



### **Create Your Own Love Story...**

Valentine's Day is February 14th! We have created new layouts that are quick and easy for creating the perfect personalized gift. Be sure to download your laser files so the scannable barcodes will open! AND....remember to cross promote related items!

### **Plant the seed...**

Use the attached sales flyer as a bag stuffer -creating a "Reason to Return"! Set up a tower with products focusing on Valentine's Day by using the items suggested in the scan sheets! Create samples with the provided design layouts! Add the sales flyer in a sign holder at the register and focus tower as a reminder. Create a "Tower that Talks!"

### **Suggestive sell...**

Remind your customers that Valentine's Day is on the horizon! Use an opening greeting to suggest merchandise and then add on items to that suggestion to build a multiple item sale. Remind the customer how simple and easy personalization is. Take them to the tower and laser machine to share the gift of personalization!

[Click here to download Valentine's Day sales flyer](#)

[Click here to download Valentine's Day scan sheets](#)

[Click here to download Instructions for Updating Laser Files](#)

## New Products for a New Year



# HAPPY NEW YEAR!

We are excited to announce the release of some great new products. The following items will be available to ship late January. Please find these items as well as design layouts in the January 2012 Laser Engravings Catalog, which will be automatically sent to all stores in January.

<u>Item Number</u>	<u>UPC</u>	<u>Description</u>	<u>Price</u>
ZBIC22	656200114995	Cherry Photo Clock	\$17.50
ZBIC23	656200115008	Ivory Photo Clock	\$17.50
ZPLP01	656200115046	Cherry Photo Cross	\$15.00
ZPLP02	656200115053	Ivory Photo Cross	\$15.00
ZALC26	656200114933	Graduation Cross	\$7.50
ZALC27	656200114940	Patriotic Cross	\$7.50
ZCRO18	656200115022	Mini-Graduation Cross	\$2.00
ZAOA60	656200114964	12" Letter L - LOVE	\$10.50
ZAOA61	656200114971	12" Letter H - HOME	\$10.50
ZAOA65	656200114988	12" Letter F - FAMILY	\$10.50
ZAOA38	656200114957	7" Mini Letter F - FAMILY	\$5.00
ZSER09	656200115060	Family Rules Cherry Plaque	\$20.00
ZSER10	656200115077	Mr. & Mrs. Cherry Plaque	\$20.00
KPA25	656200112878	Ivory bean bag toss	\$25.00
ZBOR59	656200115015	TREE PRINT	\$15.50
ZFRP30	656200115039	Photo Frame	\$6.50



## Retiring SKU's

We are saying goodbye to some of the low performers. The following SKU's are being discontinued and will be available while supplies last! Stock up on your favorites with a 25% discount with \$600 or more purchase on items from the Retired SKU's list. These SKU's will count toward your

monthly product obligation.

Remember that layouts are always available in your laser files, even when product is discontinued! Keep your corresponding scan sheets until your inventory levels are depleted, as these items will not be featured in the January 2012 catalog.

[Click here for the Complete List of 2011 Retired SKU's.](#)



### **Product Alert Listing**

While we make every effort to be sure all items are in stock, some items are currently unavailable. Please refer to the product alert listing for new items just released, future ship status and updates on discontinued inventory.

[Click here for Product Alert Listing](#)



Are your laser skills a bit rusty? Need a refresher? New operator? We are offering beginner laser training annually from February-September, with the exception of March 2012. Classes run for two full days at our Dalton, Ohio facility. A \$25 registration fee per person covers lunch for both days as well as materials for hands on training. Please register by submitting the registration form and

payment information. Limited availability per session and dates are subject to change.

[Click here for Basic Laser Training Registration Form](#)

[Click here for 2012 Laser Training Schedule](#)



**Mark your Calendars!**

**P. Graham Dunn Dealer Conference** will be held on **March 20-21, 2012**. We are putting together some exciting seminars for our Laser College. For more details, refer to the [Just for Dealers](#) section of the P. Graham Dunn website!  
Hope to see you there!