

NOVEMBER 2006 \$6

PARTY & PAPER

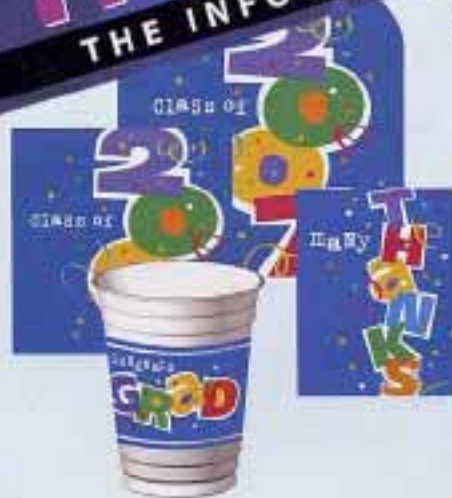
THE INFORMED RETAILER'S CHOICE

partypaper.com

RETAILER

Vida Valencia
featured in
Party & Paper Retailer!

to celebrate the
graduate with dapper
invitations from **Amscan**.
(800) 444-8887



Year-specific graduation patterns from **Party Express** are sure to be strong performers.
(800) 852-6060



Friendly plush from **U.S. Balloon** adds character as balloon weights.
(800) 285-4000

strong
said, "being
will help drive more ac-
cessory sales." In addition to luau, fiesta
and BBQ are strong performers.

Add Interest with Extras

Boost party sales by cross-selling gifts for the graduate. Don't forget about calendars, planners, writing paper and envelopes when stocking for graduations. Diploma frames and memory books make wonderful keepsakes. Any of these make thoughtful gifts that help graduates stay focused, as well as prepared, for the next exciting phase.

Suggest to your party planners that they place a new address book at the gift table so guests can fill in their own names, numbers and e-mail addresses. That way, graduates will have all the info they need to stay in touch after they leave home. And remind shoppers that disposable cameras inspire loads of picture-taking fun for guests and provide plenty of memories for the grad. "Custom banners and custom

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School might be out, but pencils from **Atlas** are always in.
(800) 642-8885



Spice up gift-card giving with Gift Card Pop-Upz from **Vida Valencia**.
(800) 942-4498



Serving dishes from **Amscan** decorate the party with style.
(800) 444-8887

