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# ZAG NEWS

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## April Showers, Bring Spring Flowers and Sales!



Welcome to the spring edition of the ZAG newsletter. It has been a tough winter in many areas of the country, and now we look to spring, to move sales ahead. In this newsletter you will find tips on selling to school groups, training staff and gift trends for summer. Also, in this newsletter you will find new and fun columns written by other professionals in the retail industry.

Be sure to see the answers on what Buyers want to see in Vendor's booths at shows and markets. Please, check out what our President has to say on single use plastics, as she is keeping the "plastic" conversation alive in our industry. Please enjoy your spring selling season, and remember ZAG is always here to help you and your retail operation.

Take some time to smell the roses this spring, with some of your ZAG friends, like Tommy and Donna pictured above.

## A Message from our ZAG President



Greetings, all!

A new season is upon us, and I'm sure many of you are rushing around with an endless to-do list as we gear up for the 2019 season. As always, I am anxious to see if the many new items in the gift shop will prove to be successful and look forward to crowded venues as our visitors return. The first few months of 2019 have been very productive from a ZAG perspective.

For those able to attend the Las Vegas Gift market at the end of January, it was an exciting show filled with new vendors, new products, and networking opportunities. I am extremely grateful for the partnership with the International Market Center (ICM) team who

offered fully paid travel scholarships as a way to encourage participation to this valuable show. The ZAG recipients were: Dalton Crowe – Aquarium of Niagara, Emily May – Columbus Zoo, and Lisa Gagen – Black Pine Animal Sanctuary

In addition, the ICM team hosted a networking breakfast for the nonprofit industry with roundtable discussions featuring subject matter experts from ZAG, Museum Store Assn (MSA), Spa Industry Assn (SIA), CRAFT Retailers' Association for Tomorrow (CRAFT), and California Association of Hospitals and Health Systems (CAHHS). This event was a great way to connect with our peers while discussing topics pertinent to us all.

If you haven't checked out the new and improved ZAG website, please take a look as we add content and make the site more functional. Our website administrator has been reaching out individually to insure our members have fully functional memberships.

Lastly, as an update to our discussion on single use plastic - you may have noticed the concessionaires issuing press releases stating their leadership in this initiative. While it is incorrect for any single entity to claim responsibility for these changes in the industry, our work to have these changes implemented and our vocal support of the changes being made – have been instrumental in support of this process. Collectively, we continue to advocate for additional suppliers to meet these new standards, and push our existing partners to continue to improve.

In closing, I hope everyone has a successful summer season and I look forward to seeing and hearing from you at the fall shows. Please reach out if I can be of help in any way.

Judy

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# Selling to School Groups



**By Michael Davis**

We have all seen it...the big yellow bus lumbers to a stop at the curb....momentary silence...then the doors fly open and hordes of laughing, squealing tiny humans issue forth. Waves upon waves of sticky hands and zip lock bags full of cash! Yes, it's School Group Season. As we prepare for the onslaught a few preparations can make the experience relatively painless and very profitable.

If you haven't already, you should partner with the department at your facility that books the visits to determine the schedule of groups, age or class year, and policy of the school regarding the gift shop. My zoo sends an informative letter to the school group organizers informing them of a few gift shop rules we have for groups prior to their arrival. The main one is number of students per chaperone. We make it known that one chaperone per dozen students is required when they visit the gift shop. We also ask the teachers to explain at least the rudimentary concept of sales tax to the students prior to the visit. This is a great lesson, and helps avoid having to turn away a kid who has waited in line with a \$9.99 plush and a ten dollar bill. Any chance to avoid tears should be taken!

I have also made it a point to have plenty of \$1 and \$2 bin items available. I have priced these items so that the tax is built in to the nice round number (We ring \$0.92 and \$1.85 in my case). I make sure the teachers know about these items in our pre-visit letter as well. I want every school kid to have a nice selection of items, regardless of how much money they have. I have also priced out items to equal \$5 and \$10 with tax as well.

