

A letter from the President  
By David Whitaker  
President, ZAG  
Director of Retail Operations, North Carolina Zoo

Hi everyone!

Well, the season is well underway and spring break sales were not as strong as many would have hoped. The weather in many areas did not cooperate, leading to less than desirable sales results. School groups have returned and that does give us hope for a good May. Plush and jewelry seems to still be very strong, therefore, I am optimistic about the possibilities for the summer season.

Post covid our industry looks a lot different. Many new challenges have arisen; including much higher wholesale cost which leads to higher retail pricing and worries that we may price ourselves out of the market. Also, staffing has been a nightmare for most institutions, not only the cost of staffing but having enough staff to complete our mission.

Make sure to explore the latest ZAG sponsors showcased in this issue. Our existing sponsors and these new additions are crucial supporters of our organization, providing innovative products related to the Zoo, Aquarium, and Gardens industries. By collaborating with ZAG, they demonstrate their dedication to reaching out to buyers in our field.

Please feel free to reach out with your questions or comments, as ZAG is always here to help with answers, recommendations, or ideas to share!

## In this issue:

A letter from the President: Page 1  
By David Whitaker

Merchandising with Tommy: Page 2  
By Tommy Brown

Events at IGES: Page 3-4

Top Trends: Page 5  
By Rose Domas

Upcoming Events: Page 6

No Call No Shows: Page 7  
By Sheila Wewers

Gardens: Page 8-9  
By Shelby Salestrom

Hotel Offers: Page 10

Sustainability Scoop: Membership  
Spotlight: Page 11  
By Elie Johnson

ZooBabies: Page 12

New ZAG Sponsors: Page 13-19

## Follow ZAG on Social Media



Facebook: ZAG  
(Zoo and  
Aquarium  
Buyer's Group)



Instagram:  
@zaggift



LinkedIn: Zoo,  
Aquarium &  
Garden Buyer's Group



By Tommy Brown  
Vice President, ZAG  
Retail Manager/Buyer of  
Conservation Goods, Saint Louis Zoo

## MERCHANDISING WITH TOMMY: STORE THEMES AND THREADS

First thing any good merchandising professional does is create a theme or themes within a store location, there has to be a strategy! Never start any store without this most important step. You must decide if you will maintain one theme in your location, or have many themes within sections of your store, with a common thread (A basic design element that brings the store together as a whole) to pull them all together.

For example: most small gift stores in a zoo, aquarium, or theme park feature themes reflecting exhibits, rides, or animals. If you are talking about a department store or a front-gate store location, then each pad (An outlined section of the store devoted to an internal theme) in the store should have its own theme.

For example: in a department store you have home goods in one area and cosmetics in another, thus creating the theme or environment around the goods being sold, for a theme park this would be an exhibit or attraction. As with most department stores and front gate stores, they all have a certain look or theme, known as the thread. The thread binds the location together for the one over all look. The store then breaks down pads for individual themes, within the overall thread.

Themes should support and encompass fixtures, graphics, building materials, lighting, sound and of course, the right merchandise and props. Themes make shopping easier for guests to understand what they are shopping for, and how items relate to one another. In our very early origins, humans liked visual stories, as seen in cave paintings. The retail setting of today is no different, as we are telling a three dimensional story through the art and science of merchandising. Just remember how simple cave paintings were in the past, with a theme of hunting or family experiences. Just like back then, keep your theme simple and easy to



(Pictured above, you will see a thread of maple fixtures, with a theme of play, represented by toys and graphics of children.)

## TRAVEL SCHOLARSHIP OPPORTUNITIES

In July, we will be sending information on how to enter for your chance to win a travel scholarship for the Las Vegas Souvenir Show or IGES & Smoky Mountain Gift Shows!

*Stay tuned*







SEVIERVILLE, TN | NOV 7-9  
PIGEON FORGE, TN | NOV 8-11



## **Sustainability in Retail Professional Program (SRPP) - Now a Webinar Before the Show!**

ZAG has agreed to pay the registration fee for any ZAG members interested in attending. Registration is still required & space is limited.

