

For more information  
on any of the articles in  
this newsletter, contact:

**Sue Warfield**

228 E. Sheridan St. Ely,  
MN 55731

Phone: 218-365-2109

Toll Free:  
866-223-7962

Email:  
Suewarfield@aol.com

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# Sue's News & Views



FEBRUARY 2012

## It's Toy Fair Time!

February means Valentine's Day....but to many of us in the Toy Business...it ALSO means a trip to NYC for Toy Fair!

Hotaling Imports is VERY excited for this year's Toy Fair. We have a bigger booth and we'll be showing a lot of NEW products!

Due to all the construction still going on at the Javits Center, we have been moved to the lower level .

**Our booth**  
**number—5621**  
so MAKE SURE TO STOP IN so you can see for yourself all

the fantastic new items as well as get a better look at the quality of our products.

Not going to Toy Fair?

Check my website ([www.retailspecialties.com](http://www.retailspecialties.com)) each day between Sunday, February 12th—Thursday, February 16th and I'll post photos from the show!

I'll be in the booth the ENTIRE show. If you want to make sure to have undivided attention to go through the booth, call or email me to set up an appointment!

Hope to see you there!

**TOY FAIR SPECIAL:**  
Hotaling Imports  
**Toy Fair ONLY**  
Special:  
An order of \$1000 or more of any combination of Hotaling Imports products will receive **N90/FFA Terms\***  
Orders must be PLACED at Toy Fair...but your rep can turn the order in for you at Toy Fair...even if YOU are not attending!  
*\* Upon credit approval.*



## New Product Arrivals—The need to PLAN!

*Keeping track of what's on order can be tough....but getting orders in for new product early will insure that you have them as SOON as they are available!*

One of the biggest challenges in our business is determining what new products to actually put on order—knowing that many won't be available for a few months. However, as specialty retailers, you **NEED** to differentiate your store from the mass and big chains. Having new and fresh products arriving **FIRST** can set you apart.

Yes, keeping track of what's on order can be tough...but getting orders in for new products early will insure that you have them as **SOON** as they are available.

Our price lists show the approximate arrival date of our new products and we **HIGHLY** encourage you to get the new items you really want on order right away. We have had some great success stories

with new product over the past 2 years...and retailers have discovered that by the time the first container arrives, many of the new items in that first batch have already been spoken for.

**Be the leader!** Your customers will look to you for the newest and best as long as you can consistently have those new products coming in.

**Need a price list or catalog? Call or email me!**

*Making a statement with brands and categories produces results!*



No matter what the product line, **HOW** you present it in your store can make all the difference in sales at the register. Whether it is PAPO figures and animals, the new PAPO Key Chains...of any of the Djeco product categories, making a statement with the brand and category produces **RESULTS!** It may be tempting to “just try a few things”

## MERCHANDISING YOUR STORE FOR SALES!

to see if something new—either a brand or new category within a line—will sell. However, when there is just a smattering put onto a shelf with various other items, chances are , the sales won't happen.

We can help you with merchandising for SALES...whether it be a rack for PAPO or a suggested shelf grouping of Djeco products, make a

a statement and your chances of success go up immensely! Take the time to check out some of the most successful retailers in your area. The best specialty retailers create visual wonderlands throughout the store, enticing the consumer to shop longer and buy!



**A FEW NEW PRODUCT HIGHLIGHTS!**



With this year's new product introductions, it's hard to pick just a few to highlight....so we'll pick a few this month...and a few more in each newsletter throughout the year!



**Papo Animal Key Chains!**

**19 Styles—\$2.50 cost each**

**Packed in 5's**

**GREAT Display**

**Display is free when you**

**Purchase a min pack of all 19**

**Styles! (available in May)**

***Animals Available:***

- Merinos Lamb*
- Female Cat*
- Basset Hound*
- Fox Terrier*
- Baby Dalmatian*
- Baby Dalmatian Sitting*
- Shetland Foal*
- Young Lion on its Back*
- Playing Young Lion*
- Marmot*
- Baby Chimpanzee(2 styles)*
- Tiger Cub*
- Lion Cub*
- Polar Bear Cub*
- Pyrenees Bear Cub*

**Djeco Pop to Play!**

**Sturdy cardboard structures that are easy to assemble and allow for hours of imaginative play with Papo figures or whatever is in a child's toy box!**



Up to Space  
\$7.50 cost ea.



Medieval Castle-  
\$10.00 cost ea.



Funny Farm—\$7.50 cost ea.



Castle of Wonders  
\$7.50 cost ea.

# HotalingImports

Exclusive U.S. Distributor for the following fine European lines:



Your Hotaling Imports Reps:

## Eastern Wisconsin:

**Terri Thompson— Rocket Reps**

Email: [terri@rocketrep.com](mailto:terri@rocketrep.com)

Phone: 847-599-1750

## Western Wisconsin:

**Liz Carlson— Rocket Reps**

Email: [liz@rocketrep.com](mailto:liz@rocketrep.com)

Phone: 952-934-1452

## Iowa:

**Todd Gaughan— Rocket Reps**

Email: [todd@rocketrep.com](mailto:todd@rocketrep.com)

Phone: 636-527-4749

## Minnesota, South Dakota, North Dakota:

**Sue Warfield—Hotaling Imports**

Email: [suewarfield@aol.com](mailto:suewarfield@aol.com)

Phone: 218-290-7892 or

Toll Free: 866-334-7962

*Our products are proudly powered by imagination and creativity!*

## After the Show—What do you do When you Return?

You have a GREAT show...found great new products, networked with other retailers and got some great new ideas. You are energized and ready to make your store better than ever!

The question is....how do you turn all your new found excitement, ideas, and products into positive results at your store?

Preparation BEFORE the show is key to action happening AFTER! Here are just a few tips to help you make the most of any show or convention you are planning on attending this year:

1. Make a list of specific product categories you are looking for at the show.
2. Prioritize your list so when you work the show, you stick to the priorities. It's way too easy to get distracted and all of a sudden, you run out of time!
3. At the show, when you find products that fit into the categories on your priorities list, make notes on where you see these will fit into your store.
4. As you find products, think of ways to get your staff excited about them. Listen to the sales people in the booths and jot down specific product highlights for passing on to your staff.
5. Pay attention to how the product is merchandised in the booths and take photos to refresh your memory when you get back.
6. Set your budget for the show. Although you may not want to actually ORDER at the show, there are often specials that are worth taking advantage of...so stick to your priority list AND your budget and you'll still be able to get some great deals.
7. When you get back....IMMEDIATELY share your notes with your staff when your enthusiasm is still fresh. It will be contagious!