A "trick" we employ is to put our Safari LTD. "Good Luck Minis" next to our cash wrap priced at \$0.92. When a kid has change coming back, my staff will tell them "Hey, with this dollar (or two or three) you can grab one (or two or three) of those minis, you don't have to stand back in line, just show me which one you have." The goal is for the kid to walk away with an empty zip lock after all! Last March I created a key on my POS called "Add-On Mini" and we have added over 5,500 units to sales in this manner.

Lastly, make sure your staff has the right mind set for groups. I try to assign one staff member to Floor Duty during big school group visits, to greet the kids, answer questions, pick up the shop on the fly and watch out for those tiny, sticky hands! We try to make it a game, predict how many dollars we will sell in an hour. And after all the recovery after a big group visit...that's what we call job security!



# Conservation Corner

By David Whitaker

It's easy to talk about conservation solutions and about making a difference. However, you can't make a difference by just talking about it or by putting up a couple of signs asking for donations with a jar on the counter. It's also easy to tell the visitor through signage what we are doing in regards to recycling and energy reduction. Or, you can stand back and assume someone else will do the things that will make a difference. When it comes to raising funds for conservation within our organizations, it's much easier to talk about it than do what it takes. It is a whole new ballgame when it comes to actually doing the work and finding the methods to *raise money* for conservation.

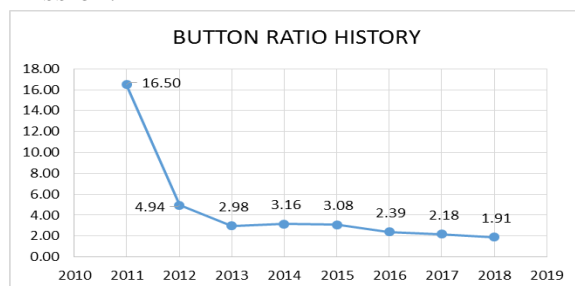
It is totally up to **YOU (the manager/director)** the amount of effort **YOU** put into getting the buy-in and commitment from your staff. Not until you make the visitors aware of the needs, find the best way to raise the funds, know how to '*make the ask*' for the donation, and holding staff and yourself responsible will you have the success you are looking for.

One of my favorite words is *intentionality*, (noun: the fact of being deliberate).

Once you have found a way of raising funds, you then have to be intentional in making it happen. Here at the NC Zoo we use 3" buttons. They are \$1 each with a margin of 75%. Before 2012, we had used them for years at the counter for conservation donations. Occasionally we would ask a visitor if they would like to make a donation of a dollar and get a button, but never with *intentionality* until 2012.

When we started making it *our goal* to '*make the ask*' on every transaction, the button program exploded. We went from getting donations from approximately 8,000 buttons in 2011 to 80,590 in 2018. What was the difference? INTENTIONALITY!

We train our staff the 'why' and the 'how' and then hold them accountable. We monitor each staff person's success and make sure they are '*making the ask*'. If they don't ask, it is easy to tell... their results suffer. The visitors want to make a difference and are interested in our overall conservation mission.



How do we get our staff's buy-in? Dr. Richard Bergl, VP of Education and Conservation at the NC Zoo, does a presentation at our annual orientation on what our efforts do for his programs... literally around the world. It makes a big impact on our staff when they can see what their efforts do.

One great aspect of our button program is a new staff member can actually make a difference on their first

day at the zoo. If you would like details on our program please contact me at [dwhitaker@nczoo.com](mailto:dwhitaker@nczoo.com)



# Merchandising Tips

By Tommy Brown

## *Pinchers, Pinchers Everywhere!*

Many of our institutions carry pinchers and they are always a challenge to merchandise in a way that does not take up a ton of floor space, while having a variety of them on your sales floor. Two things most stores have is elevation, and limited floor square footage. With that said, you should always think **UP** for your fixtures. So up we went, and got 8 different styles of pinchers on the floor in a 2ft space. This is a very simple box design, with a crisscross interior, to create 8 different compartments that can hold up to 15 pinchers per compartment. Plus, it is made from sustainable woods.