Expand your knowledge of sustainability through the key elements of environmental, social, and economic impact. By the end of the program, you will be able to make confident informed decisions when purchasing sustainable products and have a go-to-market strategy to incorporate this into your store and brand moving forward. To learn more about the program, visit: [iges.us/sustainabilityinretail](http://iges.us/sustainabilityinretail).

This year the course will be in webinar format, on October 25th.

Our speaker lineup includes:

- Tommy Brown, Retail Manager Saint Louis Zoo, Buyer of Conservation Goods, ZAG Board of Directors
- Edward M. Spevak, Ph.D., Curator of Invertebrates, Director-Center for Native Pollinator Conservation, Saint Louis Zoo
  - Nicole Leinbach-Reyhle, Retail Expert
  - Chris Solt, Executive Director of Fair Trade Federation

As part of the program, you will also receive:

- Hands-on Tour at the show (Nov 7th)
- Certificate of Completion (SRPP) + Window Cling for your store provided



If you have any IGES buyer related questions please contact:  
Lynn Visser  
Attendee Relations Manager  
(678) 982-5107  
[Lynn.Visser@emeraldtx.com](mailto:Lynn.Visser@emeraldtx.com)

## **IGES Show Registration Opens June 5th**



SEVIERVILLE, TN | NOV 7-9  
PIGEON FORGE, TN | NOV 8-11



## ZAG Awards Luncheon hosted by IGES

Lunch, cupcakes and a champagne toast!

Join your fellow ZAG members as we celebrate Opening Day at Pigeon Forge with a delicious lunch, cupcakes and a champagne toast! Hosted by IGES we will be honoring the wonderful tenure of Tommy Brown as well as the IGES 10-year anniversary at the LeConte Center. Each guest will receive a Swag Bag full of samples from Pigeon Forge participating exhibitors. In addition, there will be special deals from the vendors on opening day only!

The agenda will also include Special Awards for:

- Sustainability – voted on by ZAG group
- Merchandising – voted on by ZAG group
- ZAG champion (biggest supporter) – voted on by ZAG group
- IGES favorite ZAG Buyer (voted on by IGES exhibitors)

Date: Wednesday, November 8, 2023

Time: 12:30pm

Location: LeConte Center at Pigeon Forge

IGES at Sevierville

Opens one day before Pigeon Forge, on November 7th.

## IGES at Sevierville

Opens one day before Pigeon Forge, on November 7th.

IGES Sevierville is consistently growing and always creating additional value, there are plenty of reasons to come Shop Sevierville!

While shopping the vendors at Sevierville, stop by our Prize Station to enter to win a Toyota Tacoma!

There will also be a Swag Store where everyone wins an IGES branded gift. Enter to win daily!

Sevierville is home to over 160 NEW vendors, including our pavilions for Made In America, Campground and Sustainably Made Products. And this year we will be launching a Toy + On Trend area in partnership with Enchanted Moments, with 35+ vendors.

Join us at the Opening Night Party from 5-7pm. We'll have drinks + it's free to attend.

IGES is always growing and always creating additional value, there are plenty of reasons to come Shop Sevierville!

Keep up to date on all events as we continue to add to our list, [www.iges.us/events](http://www.iges.us/events)



## Top Trends – Merchandising in economic uncertainty

By Rosemary Domas  
Communications Officer, ZAG  
Buyer – Wildlife Conservation Society  
Bronx Zoo, Central Park Zoo, Prospect Park Zoo, Queens Zoo & New York Aquarium

Economic challenges impact us and our guests. We as merchants are faced with pressures to drive sales and hit our financial targets. Similarly, guests are asked to share their shrinking wallet with admissions, donations, food, and gifts. Historical trends indicate during these times, guests gravitate to procedural products and educational minded gifts.

1) Storytelling to support environmental dates can inspire sales - Guests will be inclined to shop if they know their purchases support causes important to them. Product choices can be conservation minded items, or they could be your best selling plush or toy items that support the event.



