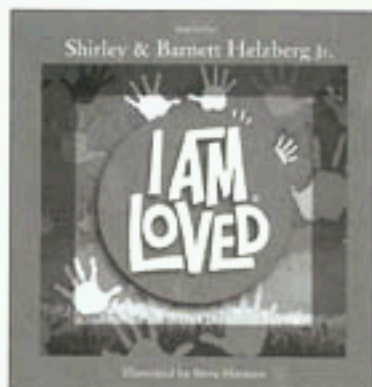


# GIFT BEAT

JULY 2005

Tracking the product pulse of the gift industry

## SHELF MOVERS



◆ **Tristan Publishing** debuts at #8 in Gift Books. "I Am Loved," a new title, features a simple message of unconditional love (866) 545-1383, tristanpublishing.com.



◆ **Beehive's** "Swap Watch" is a hit with consumers, allowing them to switch faces easily. The line places in Jewelry and Register-Area (318) 255-0524, beehivecentral.com.



◆ **Crane & Co.** is leading color trends in the paper market with its "Espresso Brown" stationery collection. The line takes the #8 slot in Stationery Accessories (800) 572-0024, crane.com.

## National charts

◆ Please note: Polling data based on the responses of more than 300 stores. Bullets distinguish those lines that show significant upward movement from the last time the chart was run.

### GIFT BOOKS

Rating	Vendor/Line
#1	HOWARD PUB. - Hugs series
#2	HARVEST HOUSE - children's, inspirational
#3	ENESCO - Seasons cookbooks, various
#4	◆ CHRONICLE BOOKS - various
#5	WORKMAN PUBLISHING - humorous, various
#6	◆ THOMAS NELSON - inspirational, various
#7	GOOSEBERRY PATCH - cookbooks
#8	◆ TRISTAN PUBLISHING - The Next Place, various
#9	ANDREWS MCMEEL - Tiny Tomes, various
#10	◆ PETER PAUPER PRESS - mini books

Note: Honorable mention includes Dot Gibson's cookbooks and various from Gently Spoken Communications and CQ Products. Hallmark stores are touting the company's inspirational titles.

◆ Last run: Feb. '05

### Chart Chatter

◆ **Animal-Themed:** *Ty* (800) 876-8000 takes the top spot (from #3), while *NCE* (800) 435-1000 and *Waxcessories* (888) 520-6655 are new.

◆ **Gift Books:** *Chronicle Books* (800) 722-6657 and *Thomas Nelson* (800) 251-4000 move from honorable mention, while *Tristan Publishing* (866) 545-1383 and *Peter Pauper Press* (800) 833-2311 join in.

◆ **Stationery Accessories:** *Wellspring* (800) 533-3561 moves to #2 (from #5), while four vendors debut: *DM Merchandising* (800) 548-6784, *Punch Studio* (310) 390-9900, *Amiscan* (800) 444-8887 and *Tivo's Company* (800) 896-7266.

◆ **Inspirational:** *Gift Alliance* (800) 721-0728 debuts at #5.

◆ **Silver/Pewter:** *Arthur Court* (800) 446-7806 grabs the #1 spot (from #5), while *Whispering Winds* (800) 297-3861 moves from #7. Four vendors are new: *Ganz* (800) 724-5902, *India Handicrafts* (800) 524-6766, *Cathedral Art* (800) 493-4438 and *Sixtrees* (800) 749-8733.

◆ **Register-Area:** *Ganz* moves to #1 (from #2), while *Yankee* (800) 792-6180, *Burt's Bees* (919) 998-5200, *Beehive Jewelry* (318) 255-0524 and *Barlow Designs* (800) 654-6074 are new.

◆ **Profitable Lines:** The top ranking goes to *Demdaco* (888) 336-3226 (from #2), while *DM Merchandising* moves from honorable mention and *Roman* (800) 729-7662 is new.