

# Museums & More

SPECIALTY SHOPS PRODUCT NEWS

WINTER 2012



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# Giftys

SPECIALTY GIFT  
PRODUCT OF  
THE YEAR

## AND THE WINNERS ARE ...

### Museums & More announces 2nd Annual Giftys Awards winners

By Sara Middlebrook  
Events & Marketing Manager

**M**useums & More has announced the winners of the second annual Museums & More Awards — The Giftys. Almost 40 companies submitted products for The Giftys, totaling more than 60 entries across all five categories: Gifts & Souvenirs, Jewelry & Wearables, Merchandising & Display, Paper & Stationery and Toys & Games. The Giftys provide the industry with a voice on the latest trends in each category. These awards recognize the best in the industry as voted on by retailers.

#### Gifts & Souvenirs

The winner in the Gifts & Souvenirs category is the T Rex Paper Doll Greeting Card by Hungry Dog Designs. The whimsical paper doll-inspired greeting card unfolds into a writable greeting card and includes a magnet.

"The Giftys provided me with a great way to engage my current customers and further promote my product line to museum stores and specialty retail shops," said Paula Fynboh, owner and artist of Hungry Dog Designs. "I feel like the Giftys give me more credibility. I am honored and humbled that people took the time out of their day to vote

for Hungry Dog Designs." The cards are sold individually and have a wholesale price of \$4.25.

The finalists in the Gifts & Souvenirs category are (in alphabetical order): Ancient Oasis, Buddha Board, Fiesta, Kurt S. Adler Inc., Little Critterz, Mark Feldstein, Museum of Fine Arts Boston and Ojai Valley Museum.

#### Jewelry & Wearables

The Jewelry & Wearables category had a tie between the Scholar's Scarf from the Museum of Fine Arts Boston and the Ox Uglybag Drawstring Tote by Pretty Ugly LLC/Ugly Doll, granting two first place awards. The 8-inch-by-55-inch, 100 percent silk Scholar's Scarf was inspired by one of the masterpieces featured in the exhibition "Fresh Ink: Ten Takes on Chinese Tradition", the scarf's traditional pattern is enhanced by its contemporary shape and use of color.

"It was exciting to participate with other great products and see the retailer's reaction to our products," commented Ellen Bragalone, director of retail, Museum of Fine Arts Boston. "Having one of our products take a Gifty the first year we submitted is an honor." The scarf wholesales at \$24.

The other winner in the Jewelry & Wearables category is a plush drawstring backpack that goes by the name of Uglybag Ox. Pretty Ugly LLC has been providing specialty retailers with new and innovative products through the past decade.

"We're thrilled to have such talent in both our creators of the brand and our product development team," said Alita Friedman, Chief Brand Officer at Pretty Ugly LLC. "We enjoy creating innovative new Uglydoll products that will keep our retailers and fans excited about the brand." The Uglybag OX wholesales for \$10.

The finalists in the Jewelry & Wearables category are (in alphabetical order): Cool Jewels by Phillips, Klare's Originals, Little Critterz, Sunburst, Textile Gems, Vessel International Inc. and WildCotton/Atlas Screen Printing.

#### Merchandising & Display

Pack A Smile took the winning spot in the Merchandising & Display category with their Easy Earring Cards Punch Kit. Easy Earring Cards Punch Kit is an easier way for jewelry designers and boutique owners to create unique jewelry packaging. The tool makes it

possible to create double post punch and lever back punch custom earring cards, which can be easily created using cardstock, business cards, scrapbook supplies and even greeting cards.

"We have worked very hard to create a product that would solve a packaging dilemma for jewelry designers and small retailers," said Aleathia Hunter, the founder of Pack A Smile. "Museums & More is an industry standard and we are delighted to be included in the Giftys with so many other outstanding products."

Compendium Inc. was the finalist in the Merchandising & Display category.

#### Paper & Stationery

Hungry Dog Designs was named the winner in the Paper & Stationery category with their Mona Lisa Paper Doll Greeting Card. The museum line paper doll-inspired greeting cards unfold into cards and include a magnet. Owner and artist of Hungry Dog Designs, Paula Fynboh, said, "I'm a small business specializing in handmade products and opportunities like the Giftys don't come along all that often. This is a huge honor to win in the Paper & Stationery category and a great way to end 2011."

## THE WINNERS ARE:



**Gifts & Souvenirs**  
Hungry Dog Designs  
Circle Reader Service #248



**Jewelry & Wearables**  
Museum of Fine Arts  
Boston (tie)  
Circle Reader Service #249



**Jewelry & Wearables**  
Pretty Ugly LLC (tie)  
Circle Reader Service #250



**Merchandising & Display**  
Pack A Smile  
Circle Reader Service #251



**Paper & Stationery**  
Hungry Dog Designs  
Circle Reader Service #252



**Toys & Games**  
Banana Slug String Band  
Circle Reader Service #255

The finalists in the Paper & Stationery category are (in alphabetical order): Arbor Vitae Cards, ArtPlantae LLC, Design Design Inc., Galison, Marian Heath Greeting Cards, Museum of Fine Arts Boston, Sticknhold.com and Textile Gems.

### Toys & Games

Banana Slug String Band took the top spot in the Toys & Games category with their Only One Ocean, musical science-education CD. The Banana Slug String Band music takes listeners on a musical odyssey into the ocean through 14 songs that teach ocean science in a fun way. The Band has been playing

educational music for 25 years and is dedicated to teaching people to work together in caring for the planet.

"We know how powerful music can be and we are very grateful to the Giftys Awards for helping this message reach the ears and hearts of as wide an audience as possible," commented band member Doug Greenfield. Band member, Larry Graff, commented, "We are encouraged to know that people want educational music with a meaningful message for their family." The 60-minute CD wholesales for \$7.50.

The finalists in the Toys & Games category are (in alphabetical order): Compendium Inc., Fiesta, Kane Miller, Mudpuppy, The Orb Factory

Limited, Pretty Ugly LLC/Ugly Dolls and Safari LTD.

The specialty gift industry was invited to vote on the products through two rounds of voting. In the first round, voters were asked to choose a "thumbs up" or a "thumbs down" for each and every product. The top vote-getters (averaging the "thumbs up" and the "thumbs down" votes) were named the finalists and moved on to the second round of voting. In round two, voters were asked to choose only their favorite product in each category by voting a "thumbs up" on that one product. More than 400 specialty gift industry members registered to vote in the one-of-a-kind awards program.

The third annual Museums & More Specialty Gift Product of the Year Awards will take place in the fall of 2012. Manufacturers and designers should be on the lookout for submission information in future issues of Museums & More as well as on Facebook and Twitter. Printed invitations will be mailed in the summer.

To ensure your name is on the list for submission information, email your name, company name, address, telephone number and email address to [giftyawards@museumsandmore.com](mailto:giftyawards@museumsandmore.com). The Giftys are sponsored and managed by Museums & More magazine. See all of the finalists and learn more at [www.thegiftys.com](http://www.thegiftys.com)