

Large Distributors Help Save Time & Money



JUST A NOTION...

Adding scrapbooking to your store's product inventory isn't like adding a new brand of lenses or a new line of filters: There's a whole world of miniature embellishments; an endless variety of pens that glow, glitter, and glue; papers for every theme and color scheme; and even a pixie-sized, stickable wardrobe for every occasion to stock up on when you do. Needless to say, rounding up and hauling in all these products could easily become a huge drain on precious time and resources...but it doesn't have to. This is exactly why retailers like Photo Express are using large distributors like Notions Marketing to fulfill a large majority of their scrap-product needs.

Notions Marketing is a one-stop shop for over 75,000 craft products. Among the many conveniences of going through this type of distributor is that it decreases the amount of time involved in placing and receiving orders.

"I like dealing with Notions because I can order online and everything comes in one order instead of 20 small orders. Dealing with one invoice as opposed to multiple invoices saves time in paperwork, and in our case, clearing orders down in the states," explains Michele Correa, Scrapbook Mastermind for Canadian based-Photo Express.

Notions customers also save money on bulk orders without sacrificing the variety they would get from shopping around at an amalgam of smaller craft-carrying companies. According to director of Marketing for Notions Marking Corp., Bobbie Medema, "Orders (over \$150) ship freight paid and same day with 99.9% accuracy. All orders are quality checked and we split pack on most items because we want retailers to experience high turn: Turn x margin = profit. We have no minimum order or volume demands and

retailers find convenience and savings in a single consolidated invoice." And Notions' extremely wide selection results from the fact they carry products from hundreds of different companies. For Correa, this means she can try a little bit of a company line to see how it does before she commits to bringing a full line in.

Additionally, although other large distributors may fit the bill for saving dollar bills, Notions in particular, also happens to be an excellent resource for information that helps customers make solid

purchasing decisions when faced with massive new product offerings. Says Medema, "Our 24,000 scrapbooking SKUs contain all the key manufacturers; we are able to provide our retailers with clear advice on what is trending up or down."

Access to these up-to-date product details is extremely beneficial to retailers like Correa who are dedicated to keeping their stores on the cutting edge in terms of diverse product offerings. "We are always ordering new products and now we have over 2,000 sq. ft. dedicated to scrapbooking. I wish it was even more!" says Correa.

