



retailers recommend

Fabulous Products

by Anya Harris

Rick McKnight of The Kiddie Shoppe in Columbus, Georgia

"The store's been in business for about 75 years, but sold primarily clothes and shoes. I added toys three or four years ago. That and expanding our gift area has been very good for our store.

"**My Little Sandbox (1)**, manufactured by **Be Good**, has a really good POS display setup. It features the themed sandboxes for purchase – a beach scene, a princess scene, a construction scene – with an open box on top so that children can actually play with the sand right there. They are good for both boys and girls, and they are the right price at \$30.

"**Aero Prop (2)** from **Aero Motion** is doing well for us. It's a little stick with a propeller on the end. You put it between your hands, give it a spin and it flies away. It's only a couple of bucks. They're an inexpensive 'hush-up' toy, a good add-on for a birthday gift, and a nice party favor.

"**Thinking Putty (3)** by **Crazy Aaron's Puttyworld** is another good pick-up gift. It never dries out and comes in two sizes, both packaged in an attractive tin. My 7-year-old granddaughter explained the name by saying, 'You have to think up what to do with it. That's why it's *Thinking Putty*.'

"**Ezyrollers (4)** continue to fly out the door. They are well made and adjust to three different sizes to grow with the child. It's important to have one in the store for kids to try out. They sell for over \$100, and I



www.aero-motion.com/props.html

www.puttyworld.com



www.ezyroller.com

5 www.weeones.com



www.edcpub.com

love that part! One grandmother recently bought five.

“We sell a lot of **Petals (5)** accessories from **Wee Ones**. They are flowers made out of grosgrain ribbon on a clip, and are very cute. I highly recommend them for any store that dabbles in accessories. There are two sizes and all kinds of prints. For the fall, we buy them in local football team colors and display them in a ceramic football provided by the company. Another display looks like a little picket fence.

“**Usborne books** are very popular. Their **‘That’s Not Mine’ series (6)** (part of the Touchy-Feely board book line) for young children does especially well. We can easily pair a title with a plush animal to create a \$20 to \$25 baby gift – or a gift for an older sibling of a new baby, a trend recently.

“I’d also like to mention the Sticky Mosaic kits from the **Orb Factory**. They get the kids into a project and give them something to keep afterward. Six-, 7- and 8-year-old girls love **Blinglets (7)**. At \$14.99, they are a great birthday gift.”

Kim Myers of HobbyTown USA in Murfreesboro, Tennessee

“We’re selling a lot of **boomerangs (8)**. The ones we buy from **Ozwest (Zing)** are plastic, and though lots of people prefer wood, they do pretty well for us. We try to always keep them in stock.

“The **Klutz Book of Paper Airplanes (9)** keeps kids occupied on car trips, and then gets them outside to shoot them around.

“Classic **wooden gliders, rubber band propeller airplanes (10)** and **foam gliders** from **Guillow’s** sell well. A lot of grandpas are buying those. I think it’s because they like to share with their grand-kids a toy that they had as a child.

“The **ALEX Bottlecap Jewelry Kits (11)** are popular with girls age 6 to 13. We carry them for boys, too, but we don’t sell nearly as many. Girls will buy them for themselves, and for birthday gifts because they have a really good price point.

“**Glee Gum (12)** from **Verve** is cool. It’s made with chicle from the rainforest. Parents really like that it’s all-natural and made in the U.S. The packaging is really neat. We can’t keep it in stock. Everyone seems to pick up a couple packages as they check out.



Ozwest Imports
503-324-8018



www.orbfactory.com



www.klutz.com



www.guillow.com



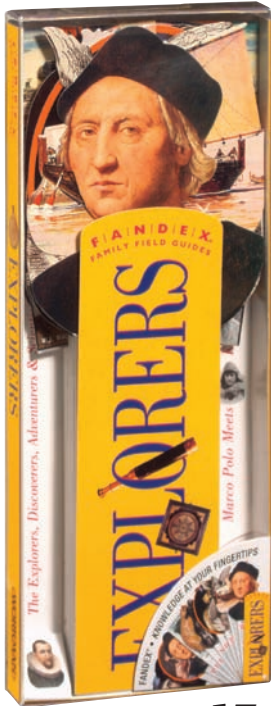
11

www.alextoys.com



12

www.verveproducts.com



13



www.poof-slinky.com

14

“The **Fandex field guides (13)** from **Workman Publishing** open up to look like a fan, and come in a variety of themes, like composers, explorers or the 50 states. Parents like them for car trips, but they are a pretty steady seller year-round. They’re popular Christmas gifts.

“The **Pop-Toobs (14)** by **POOF-Slinky** are little plastic tubes with accordion-like ridges that allow you to open them wide or compact them back down. They hook together, so kids can get several to make one really long Toob. When you spin them around they make a whistling noise. You can sell them at a good profit because you can mark them up above keystone really easily.

“**Geo Central mood rings (15)** – anything ‘mood’ including necklaces and bracelets – are making a comeback.”



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