Contact Tommy Brown at [tbrown@stlzoo.org](mailto:tbrown@stlzoo.org) if you need more information on this fixture solution.

# What's Trending.....

By Melinda Green

Well, I think most of the country is telling that Groundhog he is limited on the days as we all need to see some Spring...our merchandise is coming in and our stores are being set with brighter colors and a hope for warmer days ahead. Here in Kansas City, we have seen a snow total for this year that is more than the past three years combined. Yikes!!! With all of that said though we are hopeful that as the birds are chirping and we Spring forward this weekend that spring is upon us!

Here are a few trending themes that I believe will be big hits for this spring on into the summer:

**Baby Shark!** If you don't have this song in your head now, you need to get it in there...this is one of the biggest trending songs and you will find merchandise now that sings the song. This would be a great addition to any Shark Week or aquarium area in your store.



*BABY SHARK doot doot.....*

**Sloth, Llamas, Unicorns and all the animalicorns, OH MY!**-Sloths are continuing to stick around and being updated with many whimsical and colorful features. And just when you thought that your Zoo couldn't do unicorns, the vendors are making all different animals into unicorns...caticorns, llamacorns, slothicorn and many more. I particularly noticed a Boho/Festival trend to several of these categories which is great because it helps lend to a wider age range. And to round out the trending animals would be the LLAMA, we have been seeing them for a season or two but they are EVERYWHERE for 2019!



**Single Use Plastic Reduction**-As lots of our plush and toy manufacturers are jumping on board to eliminate single use plastic a good idea for your Gift Shop would be to highlight the information and tell the story of what the Gift Shop and our vendors are doing for conservation. K&M, Aurora, Wildlife Artist and many others will or already have begun tagging their items and sending information to support the changes that their companies are making to improve upon this matter. You may consider in your shop making an area highlighting some of the changes.



*Look MOM, I am going Green!*

**Sequins, Slime and Squish**-The hottest impulse items are still those around sequins, slime and squish. Sequins have been added to everything from apparel to backpacks and flipflops! Many options of slime are available from glow in the dark to magnetic and everything in between; this is a great school group item and can be found at many different price points! And the squish craze...we saw it first being represented in food form and now many vendors have made them into animals and much



more!



*Life is better with slime!*

**Be Kind and Different**-Another trend that is being represented across different categories is positive messages reminding you to be kind and also that it's ok to be different.



*Ugly needs love too 😊*

All in all, wishing you the best season ahead and some sunshine too!!!



# ZAG - Q and A!



## Question: What do buyers want to see in Vendor's Booths?

Here are the following answers from our ZAG buyers:

- 1) Exhibit trends up front and center.
- 2) Show quality custom items that are not just named dropped.
- 3) Everyone that responded wants to see more **Red Panda** merchandise and **Sloths** and **Lamas** a close second.
- 4) Petroleum plastics are on their way out, so a more eco-friendly product(s) is being sought after.
- 5) Quality and price are always a concern, and products need to have pricing shown up front.
- 6) Show specials displayed in the booth and easily read.
- 7) Communicate your commitment to Conservation and how your company is helping our efforts.
- 8) Show merchandising ideas that can be replicated in the shops.
- 9) More collections that work together, not just individual items.
- 10) In apparel: low minimums, art and price drives most of the decisions when purchasing shirts.
- 11) Have stories attached to your products, "What makes it special?"
- 12) Create art concepts for the institutions that make appointments and create a conversation.
- 13) Keep your booth open and easy to shop.
- 14) The buyers also want to see a person in the booth that can help them, an unattended booth is a nonstarter for any buyer.
- 15) Remember your company's products in your booth(s) are representing our Zoos, Aquariums and Gardens, so your products you are selling us must safe and good quality.

Next edition's question: What is your biggest challenge in retail, and the steps you are doing to change it? Please send your answers to [tbrown@stlzoo.org](mailto:tbrown@stlzoo.org) by May 10<sup>th</sup>,

# Training Made Easy by Sue Fahje



**Hello fellow Zag Members!**

For many of us, we are heading into a very critical timeframe for our institutions. It is called MASS Selection of our team for 2019.

