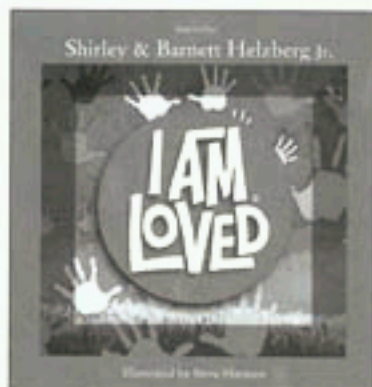


GIFT BEAT

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.