Themes that pull on emotion –  
create merchandise themes centered around events –

- a. Earth Day – April 22nd
- b. National Audubon Day – April 26th
- c. National Plant a Flower Day – March 12th
- d. World Oceans Day – June 8th
- e. National Wildlife Day – September 4th



2) Educational Play – during economic challenging times, parents will invest in their kid’s enrichment. Focus on the element of play via puzzles, books, games, and PVC toy sets sparking engagement. Maximize storytelling and signage – illuminate the guests the element of play. Use your best selling plush and link it back to strong signage that will help to articulate to the guest what they want for their kids, grandchildren, etc.





A RETAIL CONFERENCE WITH AN ISLAND VIBE  
OCTOBER 22-24, 2023  
MARGARITAVILLE RESORT | ORLANDO, FL

The Coastal Connections Conference is the only retail conference designed specifically for beach, coastal and nautical retailers. Taking place, October 22-24, 2023, at the Margaritaville Resort Orlando, sessions address the unique aspects of running a seaside store – something you won't find anywhere else. Combined with the many opportunities to interact with other seaside retailers, you'll leave with valuable insights and meaningful connections.

Creating connections is an important aspect of the conference, and during the three-day event there will be many opportunities for attendees to interact together.

Discounted registration rates are available to nonprofit retail stores, and ZAG members and businesses with multiple registrations. Questions can be directed to [conference@breakwallpublishing.com](mailto:conference@breakwallpublishing.com).

## UPCOMING TRADE SHOWS

Dallas Total Home & Gift Market June 21-27

Las Vegas Market July 30- August 3

Atlanta Market July 11-17

NY Now August 13-16

ASD Market August 20-23

Surf Expo September 7-9

Las Vegas Souvenir Show October 4-7  
**ZAG Mixer October 4th at 5:30 room s233**

Ocean City Resort Gift Expo October 29-31

IGES November 7-11

**ZAG Annual Meeting November 8th**  
**See pages 3-4 for more event details**

Smoky Mountain Gift Show November 8-11  
**ZAG Luncheon November 9th Ogle Room**

Grand Strand Gift & Resort Merchandise Show  
December 3-6

## Smoky Mountain ZAG Mixer

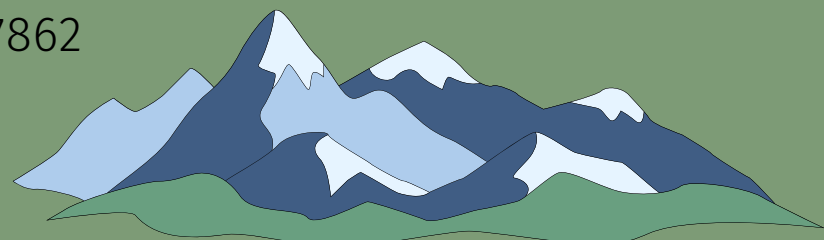
WHO: ALL ZAG BUYERS AND SPONSERS

WHERE: RAINFOREST ADVENTURES

109 NASCAR Drive, Sevierville TN 37862

WHEN: NOVEMBER 9TH

MORE DETAILS INCLUDING HOW TO RSVP  
TO COME...STAY TUNED!





## Do No Call No Show's affect your bottom line?

We've all experienced it: employees who are scheduled to work but don't show up and don't call to let you know. According to the CDC Foundation, no call no show employees cost U.S. employers about \$225 billion per year in lost productivity! What can you do to mitigate a no call no show employee's impact on your institution?

No call no show's present many challenges for your institution. The initial impact is the immediate crisis of the missing employee; the chaos we have all felt in trying to identify and resolve the missed shift. Next is the impact on your team; the stress they all feel as their workload increases, their day destabilizes, and their trust among staff erodes. The final impact is to your mission; the lack of ability to complete the work for the day.

Reducing the frequency of no call no shows requires determining the cause which can include not knowing the schedule, medical or family emergency, lack of a feeling of purpose, lack of feeling of belonging to the team, and not having a clear policy or procedure to report absences.

### What can you do to minimize no call no shows and the impact they have on your team?

- Have a schedule that is easily seen and accessed utilizing paper and app-based scheduling formats.
- Remind staff of upcoming shifts using in person contact, emails, and auto generated scheduling messages.
- Ensure open shifts are visible to all staff and staff are aware how they can help by accepting an open shift.
- Utilize on call shifts for unexpected absences.
- Intervene immediately – the first time it happens – not doing so sends a message that its ok to miss a shift.

