

Summer 2007  
Summer/ Fall Trade Shows

# What's New at Kitras?



KITRAS  
ART GLASS INC

HOPE TO SEE YOU THERE!  
Kitras Art Glass Information

There has been so much happening here at Kitras it's hard to decide what to talk about first!

Kitras has gone **GREEN!** Starting in May all of the clear glass that we are using is 100% recycled. The only glass that is not recycled is the colored frit that we melt on the piece. The medallions have always been 100% recycled. With recycling and "going green" being so popular right now, it will be great to pass this message on to consumers!



Collection of 100% recycled Medallions

We have introduced a lot of new product since the start of the year and are really excited about the response that we have been getting. See page 2 for a review of our newest ball, the Birthday Wish Ball!

We are getting geared up for the holiday buying season. At all of our summer shows we will be introducing a new line of beautiful Christmas ornaments, the perfect gift for that person who has everything... stay tuned for more information.

Speaking of shows, we will now be represented at more shows than ever before, thanks to our rep groups. Stop by one of our booths to say hi, meet your rep and see all of our great new products.

There is a lot more to share! Inside this



newsletter you will find: upcoming changes, merchandising tips, specials and even a contest on page 3.

We at Kitras look forward to seeing you at the shows or hearing from you soon! If you have any questions, give us a call.... We would love to help!

1-800-439-6393

## Upcoming Trade Shows

### Kitras Art Glass Company Booths

#### US Trade Shows

**Atlanta July 13-17**  
Handcrafted Design  
America's Mart 3, Floor 2, Booth 800

**New York August 11-16**  
Handmade Section  
Booth 5501

**Chicago July 21-24**  
Beckman's Handcrafted  
Floor 7 Booth 7-3088

#### Canadian Trade Shows

**CGTA- Toronto August 12-15**  
Booth 8150  
**Alberta By Hand Show August 19-22**  
Booth: TBD  
**Montreal Gift Show August 26-29**  
Booth: 8047

### Kitras Art Glass Rep Booths & Showrooms

#### US Trade Shows

**Dallas Gift Show June 20-26**  
Tim Gaskin and Associates: 2317 Dallas Trade Mart  
**Columbus Marketplace June 24-27/ August 17-21**  
Joan Hale and Associates Room 221

**Chicago July 20-26**  
MAA Sales 12-610 Merchandise Mart

**Philly Gift Show July 22-25**  
Reflections: Linda Kron Booth TBD

**San Francisco Gift Show July 28-August 1**  
Road Runners Booth 2600- 2619

**Minneapolis Gift Show August 10-14**  
Valley Art Group G436

**Seattle Gift Show August 18-21**  
Bryant Group Booth: TBD

#### Canadian Shows

**Maritime Gift Show September 8-11** Booth:370

HOPE TO SEE YOU THERE!

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# Birthday Wish Balls “A birthday wish from me to you in hopes that all your wishes come true!”

## Birthday Wish Balls



January

These decorative ornaments are the perfect birthday gift for someone special at any age! A birthday marks the celebration of an individual's spirit. Kitras Art Glass honors this celebration with our Birthday Wish Ball. These balls convey the essence of traditional gem stone colors with the added magic of interior glass webbing. Make a wish and the web like strands of glass will capture it and make it come true!

“ A Birthday Wish from me to you in hopes that all your Wishes Come True!”

Each ornament includes a tag that has a story as well as specific personality traits of a person born in that particular month!

We have also added a special tag that will be blank on the back and have space to write your own birthday wish to that special someone!



March



May



June



August

## What People are saying about the Birthday Wish Balls

### Steve from Gifts Galore in New Brunswick Canada:

“They are the hit of the year! No store should be without them. Customers are very excited about them because not only are you giving your friends a beautiful gift you are also granting them a wish!”

His advice to stores considering carrying the Birthday Wish Ball is to always order extra of the month that you are in, and always order 2 of each month.”



July



February



April

### Laura from Love on a Leash in Ohio

“ Customers are always excited about new Kitras product that they can give for different occasions!”



September

### Adela from Chez Adela in Quebec Canada:

“ Supreme and Wonderful. They fly off the shelves like hotcakes!”

Adela comments that the price point is perfect. “Many people come looking for a birthday gift that is unique and affordable and the Birthday Ball fits this!”



October



December

Not shown:  
November ( amber and blue coloring with flecks of red )

## Under the Sea Gallery



Under the Sea Gallery located in Morro Bay California is filled with imaginative and creative gifts for all ages.

Established in 1999 by Cherise and her husband Travis, they have now gone on to open up 2 more stores, and Kitras product has a place in each one!

With a buying philosophy of only buying things that she truly loves, Cherise has created beautiful displays and has an easy time selling to customers, because she feels passionate about the product and hopes that her customers will as well.

Her tip for merchandising is to hang in large groups, they sell better when you have many. She also hangs every ornament with

color coordinated ribbon to match the colors of the ornament.