If you noticed I used the word “select” vs. hire. With unemployment at record lows in many areas, it is of extreme importance that we execute this function to the best of our abilities. Selecting an associate is one of the most important aspects of our job. Once we select the team, how do we retain them?

**Did you know? :**

- Losing an associate is expensive. Many studies show that it costs 16% of an hourly associate’s salary to replace them. If you have an hourly associate making \$10/hr. and working 30 hours a week, the cost to replace that associate would be approximately \$2496.
- In addition to the financial cost, associate morale suffers from having to pick up the additional work load.
- In 2018, the industry separation rate for retail averaged between 59-65% while the fast food industry was at 100%.



**What can we do to retain our associates?**

Last year Melinda Greene had an outstanding presentation on Millennials in the workforce. She stressed that this group needs to have goals and objectives that make a difference. Do you explain your institutions mission, core values and goals? And, more importantly, why their contribution is so important.

- **Training** is the most important aspect to get right. Do you have an orientation and onboarding process? The first 30 days is the most critical time for an associate. Do you have a process in place to show that you are vested in making them successful?
  - **Strong Onboarding checklists and follow up programs:**
    - **Guest service modules and role playing**
    - **Where is it? Fun game that asks new associate FAQ of guests:**
      - Where are the bathrooms located?
      - Where do I find product xxx? (most frequently asked for items)
      - Zoo or institution geography: take on a tour, cover with them maps or directories

- Product or institution knowledge
- **Mission of your organization**
  - **Establish clear-cut expectations and policies:** Frustration is caused by not having an understanding of their job duties, company policies, etc.... Does your area have a Standard Operating Procedure for them to refer to?
  - **Create a culture of Open communication:** Allow them to also share their ideas. “What do you think of this t-shirt design”?
  - **Make it a Priority to help associates feel valued:** A THANK YOU and recognition for a job well done goes a long way! Provide POSITIVE FEEDBACK!
  - **Provide associates with meaningful work:** Meaningful work is a critical component to retain younger associates. Make sure you explain the whys and get them involved in as many varied roles as possible.
- **Flexibility with scheduling:** Work life/balance is truly important. Make sure the associate knows up front what the schedule expectations will be.
- **FUN**
  - It is okay to work hard and have fun at the same time. We work in some of the most “fun” institutions around. Give them time to go see the new zoo baby so they can be prepared to inform arriving guests. Show them the new exhibits and give them the information on why it is so important to conservation efforts.
- **Communication**
  - Start each shift with a quick get together. Structure this quick meeting to inform the team of what is happening that day, what is new, recognition for a team member that you caught doing something right and any special expectations for the day.
  - Within the critical 30-day starting period, schedule follow up sessions so they can ask questions and outline additional training opportunities.
- **Goal Setting**
  - There are many programs to set goals. (S.M.A.R.T or WIGS) are two such programs.
  - Whether goals are team oriented or individual goals, each has similar characteristics:
    - **Set specific goals:** Increase plush sales by 10% by end of the fourth quarter.
    - **Make sure it is possible to hit the goal**
    - **Make sure the goal is relevant to your organization.** For example, additional plush revenue to fund conservation initiatives.
    - **Measurements:** How do I know if I am successful with the goal? Suggest weekly updates. End of first quarter: Plush sales LY 10,000 TY 11,800 18% increase
    - **Make sure they have a deadline.** “By the end of the fourth quarter.”
    - Get the team involved in the details or action plans on how it will be achieved.
    - Teams love visuals. Create charts and cover progress in each day’s meetings.

# Working with Vendors

By Steve Fairchild

**"We don't have a budget to go to gift shows.... so I don't have much vendor information"**

Actually a large number of ZAG members don't have the opportunity to go to shows, whether it's staffing issues or monetary constraints. ZAG's membership is comprised of 330 retail operations and less than half of our ZAG buyers go to major gift shows each year. With that being said, there are various ways to develop contacts with new vendors who may have just the product that you are looking for.