Ask the employee why the no call no show happened and what you can do to help prevent it from re-occurring.

·Set clear expectations and have a clear policy.

·Involve your legal team in drafting policies and procedures that incentivize versus punish.



By Sheila Wewers  
Board Member, ZAG  
Associate Director of Retail Operations  
Garden Safari Gifts  
Como Park Zoo and Conservatory





# GARDEN SPOTLIGHT

How do I start our new series on Gardens? We have so many beautiful botanical gardens in our group now and we are so happy to have you! What better way to recognize this partnership by highlighting ways that Zoos can contribute to conservation efforts in the garden and the globe!

I have started with the Jacksonville Zoo and Gardens as my home zoo is both a zoo and a botanical garden and, if your zoo is not doing this, then maybe you can start something! I also need to acknowledge how important it is to get to know people in your zoo; horticulture and animal teams, marketing, education, etc. All of these partnerships not only make you known to your zoo team on a grander scale, but open up new ways to merchandise in your stores!



By Shelby Salestrom  
Board Member, ZAG  
Guest Relations Manager / Buyer  
Jacksonville Zoo and Gardens



As the old saying goes, there are two certainties in life; death and taxes. To this we can add a third... everybody poops! With a zoo full of large animals this is especially true. For many years, the Jacksonville Zoo and Gardens has had a composting program for animal waste, operated by our horticulture department. Only herbivore (plant eating) animal waste can be composted. Waste and soiled bedding material (hay, etc.) is gathered each morning by our dedicated keeper staff and piled in a central composting area. Our composting area consists of a large concrete pad surrounded by a drain gutter, to capture any liquid runoff from the compost. Once each week the pile is turned allowing oxygen to mix with the waste. This in turn fuels aerobic (oxygen loving) bacteria that break down the waste product. After four weeks, the original pile is drastically reduced in volume and bacterial activity. This 'finished' product is moved from the concrete pad for storage and further decomposition. After a few months the original animal waste is transformed by nature into sweet, nutritious, soil ready for the garden.

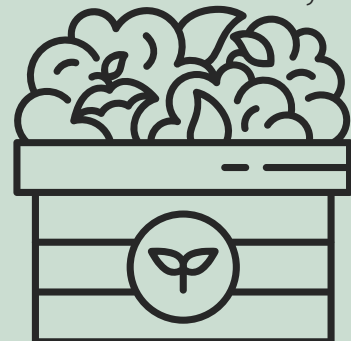
## GARDEN SPOTLIGHT CONT

One of the byproducts of the decomposition process is heat, generated by the biological activity of the feeding bacteria. Temperature records are kept daily, and temperatures inside the pile can reach over 140 degrees Fahrenheit! This is important, as it helps to eliminate or reduce any potential pathogens or weed seeds in the finished compost. This finished product is then made available for home gardeners and local organizations. This helps create a wonderful relationship with our Zoological gardens and our garden-loving visitors!



So HOW does this apply to Retail Operations? Well, these quarterly community give-aways run alongside horticulture plant sales which must be sold in the gift shop! We offer many gardening happy items as well as “plant plush”, local honey, gardening and beekeeping books, etc. It’s a win-win! I happen to be a theme girl, so I love an opportunity to create a space for something like this within my plush lined store. This partnership connects our zoo to the natural spaces that we all adore and may even educate a guest that just “came to see animals” in a new and fun way.

\*\*Special thanks to Scott Koll and Chris Dailey of Jacksonville Zoo and Gardens horticulture for this info!