She tells all of her customers to buy 3 of each ball because “Good things come in threes!” and she said this up sell usually works! She said that the special story tags sell the product so she always points them out to the customers.



While she can't pick a best seller, she says that anything with webs are the first to go. Thanks to Cherise for sharing her tips and tricks with us!

# 10 New and Creative Ways to Merchandise an Ornament

Some of our most popular items are ornaments. People just love them, but sometimes they are hesitant because they are unsure of how their customers would use them, or how they would merchandise them. In the January 2007 edition of *Giftware News* they had an article titled "Ornament your Life: 101 Ways to Merchandise an Ornament" Here are some of our favorite ideas that would work with our collection of ornaments

1. **Pile it On.** Ornaments piled in bowls, vases or apothecary jars and other glass vessels make a beautiful centerpiece. Put a string of mini lights in to add an extra sparkle!
2. **Ring, Ring !** Use ribbon to tie ornaments around napkins, serving as napkin rings. This idea would work great with the mini calico balls or the mini tree of enchantment .
3. **Doorways.** Swag garlands around a doorway and add a cluster of ornaments to the center for a dramatic entrance. Try this idea with the witch ball and tell people it won't allow evil spirits into the room or party !



A glass bowl filled with calico ornaments and mini lights



A cluster of Kitras Van Glow Disks, perfect for idea #5

4. **Tie Backs.** Take an ornament and add ribbon and use as a curtain tie back.
5. **Give it a lift.** Create a magical look by suspending multiple ornaments from the ceiling. Great for a corner!
6. **Steps.** Set ornaments- or baskets of ornaments on every step
7. **In the Garden.** Hang ornaments from a garden arbor or trellis. All of our ornaments can be out side year round!
8. **Take a ride.** Add a small ornament to your rear view mirror in your car.
9. **Tie one on.** Ornaments lend themselves as perfect package adornments, for both wrapped gifts and gift bags.
10. **Branches.** Suspend oversized ornaments from tree branches for a dramatic look. Try this idea with our Spirit or Fiesta Balls!



6" and 10" Tree of Enchantment perfect hang outside!

We also have a range of decorative iron accessories to help accent our products. The Single ornament stand makes a great statement on an end table.

**Enter our Creative Merchandising Idea contest , and be eligible to win \$100 towards your next purchase! Your idea will also be featured on our website. To enter please send a short description of your store, your merchandising philosophy and photos of how you merchandise our product. Send entries by e-mail to [sophie@kitras.com](mailto:sophie@kitras.com) or by mail to Kitras Art Glass PO Box 129 Fergus, Ontario, Canada N1M 2W7. All entries MUST be accepted before August 31st 2007!**

**If you have any questions give us a call and Good Luck!**

## Website



We have been getting many calls about our website since we decided to close it down late last year. At long last we are happy to announce that we are in the process of creating a new and much improved one .

With the new website, visitors will be able to browse products, view our show schedule, view new product as it becomes available and place orders. Pricing and ordering functions will only be allowed for wholesale customers.

While it is hard to predict an exact date when it will be finished, it will be before the end of the summer!

So keep checking and watch for specials!

[www.kitras.com](http://www.kitras.com)



## FREE Shipping in December!

Last year we ran a very successful campaign, called "beat the deadline". We are pleased to say that we again will be offering free freight on all orders over \$250 that are shipped in December!

This is a great way to get proven best sellers in your store all the way until Christmas Eve, but it is also a great opportunity to get some extra stock for the new year!

We manufacture everything so after the American Thanksgiving (Nov.25) we will be shipping at 3-5 days!

So make a note now and remember us in December!

# Check Out These Great Specials!



## Special # 1

### Big Freight Special

Have your order shipped between June 15 and July 10 and receive 25% off shipping on your **NEXT** order over \$500

**Applicable on all orders over \$250**

Call or Fax your order to your sales rep or Kitras Art Glass today!

**coupon must be used by December 31 2007**



## Special #2

### A Proven Best Seller in an Oil lamp!

An adaptation on our best selling ornament . Available in 6" and 3". Normally ordered in quantities of 6 Try this Tree of Enchantment Oil Lamp Pack today!

2- 3" Oil lamps and 2- 6" Oil lamps  
2-bottles of oil

These oil lamps are perfect with Citronella to keep the bugs away on a Summer's Night!



## Special #3

### Help the Environment!

Order 24 3" Medallions  
12 6" Medallions and  
36 Talismans  
and receive a 3 tiered display rack  
**FREE!**

These colored pressed pieces add color to any window, are 100% recycled and with 84 different designs to choose from there is sure to be something for everyone!

Call your rep or Kitras Art Glass today to find out what design will work for you!

**NEW! ALL ORDERS PAYED ON CREDIT CARD WILL RECEIVE 10% OFF FREIGHT!**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Shipping Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Payment:            VISA             M/C             Net 30

Credit Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expires: \_\_\_\_/\_\_\_\_/\_\_\_\_

### To Place and Order...

**Call your sales rep or a Kitras Art Glass customer service rep!**



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