

Stationery

TRENDS



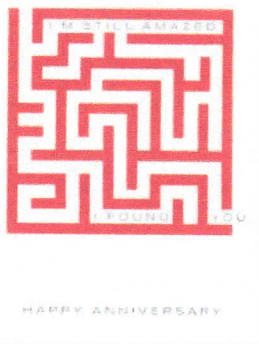
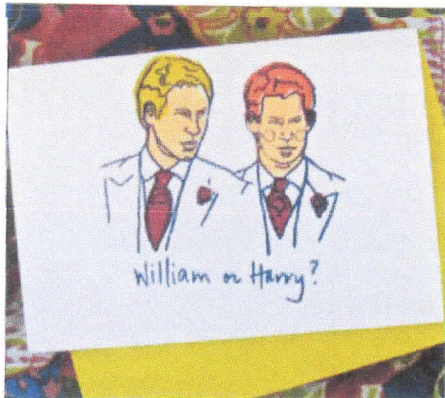
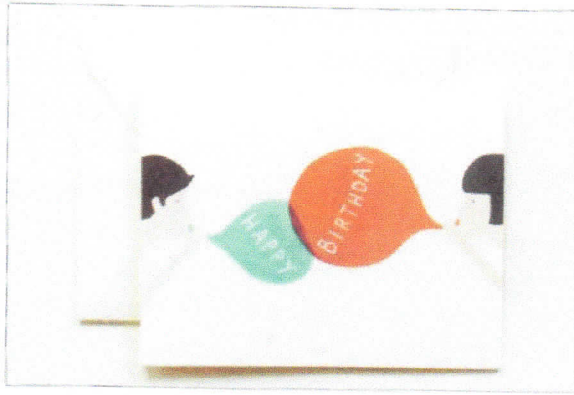
The Occasions Issue

15 Must-Stock Gifts

The Four Paper B's

The Home Entertainer

The resource for greeting cards, gifts and all things stationery




From exquisitely handmade to darkly comedic, give your cards the same loving presentation you do pricier options. Shown are eye-catching offerings from (top row, from left to right): Bon Vivant Press (Circle 224), Rifle Paper Co. (Circle 225) and Retro Ice Box Greetings (Circle 226). (Middle row, from left to right): Hungry Dog Designs (Circle 227), Apartment 2 Cards (Circle 228), J-Dig Cards (inside message: "Thanks for helpin' me out!") (Circle 229). (Bottom row, from left to right): La Familia Green (Circle 230), J. FALKNER (Circle 231) and Roger la Borde (Circle 232).

section or a "Card of the Day" display.

- **Cross-promote complementary lines.** "If you like that line, you'll like this one, too." Educate customers about what's out there, so they're more likely to come back for all their card purchases.
- **"Want fries with that?"** Cards make a great upsell. At checkout, ask people if

they need a card to go with their gift. You'll be surprised how many people say yes.

- **Grease the wheels with a promotion.** Offer bundles (i.e., buy three, get one free), or maybe give away a free card with any purchase of \$100 or more. Then blog, Tweet and Facebook about it.

- **Help us help you.** Talk to your manufacturers. Go meet them at the NSS. Or just call to say hi. We love to hear from our stores — your feedback helps us make our stuff more sellable. 

If you thought this was funny, check out Joel and Lauren's hilarious cards at <http://oldtomfoolery.com>