# Hotel Offers for Atlanta Market & Las Vegas Market

Atlanta & Las Vegas Market welcome ZAG buyer members to summer 2023 markets with 2 nights hotel

## Atlanta Market at AmericasMart Atlanta

Showrooms: Tuesday, July 11 – Monday, July 17  
Temporaries: Wednesday, July 12 – Sunday, July 16  
[www.atlantamarket.com](http://www.atlantamarket.com)

Register to attend:  
<https://www.atlantamarket.com/Attend/Registration>

Book your hotel:  
<https://compass.onpeak.com/e/60AGMJL2023HIR/in/category/34986>

Email your OnPeak confirmation to [buyers@imcenters.com](mailto:buyers@imcenters.com) no later than June 9

To cancel or make changes to your hotel reservation, please log in to your OnPeak reservation or call OnPeak at 800-241-6405

## Las Vegas Market at World Market Center

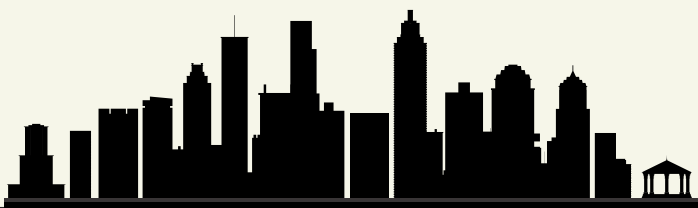
Showrooms: Sunday, July 30 - Thursday, August 3  
Temporaries: Sunday, July 30 - Wednesday, August 2  
[www.lasvegasmarket.com](http://www.lasvegasmarket.com)

Register to attend:  
<https://www.lasvegasmarket.com/Market-Info/Registration-Details>

Book your hotel: <https://book.passkey.com/go/LVMJUL23TwoNightsComp>

Email Connections Housing confirmation to [buyers@imcenters.com](mailto:buyers@imcenters.com) no later than June 30, 2023.

To cancel or make changes to your hotel reservation, click the original Connections Housing link above to “manage your reservation” or call Connections Housing at 702-476-6976 Ext. 4121



\*Complimentary nights applied between July 10-18 (Atlanta) or 29-4 (Las Vegas), either market (not both). One per buyer member company. Stores within 100-mile radius ineligible. Credit card required for reservation; hotel may charge first night room and tax, late cancel or no-show. Restrictions apply. Non-transferable. Offers may not be combined. Complete rules on request.

If you have any questions – please reach out to: [buyers@imcenters.com](mailto:buyers@imcenters.com)







## SUSTAINABILITY SCOOP: MEMBER SPOTLIGHT

This quarter, we received the scoop on sustainability from Colleen Lenahan, Gift Shop Buyer and Supervisor at the Akron Zoo in Ohio. Colleen started as a manager in a box retail shop for nearly 20 years when she decided to make a change. "I wanted to use my managerial and retail skills for a greater purpose and found that at the Akron Zoo," says Colleen.

Colleen loves knowing her skills benefit both the animals and conservation work being done at her institution. She is always looking to continue the zoo's mission toward conservation in the gift shop and says finding sustainable products is one way to do that.

### Colleen shared her favorite sustainable products she sells in her gift shop:

"One product we carry is journals and greetings cards from Ganesh Himal Trading. These paper products are hand crafted by women in Nepal following traditions that have been in place for hundreds of years. The paper is tree-free, created by using the bark of the sustainably harvested Daphne plant. Ganesh Himal Trading is a fair trade company that supports local artisans in Nepal. During the holiday season, we also carry felt products from their artists.

Another popular sustainable you might find in our gift shop is honey, soaps, shampoo bars, and from a local woman-owned business, Mae Bee Honey. During the holidays and for plastic-free July, we have a display of their products made with custom packing featuring our animals. At other times during the year, Mae Bee Honey will have a pop up shop in the zoo to sell their wares. Supporting a local business that shares the same mission of sustainability is a win for everyone."



