

Trendy Products for Intelligent Consumption

Dealers: Here are some NEW & DIFFERENT things you can carry in your store!

Pretty Tools™

Gifts designed with a Woman in Mind

The economy has been very hard on everyone and Pretty Tools have been selling well because they are functional items and they are priced (for the most part) under \$9 retail.

Most Pretty Tools come in a flowered Victorian style display that hold 12 pieces (two each of six colors). Reorders always receive a full display to keep them from getting shopworn.

These tools make a great gift for girls leaving home for the first time. Most are a little smaller to fit a woman's hand.

Pretty Tools have been on the market for a little over one year. Originally there were 10 Pretty Tools and the selection has since doubled to include 20 tools for home, office and garden. Sales and reorders have been really great!



Minimum opening order is \$100.

To order call 1-800-762-4007.

Visit www.prettytools.com for details.

(password: prettytools)



Twilight Sea Turtle Constellation Nightlight *from Cloud B*

The Twilight Sea Turtle is a unique, trendy product that parents will love to pick up for their children. The Twilight Sea Turtle from Cloud B transfers a dark room into a magical starry night sky.

The nightlight helps ease the fear of the dark by projecting stars onto the bedroom ceiling. The shell glows in three different color options: ocean blue, emerald green, and aquamarine.

The shell illuminates for a soothing nightlife effect. The educational toy also illuminates endangered species. Five endangered sea animal images on the shell each illuminate one at a time.

To view details online, visit www.cloudb.com.

Place an order by calling 1-888-4CLOUDB.

Follow them on Twitter at www.twitter.com/cloud_b.

You can also e-mail sales@cloudb.com with inquiries.



Insulated Sachi Lunch Totes

A stylish way to tote lunch from TODCO™

TODCO has expanded the styles, colors, shapes and sizes of its popular line of Insulated Sachi Lunch Totes, adding appeal to an individual's taste, style and personality. TODCO is a member of Hannon Group, Ltd.

Designed to promote consumers with a fashionable and practical way to carry and insulate their lunch, dinner or snack, the eco-friendly lunch totes are reusable and are intended to replace paper and plastic bags to help the environment.

According to Todd Hannon, president of Hannon Group, consumers who use the lunch tote three or four times can save enough money to pay for the bag. A suggested retail price of under \$25 also makes it an economical year-round self purchase gift or an appealing holiday gift, he said.



Unique to the market, the stylish and chic line of over 30 insulated designed Sachi Lunch Totes all have an attractive, fully lined silver insulated interior that keeps food and drink cool or warm for hours. Use of a cool pack extends coolness for most of the day.

Various designer styles available range from plain, canvas, plaid, quilted, gloss, faux patent leather, nylon and a variety of other fabrics and patterns such as a Jacquard fabric. Colors vary from black, orange, dark blue, red or brown, depending on the style. Each style has from three to five colors.

The lunch totes come in different sizes ranging from six to eight inches tall, eight to 12 inches wide and four to six inches deep. Shapes vary from rectangular to square to oblong. A variety of different handles from long to short are designed to suit individual taste and preference.

The totes come with a roomy compartment for separate storage and a full-length zipper that securely closes the bag. When the zipper is closed, the handles on the bags fold down on its sides for convenient storage in the refrigerator. The bags are easy to hand wash and wipe clean inside and out using plain or soapy water.

Also available for retailers is a new point of sale display that gives the retailer a convenient way to present the various styles and sizes. Up to 24 tote bags can be showcased. The display takes up minimum floor space.

Suggested retail for the bags varies from \$14.98 to \$24.98, depending on the style and color of the bags. For more information on the new and unique line of Sachi Insulated Lunch Bags or any other TODCO products, contact Hannon Group at 1-888-282-0797 or e-mail info@hannongroup.com.



Shown here is the point of sale display that is now available to retailers for showcasing up to 24 of the bags.

The eco-friendly lunch totes are reusable and are intended to replace paper and plastic bags to help the environment.

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A great feature of the My Storytime Friends Web site is its Marketplace, where parents can buy clothing and other accessories for their child's plush animal. When they buy teddy bear accessories in the online Marketplace, the retailer gets rewarded with residual income on those purchases through the Retailer Incentive Program!



Teddy Bear & Storybook Set

A program that will delight kids & reward retailers!

My Storytime Friends is an integrated toy-and-storybook product line targeted at the three to eight age group. It will be the first offering from the newly formed de Sales Group. This product line centers on an interactive stuffed toy and storybook kit featuring a 13-inch plush animal that also appears as the main character in the accompanying 32-page, illustrated hardcover book. The books are written by veteran children's author Andrew Wolfendon, winner of numerous awards for excellence in educational writing for children.

Bill York, former president of the Vermont Teddy Bear Company, and Danny Dimont, the former senior vice president of Applause Plush, have combined their pertinent experience in forming the de Sales Group LLC with managing partner Bruce deMustchine.

"Even in this high-tech world of computer games and electronic toys, children still come running when they hear the words story time," said York. "There's nothing like an old fashioned storybook filled with colorful illustrations and playful characters to capture a child's interest and ignite their imagination. My Storytime Friends is a great way to make sure story time lasts for a lifetime."

Each kit retails for \$39.95, a price that includes lifetime membership to the My Storybook Friends Web site, where parents and children receive permanent access to additional storybooks in the company's ongoing series.

This online experience also includes the ability, at no cost, to:

- ◆ view the "book of the month" in a narrated and animate version
- ◆ download those files and burn them to DVD for repeated viewing
- ◆ order hardcover versions of these storybooks for just the cost of shipping and handling
- ◆ download and print a black and white pdf file for the child to color
- ◆ download audio files of the books' narration to be played on music devices.

An iPhone version of each storybook will also be available for free download.

For more information, contact the de Sales Group, Danny Dimont at dimont@sbcglobal.net or call 1-818-886-4453. Visit their Web site at www.dimontllc.com.

My Storytime Friends™