## **Trade Magazines**

As a ZAG buyer you are eligible to get free subscriptions to two major gift publications (SG&N, M&More....and???) These are great resources for trends, tips, and product previews. Keep in mind that many suppliers that are featured in these publications are willing to accommodate your needs even though they may not offer zoo/aquarium related products in their ads. Contact them and let them know what you are looking for.

## **Contact fellow ZAG buyers in your region**

A "ZAG buyer region" could be described as an area where mutual ZAG facilities share the same climate, spring break schedules, unique geography, and in some cases deal with the same state restrictions or mandates on merchandise. Pull up your ZAG list, or the new ZAG map, and contact a buyer in your region for advice on vendors who may have information regarding the merchandise that you need. Even if your attendance is only 50,000 guests a year, don't shy away from calling one of the "big" ZAG facilities in your region. You'll be pleasantly surprised with the vast amount of information that our fellow ZAG members will share with you regarding vendors and their products.



## **Check out Gift Trade Shows, Regional or National**

It's great to go to a national gift trade show but don't overlook the regional shows that are out there. If you would like information regarding gift shows, whether they are regional or national, check the ZAG Newsletters or search show websites. Even if you have budgetary issues, the national shows have sponsorship opportunities that may include incentives for gift operations with tight budgets. ZAG also offers show sponsorships. If you are not aware of The ZAG Sponsorship Program for Gift Shows, contact us and we will send you information.

Regardless of the fact that you oversee a small operation, or your budget is extremely tight, consider a few of these suggestions and don't hesitate to seek out new or current vendors in order to build sales and profits for your gift operation.



## A message from: Las Vegas Souvenir & Resort Gift Show by Clarion / UX

**Registration is now open** for the nation's largest souvenir show, October 2-5, 2019 at the Las Vegas Convention Center and we've got more new features and new resources in store for you!

### **\*\*LIMITED AVAILABILITY\*\***

#### **Hotel Rates Starting As Low As \$15 For Retail Buyers:**

**starting as low as \$15 at Excalibur!** To help you keep those travel costs down, Clarion UX has bought down already discounted rates to offer rooms through our official travel provider, Connections Housing, starting as low as \$15 at Excalibur (*available to retail buyers only – you must pre-register and attend the show to qualify*).

**Look for more news coming soon on other new features and enhancements including:**

Expanded Emerging Marketplace

More Native American

New Gourmet Gifts

Much, Much More – look for



Resources

Latest In Souvenir | Logo | Custom details coming soon!

**some of the biggest names newcomers...**

**We will see you in Vegas!**

**The show floor is filling up FAST with in the business and innovative**



Who is the Man at the Zoo train? It's Captain Kangaroo!

# Get to know your ZAG buyers

By Terri Scheunemann

Alison Brooks leads the Retail team at the Chester Zoo in Chester England. Located three & ½ hours northwest of London, this 85 year old, 125 acre zoological garden is home to over 500 animal species, with 21,000 animals. One of the most visited zoos in the UK, Chester Zoo hosts 1.96 million visitors.



## Would you share a little about your background?

I've been very privileged to work at Chester Zoo for just over five years now, and before that I spent five years as the UK buyer and retail manager for a large European visitor attraction group which operates aquariums, theme parks, castles and caves in the UK. Prior to that I worked in 'normal' retail where I finished up as a Regional Manager before coming into the attractions world.

## Tell us about your gift shop? What makes it unique?

Our main gift shop is large for a UK zoo, around 9,000sq ft with 11 cash registers. This allows us to sell a wider range of goods than you would normally see in a souvenir shop and we operate it almost as an animal themed department store. Our other two shops are smaller; one is heavily themed to Indonesia and the other is centrally placed in the zoo and operates flexibly as an exit shop for zoo events; so right now it's a Lego themed shop and in May we'll change it into a Prehistoric Predator store for the summer period. We also have numerous stalls and kiosks that we open seasonally, some are themed to the exhibits and others are more functional. In terms of stock we get a large amount of items custom made, in addition to our own plush we also have a range of Chester Zoo toys and home accessories which we are looking to expand this year; that's quite unique for a UK zoo but we're very privileged to have the visitor numbers to make the MOQs viable. Our top selling product is an inflatable giraffe stick, and plush dominates our sales making over 35% of our total income.