Pictured above: Photos of the Akron Zoo Gift Shop featuring Colleen's favorite sustainable products, Mae Bee Honey & Ganesh Himal Trading



Photos of the Akron Zoo Gift Shop



### Colleen's Advice for other buyers:

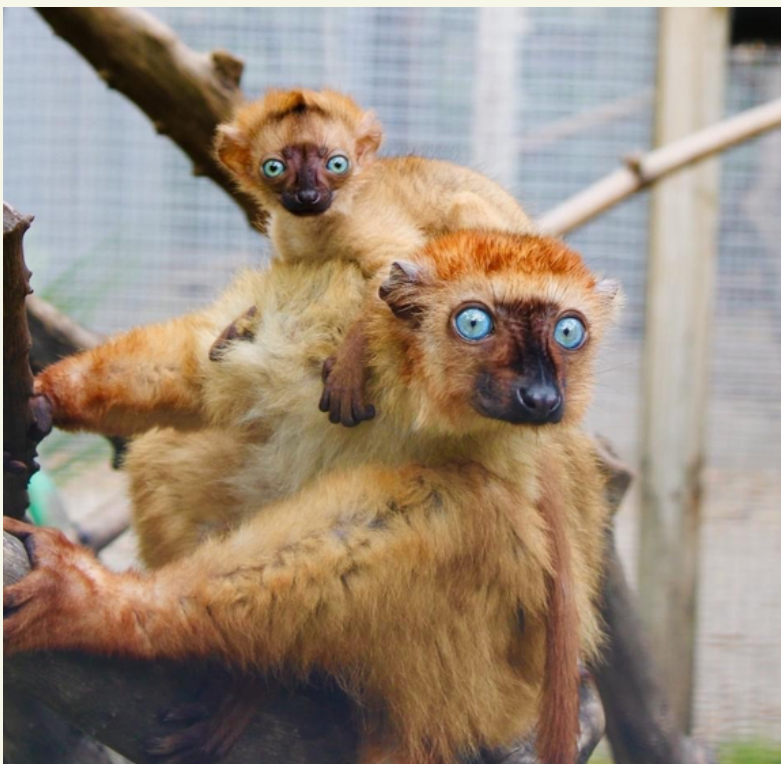
My advice to Gift Shop teams is to keep the Gift Shop fresh. Don't discount how much members and repeat visitors spend in the Gift Shop. Updating features monthly or bi-monthly keeps guests interested in further browsing the shop. We like to tie in features with events happening in the zoo whether it's just setting up a turtle display for Seltzer and Shells event or having a month long feature table celebrating the anniversary of our Grizzly Ridge area of the zoo.

Thank you to Colleen for taking time to let us get to know them better and sharing their favorite and bestselling sustainable product. We would like to continue to "spotlight" members in our future newsletters. Please reach out if you would like to be featured in a future newsletter. Contact April at [aprilterranela@fotzkc.org](mailto:aprilterranela@fotzkc.org) or Elie at [Elie.Johnson@zootampa.org](mailto:Elie.Johnson@zootampa.org)



## Zoo Babies!!!

Pictured below are Zoo Babies submitted by our ZAG Members. Elephants, Sonny, 15 months old and Mopani, 2 months old at Omaha's Henry Doorly Zoo, baby mongoose and blue eyed black lemurs from the Jacksonville Zoo, Sonny at Omaha's Henry Doorly Zoo, and baby red wolf pup and duiker at ZooTampa.



We are looking for Zoo, Aquarium and Garden baby photos. Send photos of your new Zoo, Aquarium, or Garden Babies directly to [Elie.Johnson@ZooTampa.org](mailto:Elie.Johnson@ZooTampa.org)



