from \$10-\$22.50 per ring.

+ \$50 Voucher for future Order

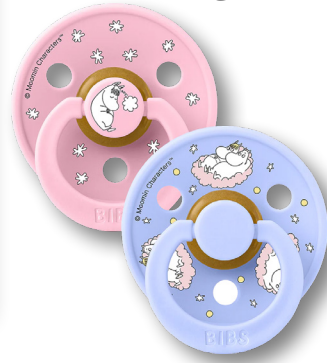
Wholesale Value: \$100
Retail Value: \$250

Enso Rings

10% Discount | ensorings.com | Opening \$500 | Reorder \$1

Vendor Profiles

Discovering More About Our PPP Vendors



BIBS AMERICA, INC.

Get ready to fall in love with BIBS USA - a Danish-born brand that's winning hearts around the world with its signature mix of **Scandinavian design, safety, and modern style.**

Why retailers love BIBS:

- **Iconic pacifiers** in more than 50 stylish colors—perfect for trend-driven parents.
- **Premium materials** that are safe, sustainable, and trusted by families everywhere.
- **Expanded collection** featuring bottles, feeding accessories, and soft baby textiles.
- **Gift-ready packaging** that makes displays pop and encourages add-on sales.

Every product reflects the BIBS philosophy: **beautiful design that works hard for parents.** Their pieces aren't just adorable—they're built for comfort, quality, and everyday use.

In-store impact:

BIBS products practically sell themselves. Their coordinated colors and thoughtful packaging make it easy to create cohesive displays—ideal for baby showers, hospital gifts, or new arrivals. With a loyal following and instant shelf appeal, they turn your baby department into a destination.

Fresh, modern, and made to inspire—BIBS USA brings Scandinavian style and everyday function together for retail success.

10% Discount | (888) 668-2073 | us.bibsworld.com | Opening \$250 | Reorder \$250



GOLD MEDAL INTL.

Gold Medal International has been a trusted name in socks and accessories since 1954 - and many buyers may not realize how much their brand family has evolved. This third-generation, family-owned company designs, sources, and produces quality comfort essentials with the mindset of a true retail partner.

Their house brands include:

- **Polar Extreme** - thermal socks, hats, scarves and cold-weather gear built for serious comfort and protection.
- **Snuggle Feet** - plush indoor slippers and cozy loungewear aimed at warm-and-gift moments.

- **Clear Creek** - rugged-inspired outer-accessories and crossover cold-weather staples.
- **Gold Medal Holiday** - seasonal and gift-forward items designed to tap holiday-and-impulse-buy opportunities (think themed socks, slippers).

This multi-brand strategy helps you cover all bases: everyday comfort, cold-weather essentials, outdoor crossover appeal, and seasonal gifting hooks. With strong margins, accessible case quantities, and dependable service, Gold Medal International helps retailers stock comfort items that sell year-round while keeping displays fresh and inviting.

10% Discount | (212) 889-7800 | goldmedal-intl.com | Opening 1 cases | Reorder 1 cases

KPIs That Matter:

A Practical Guide for Hospital and Pharmacy Gift Shop Buyers

Hospital and pharmacy gift shops operate within a specialized segment of retail, serving a broad mix of customers in fast-paced, high-traffic environments. From seasonal assortments to everyday essentials, buyers are expected to manage a thoughtful, profitable product mix that meets a wide range of needs.

Key Performance Indicators (KPIs) offer a clear, consistent way to evaluate what's working and where to make adjustments. They bring structure to your instincts, help identify opportunities, and support smarter, data-informed decisions.

This guide highlights the most relevant KPIs for your setting—metrics that can help you fine-tune your inventory strategy, improve sell-through, and optimize the way your shop performs day to day.

Why KPIs Still Matter—Even When You Know Your Store

Even seasoned buyers benefit from reviewing performance data regularly. KPIs aren't just for troubleshooting—they're for fine-tuning what's already working and gaining the clarity to act with confidence.

