



LASER Engravings

NEWSLETTER | FEBRUARY 2013

Are you Ready for Easter?

It's hard to believe that we're already a week into February. January completely blew by as we attended multiple shows and hit the ground running upon our return. It was a pleasure seeing and connecting with many of you in both Atlanta and Dallas.

This year, Easter comes early - it's slated for Sunday, March 31. Below is a promotional poster and sell sheet to maximize your personalization offering for the upcoming holiday. Please remember to place your order early. We're producing our new product as fast as we can and will have sample packs with new product, jigs, and catalogs delivered to your stores within the next two weeks.





POSTER



SCAN SHEET

CONGRATULATIONS!

Congratulations to Paul Dixon of Jan's Hallmark. He is the winner of our January show special for a FREE Store Makeover! His store will be receiving a full set of our new personalization cabinet fixtures and workstation.

Looking to bring some POP! to your personalization space? Order our new lighted fixture displays to bring a strong, well-merchandised presence to your store.



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

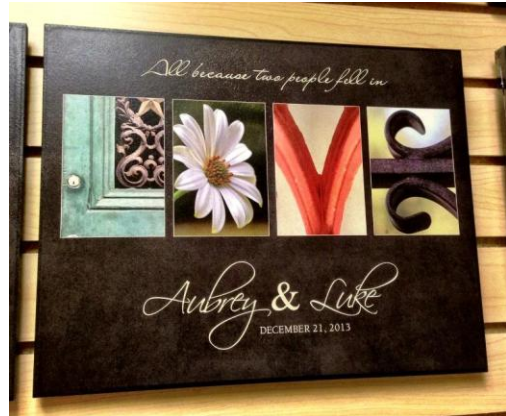
What's New?

Alphabet photography has been one of our strongest selling items, in both our regular line and laser engravings line. For 2013 we've kicked it up a notch and added COLOR!

SKU: ZALP31

W/S Price: \$13.00

Size: 14 1/4" W x 11 1/4" H



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

We're extremely excited about this year's conference as there is so much to share with all of you. We have hundreds of new products that we recently added to our line and we will be creating even more - just in time for the show!

Additional highlights noted below:

- Keynote Speaker Dr. Wess Stafford of Compassion International
- 15% Discount on all orders written at the show*
- HUGE Cash & Carry Sale, prices discounted up to 50% OFF wholesale
- Informative, Retail-focused & Laser Engravings Seminars
- Over \$10,000 in Giveaways, including a \$5,000 Product Credit

SPECIAL OFFER

Register before February 22nd and get entered to win 1 of 25 (\$50) credits toward your Dealer Conference Order

For More Information & to Register [CLICK HERE](#)

Questions? Call: 800.828.5260

*Discount does not apply to Cash & Carry Sale

UPDATE

Please notice that we have made a change to a few of our laser product SKUs. As of January 2013 all laser SKUs will now contain a Z at the beginning. Previously, there were a handful of items that were featured in both our laser line and regular line that maintained the exact same SKU. Feedback we received was that many stores were having difficulty differentiating the two products in their POS system, so we have made the change. It is still the same product and the same price, but placing the Z in front will assure that your purchase is counted towards your monthly laser commitment.

REMINDER

As a participant in the P. Graham Dunn Laser Engravings Program, product outside of our 400+ product selection is NOT to be engraved utilizing the provided Gravograph LS100 laser engraving machine. Engraving any outside product is a direct violation of the signed agreement.