

# PRODUCTBEAT

Interact with  
www.giftbeat.

◆ **Blossom Bucket** (800) 662-5923: The focus is on friendship and fun in this wine-themed collection that launches with



figurines on stands, words on stands (Happy Hour, Martini, Wine and Cheers) and a Happy Hour sign with clock. The

“Cocktail Hour Ladies” shown here features the sentiment “Some call it Cocktail Hour. For us, it’s called group therapy.” Cost \$5.25 (blossombucket.com).

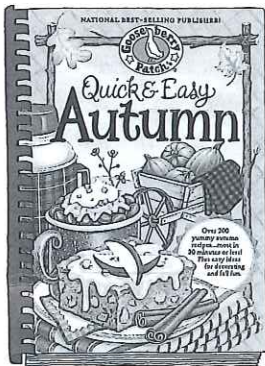
◆ **James Lawrence** (800) 546-3699: A new Shadow Box series covers a wide range of gift-giving occasions, from marriage and anniversary to

family themes such as sister, mom, dad, grandma and more. Sized 6 by 8 inches, each piece has the title of the verse silk screened on



the face of the glass and the full verse floated inside. Cost: \$8.50. New bookmark series complements the shadow boxes. Cost: \$1 (jameslawrencecompany.com).

◆ **Gooseberry Patch** (800) 854-6673: Seasonal cookbooks feature easy dishes that can be prepared in 30 minutes or less, or



with eight ingredients or less. *Quick & Easy Autumn* includes more than 200 simple recipes and clever tips throughout. Sugg. retail: \$16.95.

*Quick & Easy Christmas* will be released in June (gooseberrypatch.com).

◆ **Peking Handicraft** (800) 872-6888: The company teams up with Ellen Crimi Trent to offer her whimsical designs and bright colors on a

**Trend: Creative Greetings.** **Avanti Press** (800) 228-2684 brings



its signature humor to a new generation of lenticular-movement greeting cards. Called “A+Plus MOTION,” the collection uses multi-frame imagery that smoothly

transitions characters through everyday situations. In the card above, prairie dogs wearing birthday hats pop out of their holes. In the design at right, when the woman flexes, her muscle bulges and the smiley-face tattoo on her arm grins; when her arm relaxes, the face frowns, and so does she.



Other designs include an orangutan playing a guitar and a cat blowing a bubble as he crosses his eyes. Sugg. retail: \$4.99 (avantipress.com).

**Trend: Children’s Gifts.** **Babalu’s** (877) 522-2258 “Do-Re-Mi Musical Blocks” introduce children to the world of music. The stack-



ing blocks play like a xylophone, teaching budding musicians the note for each block. Featuring charming animal artwork and a rainbow of color, each set is packaged in a carrying case that includes eight blocks, two mallets and a songbook featuring 10 simple songs. Building blocks are for children 3 and up. Cost: \$15 (babaluinc.com).

## Don’t Get Mad Or Even — Get Better

The most common reaction to being told you didn’t do well enough? Anger and resentment. The situation is so common that it inspired a well-known bit of advice: “Don’t get mad, get even.”

If cutthroat vengeance just isn’t your style, take the sentiment in a more positive direction. Make this your motto: “Don’t get even — get better.”

*Example:* When Michael Jordan was a teenager, his school’s basketball coach cut him from the team. The future superstar was told that he just wasn’t good enough to play high

school basketball. That was a crushing blow to a boy whose heart belonged on the court and on the team. But Jordan used the incident to inspire him not to revenge but to improvement.

Make “How can I use this?” your reaction to disappointment and criticism. That is the surest path to grow beyond others’ negative judgments.

*Note:* Adapted from “100 Ways to Motivate Yourself,” Steve Chandler, Career Press, careerpress.com, reprinted in *Communication Briefings*, (800) 791-8699, briefings.com.

## Fashion Liner

◆ There’s something about seamless tank tops that you girls love. A New Jersey retailer has been carrying the line of solid tanks since February and has customers coming in to “My kids love these...I’ll be back.” The tanks are 95% cotton and 5% Spandex, and are offered in 40-plus colors, although the retailer says it’s common for customers to buy a black or white wardrobe basics. She retails for \$14 (wholesale is \$6) (sisterwire.com).  
◆ **Memory Wire Bracelets** (855) 569-7837 arrived at a retailer within one week, the retailer order. Since then, she has re-



the wrist three times and that makes a strong statement. “It’s a bracelet,” she adds. “They’re gifts.” She prices the bracelet to come with its own drawstring

**Licensing Wars** artist behind the popular teams up with **Wolfe** his colorful artwork and witty words on key categories, including the company’s best-selling wine-glass sleeves, bottle wine stoppers and with interchangeable Liner...Change Your

## Most-Requested Phone Numbers/Websites

Mogo (getmogo.com).....  
Mr. Bird (mrbird.com).....  
Mud Pie (mud-pie.com).....



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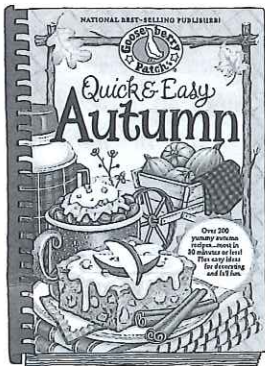
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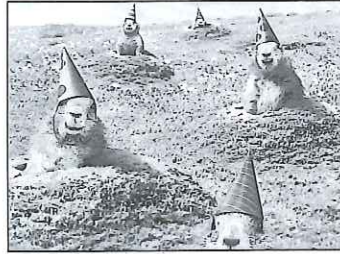


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