In the hospital and pharmacy setting, KPIs can help you:

- Pinpoint which categories are driving volume or margin
- Align your reordering cycle with actual product flow
- Plan open-to-buy budgets more strategically
- Eliminate slow movers before they tie up space
- Demonstrate performance and value to leadership

5 KPIs Every Hospital Gift Shop Buyer Should Be Tracking

You may already be pulling some of these reports, but when monitored consistently, they become powerful tools—not just data points.

1. SALES PER SQUARE FOOT

What it tells you: How productive your space really is

Formula: Total sales ÷ selling square footage

A low-performing category might need better placement—not necessarily better product. In small-format stores, every square foot has a job to do.

2. AVERAGE TRANSACTION VALUE (ATV)

What it tells you: How much the average customer is spending

Formula: Total sales ÷ total transactions

This is especially helpful when testing merchandising strategies or add-on displays. If your ATV starts rising after introducing a counter bundle or impulse zone, you'll know it's working.

3. UNITS PER TRANSACTION (UPT)

What it tells you: How many items shoppers are buying per visit

Formula: Total units sold ÷ total transactions

UPT is a useful partner to ATV. If your UPT is low, it could indicate a need for better cross-merchandising or clearer gifting solutions.

4. SELL-THROUGH RATE BY CATEGORY OR VENDOR

What it tells you: How quickly you're selling what you bought

Formula: Units sold ÷ units received × 100

This is key for seasonal and short-lifecycle inventory. A 75% sell-through suggests great alignment. Under 40%? Time for a markdown or layout shift.

5. GMROI (GROSS MARGIN RETURN ON INVESTMENT)

What it tells you: How profitable your inventory actually is

Formula: Gross margin ÷ average inventory cost

GMROI gives you a true look at how hard your dollars are working. It's especially important when space is limited and each purchase needs to count.

You Don't Need Fancy Software—Just Consistency

Most POS systems offer these metrics in some form. What matters more than perfect tools is regular review. Set a weekly or biweekly routine to check three of the five KPIs above. You'll be surprised how quickly the insights start stacking up.

Use KPIs to Sharpen, Not Replace, Your Instinct

The best buyers already know their customer. KPIs won't change that—but they will sharpen it. You'll spot trends sooner, justify buys more easily, and navigate budget conversations with data on your side.

At the end of the day, KPIs give you permission to do more of what works, and less of what doesn't—with confidence.

YOU'RE INVITED: PPP'S ANNUAL EVENT AT AMERICASMART

Thursday, January 15, 2026 | 8:30 AM – Noon

Location – Building 1, floor 8, East Hall

If you're heading to January Market in Atlanta, this is the room you want to be in.

Join us for PPP's annual in-person gathering at AmericasMart—an energizing, focused morning created for hospital and pharmacy gift shop buyers. You'll reconnect with peers, meet vendor partners face-to-face, and discover new lines designed to sell in your shop.

We'll start with breakfast and conversation at 8:30 a.m.—no long programs, just space to connect and get inspired. Then at 9:00 a.m., the Vendor Writing Floor opens, featuring select PPP vendors offering exclusive day-of perks, including an additional 5% off from many lines.

This isn't just another market appointment—it's a curated experience to help you buy better, plan smarter, and make the most of your PPP membership.

WHAT'S IN STORE

Breakfast + Buyer Meet-Up

Coffee, good food, and conversation with fellow retailers

Vendor Access + Specials

Write with our PPP vendors—many offering an extra 5% off

Curated Buying Environment

No noise, no distractions—just the people and products that matter

Add it to your calendar and register now



**PURCHASING
POWER PLUS**

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

VENDOR UPDATES

The following Vendors will no longer be extending a discount to our Retail Members:
Effective October 1st: Kikkerland Design November 1st: Bonne et Filou, LoveHandle,
Andrews McMeel Publishing, Michael Malul London Perfumes

WINTER PREVIEW 2026

A focused guide for your January buying The Winter Preview is here, created to bring clarity to your first buying season of the year. Inside the digital booklet, you'll find a clean, organized look at January's featured vendors, their market locations, and the savings available only to PPP retailers this season.

If you like to head into market prepared and inspired, this is your pre-read. Think of it as the winter edit: focused, intentional, and built to help you buy with confidence.



Explore the Winter Preview

Stay in Touch



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