



LASER Engravings

NEWSLETTER | APRIL 2013

Families, Crafts, & Fun

Spring is here and full of activity. Families are heading outside and looking for any and every excuse to do so. Ensure that your store is one of their destinations. Consider planning a fun children's event at your location, include snacks, music, or an outdoor-oriented craft like constructing homemade butterfly nets, decorating and flying kites, or making beaded necklaces and bracelets.



Holding an activity like this at your store gives families another reason to walk through your doors. Bring them in for something fun, then expose them to the number of seasonally relevant gifts your store carries. This is a way to encourage visits from new customers who may not typically enter your doors. Here at our location, we just held a community egg hunt with over 1,500 children in attendance. This was an excellent opportunity for us to give back, but also expose potential new customers to our products.

Place orders now and be prepared to sell for both Mother's Day, May 12th and Graduation season. Click below for posters and scan sheets that encourage sale opportunities and make customers aware of what's available for personalization - right on the spot!

P. Graham DUNN ON MOTHER'S DAY
Remember Her

SKU: ZPFD018
22" x 32"

SKU: ZEPF25
15.25" x 5.5"

PERSONALIZED GIFTS

SKU: ZDPC03
4" x 8"

SKU: ZALAE2
5.75" x 4.75"

SKU: ZAG002
2" x 4.25"

SKU: ZALAE1
2" x 4.25"

GRAB IT, Engrave It & GO

POSTER

P. Graham DUNN Mother's DAY

Photo Frame
ZPCD60 Cherry photo frame
HOLDS 5x7 PHOTO
10 1/2" W x 8 1/2" H
pds-006-40

LASER DETAILS:
Jig, Corner jig, Mat, Brown shoe polish, Remove backer and glass when engraving

SKU: ZPCD60
10 1/2" W x 8 1/2" H

Photo Frame
ZEPF25 Mom photo frame
HOLDS 2 5x7 PHOTO
15 1/2" W x 5 1/2" H
pds-006-70

SKU: ZEPF25
15 1/2" W x 5 1/2" H

Photo Frames
ZALP26 Mother black photo frame
HOLDS 2 5x7 PHOTO
14 1/2" W x 11 1/2" H
pds-006-42

SKU: ZALP26
14 1/2" W x 11 1/2" H

SKU: ZALP26
14 1/2" W x 11 1/2" H

1 Mother's Day 2013

SCAN SHEET

P. Graham DUNN ON GRADUATION DAY
Give Congratulations

SKU: DALC28
5.5" x 11"

SKU: ZAFW15
3.75" x 5.5"

SKU: ZB61
5.5" x 1.5"

SKU: ZB147
5.5" x 1.5"

SKU: ZP0561
8.75" x 10.75"

SKU: ZD0613
10" x 8.25"

SKU: ZP0059
10.75" x 8.75"

PERSONALIZED GIFTS

SKU: ZEM5

GRAB IT, Engrave It & GO

POSTER

P. Graham DUNN GRADUATION

Photo Frames
ZPCD60 Cherry photo frame
HOLDS 5x7 PHOTO
10 1/2" W x 8 1/2" H
pds-006-40

LASER DETAILS:
Jig, Corner jig, Mat, Brown shoe polish, cherry frame, Remove backer and glass when engraving the Graduation Design

SKU: ZPCD60
10 1/2" W x 8 1/2" H

SKU: ZPCD60
10 1/2" W x 8 1/2" H

Photo Frame
ZPDM30 Cherry photo frame
HOLDS 5x7 PHOTO
10 1/2" W x 11 1/2" H
pds-006-42

SKU: ZPDM30
10 1/2" W x 11 1/2" H

Photo Frame
ZB0U13 Cherry photo frame
HOLDS 5x7 PHOTO
10 1/2" W x 8 1/2" H
pds-006-40

SKU: ZB0U13
10 1/2" W x 8 1/2" H

Photo Frame
ZEPF27 Grad photo frame
HOLDS 2 5x7 PHOTO
15 1/2" W x 5 1/2" H
pds-006-70

SKU: ZEPF27
15 1/2" W x 5 1/2" H

1 Graduation 2013

SCAN SHEET

What Do You Think?

Here are two items that are currently under consideration to be added to the P. Graham Dunn Laser Engravings line.

The first item we are sampling is an over-sized pencil that works as a back-to-school, student or teacher gift. This is a rounded pencil that measures a little over a foot in length. If brought in, this item would be priced between \$3.00 and \$4.00 wholesale.