And the thing that makes us really unique? I'm very proud that our gift shop was officially opened by Her Majesty the Queen as part of her Diamond Jubilee Celebrations in 2012; I'm pretty sure there aren't too many gift shops out there which can say that!





**What are your top categories? Do you use UK vendors for the custom plush or some of the same as we have in the US? Do you travel to Asia to place your custom orders?**

Our top 3 categories are plush, toys and souvenir and we give around two thirds of our main shop display space to them. We use both European and global suppliers for our plush, Aurora is one which members will recognize; they make our core range of animals which we sell in 8 inch and 12 inch sizes. We also use a supplier based in Denmark for fashion plush which is similar to the styles carried by Rhode Island, and our hanging and souvenir plush range comes from a UK supplier. Where we can't make the MOQ on a custom item as it's an unusual species we tend to buy cuddlekins from Wild Republic. We work closely with suppliers rather than direct with factories as it gives us assurances on quality and ethical standards plus the ability to call off our stock from their warehouses as we need it; we never have enough storage space, something which I think is common to us all!





**Due to the large number of none UK readers, tell us how you feel your store differs than a US Zoo, Aquarium or Garden?**

I think there are lots more similarities than differences; we have a huge amount in common which is why ZAG is such an amazing group to be a part of to share knowledge and understanding. We sell the same items in the same way and all face the same challenges whichever country we're in. The zoo retail world is truly global and we can share so much vital information with each other.

But I guess the main difference you might notice as a USA shopper in our store is the much smaller range of apparel and headwear that we stock, those categories make up a much smaller proportion of our sales than they would in the USA. We probably make up for those sales in carrying a much broader range of mugs for our favourite 'cuppa tea'!







**Chester Zoo is doing outstanding things in the conservation world. How does that impact you in the gift shops? What % of your total sales are those items? Do you keep the conservation items you sell to the animals exhibited at Chester?**

As a conservation charity working in over 70 countries around the world, our mission is 'Preventing Extinction' which for us means that conservation is at the heart of absolutely everything we do. Our gift shops make a vital contribution in raising conservation awareness in addition to the financial contribution which they make to our mission. For example, our shops play a key part in raising awareness of our efforts to minimize single use plastic in the world and our sustainable palm oil campaign where we're working hard to make Chester the world's first sustainable palm oil city. Most years around 4-5% of our sales are from artisan crafted items. In addition to those items we also incorporate conservation and sustainability into many of our mainstream ranges which makes the total figure higher but hard to measure as we don't categorize those goods separately. For animal items we stick to species that are in the zoo, but we'll also sell items that aren't related to animals if we can relate them to our conservation programs in some way. One of our best-selling artisan ranges are wall décor capital letters which are made in Indonesia from upcycled drinks cans and not related to animals in any way but do help to take waste out of landfill in an area where we have numerous conservation projects. Our visitors love buying all the letters to make their family names! We source via UK based

suppliers that have direct links to artisans around the world which enables us to ensure fair working practices and payment for the craftspeople

In December 2018, a devastating fire engulfed the zoo's forty million pound indoor forest habitat at 11am on a Saturday. Eighty firefighters and zoo staff worked closely together and were able to evacuate the building and rescue as many animals as possible. Six orangutans, four gibbons and 18 macaques were lured away from the blaze using bananas. Species such as the Sunda gharial crocodiles, painted batagur turtles and giant Asian pond turtles were in good health inside the monsoon forest in an area unaffected by the fire. The zoo confirmed that rare species including tentacled snakes, cinnamon frogs, betta hendra fish, Amano shrimps, question mark cockroaches and birds such as grosbeak starlings were unable to survive.