## Welcome new ZAG Sponsors!!



melissalew

gifts for inspired living



LITTLE BOX GUY®



**HANDY  
FAMM®**



GLOBAL GOODS  
PARTNERS

**BEYOND BORDERS**

**ZOO LOVE**

by Krista Brooks



**SAND CLOUD**

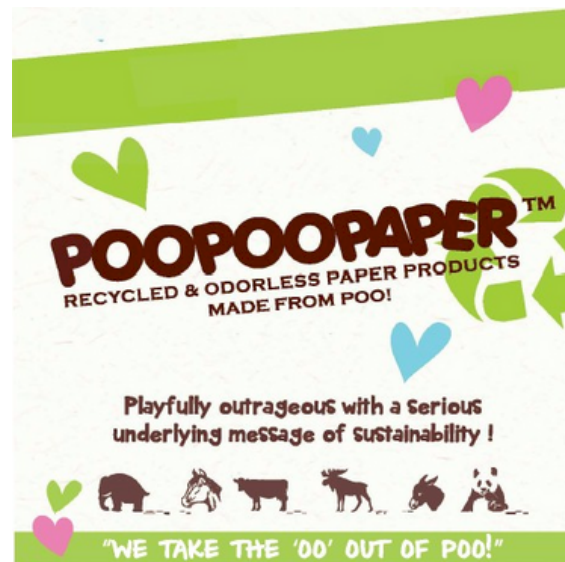




melissalew

gifts for inspired living

Inspired by flora and fauna, Melissa Lew's gift ready, eco-friendly jewelry celebrates the world around us. A range of customizations are available; develop meaningful souvenirs that allow your customers to keep the memories of their visit close to their heart. There are zero plastic and compostable packaging options available and every piece is handcrafted in the USA. Melissa Lew is a small, women owned, minority owned business (certified in Virginia – SWaM #708045).



Playfully outrageous with a serious underlying message of sustainability – that's POOPOOPAPER! Each POOPOOPAPER product is a heap of happiness, a load of laughter and piles of smiles! At zoos, aquariums, museums, botanical gardens and more, we've been making people smile, one turd at a time for over 15 years!

Here's the scoop on our poop! Elephants, cows, horses, donkeys, pandas and other animals consume large amounts of fibrous vegetation every day. They also have relatively inefficient digestive systems, which means, that when these vegetarians poop, that poop is full of intact fibers. Well, as paper makers, we can tell you that this fiber, once processed, makes for a fantastic pulp for paper making! Large sheets and rolls are then made from this pulp (totally bleach-free, chlorine-free and tree-free) from which we then design and handcraft our incredible POOPOOPAPER gifts, stationery and souvenir collections from. The end times have clearly arrived! Shop our wholesale catalog or inquire about a bespoke collection for your specialty retail store.



African Bronze Honey / 10000 Beekeepers is a Canadian-based, social enterprise, B Corporation that sells wild forest honey harvested from wilderness areas and national parks in Africa. Their honey is harvested using traditional beekeeping methods that promote bee health and forest growth. The African Bronze Honey Company works with beekeeping projects in Africa that employ 10000 Beekeepers. Their products support marginalized communities, while helping protect forests that combat climate change through beekeeping.

Their honey is 100% certified organic, unprocessed and free from additives or preservatives. Their honey products are not only delicious and healthy but they also support sustainable beekeeping practices that promote biodiversity, habitat preservation and economic empowerment in remote communities.



African Bronze Honey Company / 10000 Beekeepers offers a unique and healthy gift option for visitors to museums, zoos, aquariums, and gardens. Their raw, organic, and fair trade honey is sustainably produced and available in a variety of flavours and packaged in bee-utiful story gift boxes, making it an ideal gift or souvenir item. Customers learn about the importance of bees to the environment through the educational aspect of their products.

In addition to being a tasty (and healthy) treat, African Bronze Honey Company is committed to sustainable and eco-friendly practices. They use reusable, repurposable glass mason jars for packaging to reduce plastic waste. All of their packaging is reusable, compostable or recyclable.



African Bronze Honey products offer a unique and flavorful option for visitors seeking a souvenir that's more than just a trinket. By selling their products you can support a social enterprise business with a mission to fight climate change and environmental and social responsibility.

African Bronze Honey products can provide visitors an opportunity to purchase unique gifts that are not only an extension of their visit but also to support a social enterprise that is using business as a force for good.



# SAND CLOUD

Sand Cloud is a charitable beach lifestyle company on a mission to help save marine life. We currently donate 10% of profits to our marine conservation partners that are working on the frontlines of animal care and policy work. Best known for our colorful handmade Turkish beach towels, Sand Cloud makes sustainable products that our nonprofit partners support. Our products are made of organic materials and natural fibers. From packaging to products, everything is designed with sustainability in mind. We are committed to reducing our carbon footprint by cleaning up the supply chain, making products that are plastic-free, long lasting and reusable.