Another item we've been contemplating is some sort of iPhone case. There is a market for these items, and we feel strongly that adding personalization would increase the value. This case would come in multiple colors and in a slightly different format. We would more than likely begin with an iPhone 5 model size at a cost of \$3.00 to \$5.00.

So, let us know what you think! Would you buy? Reply to this email with feedback and suggestions.

Take Note

For the NEW Notebooks, please be sure to place the strap on the edge vs. underneath while engraving. This will ensure that your engraving remains as consistent as possible and avoid a depth differential which could cause a change in appearance.

SKUs: ZAMH10-13
Price: \$4.00

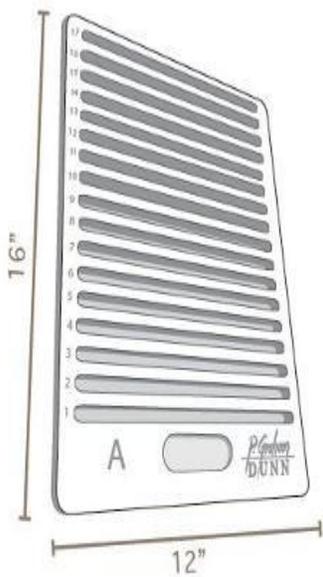




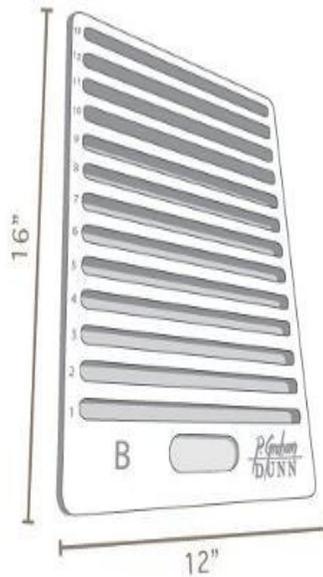
If you have not ordered any of our puzzle pieces yet, we would encourage you to give them a try!

As an FYI, the ZPUF0004 and ZPUF0027 are noted as tan in the catalog, but due to a change in production, are now being shipped as a light green color. A sample is featured in the image to the left.

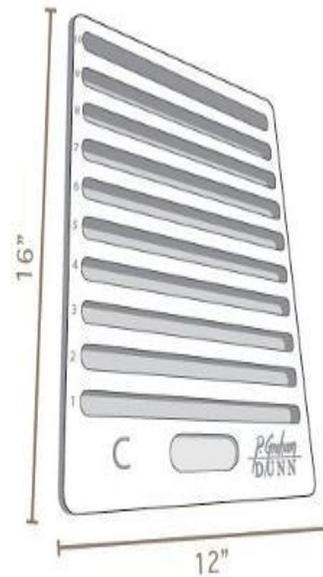
JIG ORGANIZATION HAS ARRIVED!



JIG HOLDER A
 POPMOD/TA
 \$20



JIG HOLDER B
 POPMOD/TB
 \$20



JIG HOLDER C
 POPMOD/TC
 \$20

Tired of paying an additional employee just to keep your jigs straight? Let these new Jig Holders lighten your load. Able to hold over 90% of the laser jigs, these three trays are a solution to the never-ending question, "What did I do with that jig?"

Each tray comes with numbered rows to allow for easy cross-referencing. Simply organize the jigs in the tray and make notes alongside the corresponding product in the catalog. Future catalog releases will come bearing this information, but we couldn't wait until then to get these in your hands!

[CLICK HERE](#) for a complete menu of all our available personalization fixtures.



13th ANNUAL
**DEALER
CONFERENCE**
MARCH 19th & 20th, 2013 | DALTON, OH

Thanks again to all of you who were able to attend this year's Dealer Conference. It was a blessing having you spend a few days with us. We hope that each of you walked away learning something new, reconnecting with friends, and of course with some new product in hand!

For those of you that were unable to attend the event, below is a link to our Dealer Conference webpage which features audio recordings of each of the seminars and roundtable discussions. A number of the seminars were directly targeted towards our laser dealers, including:

- **Laser Love:** Keeping up with day-to-day machine maintenance
- **Laser College:** A fast-track course on advanced laser techniques
- **Laser Engravings Pro LIVE:** A glimpse at how to get the most out of your laser, featuring guest host Mark Hutchinson
- **Ready, Aim, Fire!** Pulling the trigger on Marketing

To see a full listing of the audio recordings and to listen, please [CLICK HERE](#)

REMINDER

As a participant in the P. Graham Dunn Laser Engravings Program it is important to stay above the monthly minimum order of \$600/mo. The \$100 and \$200 penalty fees are a negative reflection of a store's performance. Stores that receive multiple fees will be evaluated and are subject to program termination.