From Alison: "It was the toughest day we've ever had at Chester Zoo, but I'm glad to say that we're all doing fine and the animals are too. It's fortunate that we were able to move all the affected species to new homes elsewhere in the zoo and we re-opened the Islands zone a few days after the fire, but we will be without the Monsoon Forest building for some time whilst it's rebuilt. We were all incredibly humbled by the support we received following the fire, not only from the UK but from all around the world."

# Welcome New ZAG Sponsors

## U·KONSERVE®

U-Konserve is proud to be a new ZAG member! We offer a complete line of reusable stainless steel food-storage containers, drinkware, straws, utensils (and more). Our products help aquariums and zoos tell a sustainable story by reducing the pollution in our oceans and wild spaces, all while educating customers on the importance of living a waste-free lifestyle.

As a certified **B Corporation** and **1% for the Planet** member, our commitment runs deep. Choosing U-Konserve also supports the efforts of our ocean-loving, wildlife-supporting partners including **5 Gyres**, **Plastic Pollution Coalition** and **Rethink Disposable**.



Malarkey Kids, a global, award-winning company, introduced the first ever silicone teething mitt, the Munch Mitt, in 2015. Since then, the mom-created, celeb-loved company has launched three more products, the Buddy Bib, the Chew Cube Teether Rattle and the Munch-it Blanket.

This spring we'll be launching our newest animal versions of the Buddy Bib and the Munch-It Blanket.

Our new animal line for babies 3 months and up, include this year's trendiest creatures, the sloth and giraffe.

All of our new products were created to reflect the most popular attractions at zoos and aquariums and would be fun and functional products for guests with young families at your establishment







# THE SAN FRANCISCO<sup>TM</sup> CHOCOLATE FACTORY

The San Francisco Chocolate Factory provides Custom Tins of Gourmet Chocolate and Mints to Museums, Zoos and Aquariums, National Park Conservancy Gift Shops, Hotels and Wineries. Since our founding in the late 1990's, owner Michael Litton has always put our community and customers at the center of everything we do. We partner with the California Autism Foundation to pack our tins, helping provide meaningful work for dozens of people impacted by autism. Our commitment to be responsible citizens continues to this day, as does the passion to provide gourmet chocolate and mints to Zoos and Aquariums in manners which further their cause. All chocolates provided are Palm-Oil free. *We would love to become an essential component of your gift shop sales.* **For more information, please contact Cory Schwartzman at The San Francisco Chocolate Factory by emailing him at [cory@sfchocolate.com](mailto:cory@sfchocolate.com) or calling (415)-677-9194 X260.**



Tyler Treasures continues a tradition of over 20 years of innovation and creativity in gifts and inspirational items. As a specialty manufacturer and distributor, we have built upon our market leadership and now bring that same quality and innovation to the general gift market. Our quality is in every item we manufacture, and we pride ourselves on developing unique products that cannot be found anywhere else and stand out in the market.



Our products can be customized to meet any of your gifting, corporate, event or marketing activities and needs. We have a team of designers and artisans that can make your concept become a reality in a one of kind token, piece of jewelry or key chain that will make you stand out from the crowd.

All of our work is guaranteed, competitively priced, and at a quality that exceeds traditional products in the marketplace that are sourced from off shore manufacturers. If you are a retailer, you will find that our items will help you achieve greater profitability from repeat sales thanks to a product that consumers can see and feel the difference in from a quality standpoint - from the moment they touch them. If you are an employer or corporate customer, you will find items that inspire your team and provide a tangible gift that delivers your message with a value that lasts.

We pride ourselves on the craftsmanship and uniqueness of what we deliver. Tyler Treasures, where quality meets innovation...



Gabrielle Smith  
President and Chief Happiness Officer, Tyler Treasures



Thank you for being ZAG members, the board is working hard for you!

Sincerely,

*Judy, David, Sue, Terri, Steve, Tommy, Michael, Melinda, Ross*