

Deck the Halls ...

Building your holiday sales can be a snap with clever merchandising

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Holiday Berries small glossy bag and Christmas Plaid bag — adorned with trendy buttons — are from **Amscan**.
(800) 444-8887



Add a little Cracked Ice from **Cindus** to your holiday wraps and gift bags—they'll be hard to miss!
(800) 543-4691

Whether decking the halls and walls with terrific looking gifts and decorations, dressing a spectacular Christmas tree or party environment or simply getting through a typically huge gift list without going nuts, the holidays are a busy time for us all. Party store retailers have incredible resources at hand, and with a little planning, can create fantastic destination holiday shops right in the midst of their everyday party stores.

As easy as 1, 2, 3, let's look towards giftwrap, Christmas tree décor and general gift giving as a means for building bigger sales this holiday season.

Gorgeous Gifts

Starting with holiday giftwrap, maximize opportunities to up-sell by providing in-store samples that inspire your customers. Because it's already part of your holiday inventory, you will have reams of holiday giftwrap and miles of ribbons and bows.

Identify several patterns that are trendy, fashionable and dramatic, and get wrapping! Mix in a bit of unexpected fanciful fun — add candy canes to bows or tiny toys, ornament-style charms and jewels to box tops — for extra cheer.

Be sure your choice of prints offers variety so you are able to create different types of moods and feelings with your presentations. Add a recipe tag to each finished package identifying the exact contents of each wrap and pricing for customers to purchase on their own. Or, if you offer in-store wrapping services, provide a price that includes the service complete. For each pattern and combination, you might offer two or three sizes and respective pricing. Remember that your customers rely on you for the creative component in their life celebrations!

So, if you pair a tangy green apple ribbon with a traditional Christmas wrap and it looks yummy, your customers will indulge without any hesitation. And don't forget great looking tote bags. Add tissue,



With the overwhelming popularity of gift cards last year, these Gift Card Pop-Upz by **Vida Valencia** are natural winners.
(949) 727-9482, ext. 25