

DARRAH & CO.

WINTER 2011

Web 2.0

New Web site eases
the order process

PLUS:

Three Cheers for
USA-Made Products

Creating a Good
First Impression

Atlanta International Gift Market:
Jan. 12-19 — Special VIB Day on Jan. 11



people look for, and it's important to us," Shank says.

Spreading the Word

Until now, The Dish hasn't widely advertised the fact that its products are made domestically. But starting in 2011, they plan to make a push to get the word out. "With everything that's going on in the world and the United States, we're hearing that people want to support our country," Wimberly says.

To let your existing and potential customers know that you stock U.S.-made items, Tielis recommends using ads, newsletters, in-store events and social media to promote it — for many people, it is a major selling point.

"It's interesting to me the ques-



Aspen Bay Candles' products are hand-poured in Starkville, Miss., and come in recycled packaging.

tions customers are asking at market now," Shank says. "They're asking, 'Are you made in the USA? Is your product green? Are you using recycled materials?'" To that end, Aspen Bay offers stores downloadable signs that can be put on displays to answer those questions for shoppers who might be

wondering the same things.

Not everyone carries homegrown products, so don't be shy about tout-ing your red, white and blue stripes. "Things made in the USA create a sense of community," Tielis says. "Anytime there's less of something, it becomes more desirable." •

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