

# Gifts & Decorative ACCESSORIES

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THE MARKETS/DIRECT

## National Stationery Show

BY MARIA WEISKOTT

If anyone was thinking that maybe greeting cards, pens, diaries and bookmarks were all going the way of BlackBerries, Palm Pilots and other hi-tech paraphernalia... fughettaboutit, as we say here in New York.

Pens for Pilots? Tell it to the thousands that converged on the Javits Convention Center for the National Stationery Show, May 21–24. At 60 years young this year, there are no signs of the show slowing down any time soon — just like any other “Boomer.”

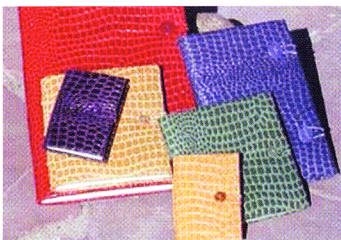
The mood of the show was lively and upbeat. And we mean “upbeat” in every sense of the word; the up beat of a brass quartet included. The quartet played as show manager Lori Robinson opened with welcoming remarks before presenting the Best New Product Awards. Following the awards presentation, the band performed a New Orleans-style jazz stroll, leading attendees onto the show floor.

Traffic in the aisles was brisk from the opening bell, although some vendors told us they thought the traffic (read: body count) might be a little “off” from previous years. Still, they weren’t complaining, noting that the quality of the customers is high.

Reports are varied, with some

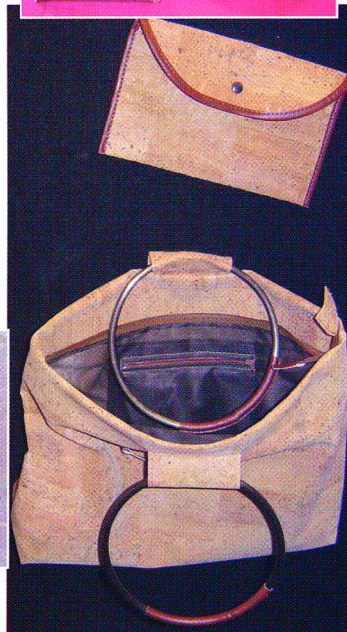
companies writing business like gangbusters while others say that things are a little slow compared to other years. But as is true at all shows, in all trades, in all countries, in all seasons, in all our years of experience, we found yet again that the vendors with the most innovative product and with the most energy have no complaints. Likewise, those vendors with the same-old, same-old, or those who spent their time sitting — instead of selling — were the ones with time to complain.

As for the retailers who are buying,



vendors told us they were ordering a little more cautiously than in years past. But overall, spirits were high and the mood was positive — even if it was a bit on the cautious side.

➤ For the complete National Stationery Show Market Report, visit [www.giftsanddec.com](http://www.giftsanddec.com) and click on “Direct From Market.”



Top: Gift wrap envelopes, **Vida Valencia**, Hermosa Beach, CA

Middle: Gift card holders, **Vida Valencia**

Above: Fashion accessories made from wood, **Lenderink, Technologies**, Belmont, MI

Left: Crocodile Collection journals, **ZuZu**, Boulder CO