## ZOO LOVE by Krista Brooks



Retro Pets is launching a line of postage-inspired magnets and keychains called “ZOO LOVE” which rolls out to a hand-curated, limited number of zoos this summer! A new sponsor of ZAG, Retro Pets is a woman-owned, purpose-driven, animal-themed company that gives back to worthy animal organizations. Retro Pets magnets are top sellers and can currently be found at 300+ boutiques and shops nationwide. Featuring the colorful, lively, original artwork of Retro Pets artist and founder, Krista Brooks, the ZOO LOVE line promises to charm and delight zoo-goers of all ages. 2023 marks Krista's 25th year in the business of celebrating animals!





# GLOBAL GOODS PARTNERS

For 18 years, Global Goods Partners has been connecting women artisans across 39 countries with a market for their ethically handmade goods. Our product assortment reaches across the globe: best-selling felt flowers, handmade in Nepal; woven baskets from Bangladesh; journals from India; kids toys from Peru; bracelets from Guatemala; and a wide variety of favorite holiday ornaments. We also provide custom opportunities with our in-house design team.

Global Goods Partners is an ethical, non-profit organization that abides by the principles of fair trade. We invest all proceeds from product sales in developing sustainable incomes and market access. We focus on supporting our artisan partners through design assistance, skills training, operational expertise and small grants for healthcare, education and emergency assistance.



**LITTLE BOX GUY®**

Little Box Guy® is based on a character I have been sketching since I was a kid. A character so special that he gave me the inspiration to create a brand based on him and all his friends! Being born and raised in Orlando Florida, surrounded by the ocean, helped guide me out to the coast on a regular basis. So many of my designs are influenced by my love for the beach lifestyle.

We have a range of colorful and fun characters that fit perfectly in all retail locations at Zoo's, Aquariums, Museums, Science Centers and other highly regarded cultural attractions. We know that not every shop is the same so we are very open to creating custom designs on T-shirts, hats, stickers, enamel pins, lanyards and much more!

Our goal is to continue growing while bringing joy and inspiring creativity throughout the world!



For wholesale inquiries or if you are interested in learning more about what we have to offer please reach out to me at [nick.ortiz@littleboxguy.com](mailto:nick.ortiz@littleboxguy.com)

Thank you for welcoming us into your ZAG family!

# HANDY FAMM.

Contact Details:  
Business: Handy Famm  
Contact Name: Josh White  
Contact Email: [hello@handyfamm.com](mailto:hello@handyfamm.com)  
Country: United States  
Website: [handyfamm.com](http://handyfamm.com)



Handy Famm, a family of fun animal character-based tools, introduces kids to DIY. What began as father-daughter bonding time quickly transformed into a quest to create fun tools for kids to encourage participation during DIY projects.

Handy Famm is a brand whose mission is to create fun tools for kids that inspire creativity and spark an interest in DIY and STEM-related projects. With its cute tape measure, Handy Famm introduces kids to a new world of tools created just for them. These tools allow kids to enjoy craft projects by lowering the barriers that everyday tools pose to children.

With growing concern over how much time kids spend on screens, parents are desperate for solutions. Handy Famm, an unlikely family of fun, animal character-based, kids tape measure, offers parents and kids the perfect tool for bonding time. Handy Famm is the first-ever 3-in-1 patented tool explicitly designed for kids. The bird series comes in 4 styles with names like Toto, Yaya, Lola, and BK, to represent their unique personalities. Each bird features a soft material, kid-friendly tape measure that rolls smoothly out of its mouth, plus a super cool Eye-conic™ leveler which functions as both a bird eye design and a fully functional leveler, as well as a helpful angle finder that helps kids learn to take accurate measurements with ease.

Over the past few years, many people have embraced DIY projects to learn new things, explore creativity, and unplug from endless responsibilities. This same concept can be applied to kids to help them learn new things and develop life skills early on. DIY projects elevate family bonding time by strengthening relationships while boosting self-confidence, building problem-solving skills, and improving creativity. With the Handy Famm kid tape measure, children can explore DIY projects in an engaging and exciting way. The fun family of birds helps kids learn while having fun and spending time with their parents.

The idea for Handy Famm came to Josh White, the founder, during a shopping trip with his then twelve-year-old daughter for a DIY project. At the local hardware store, Josh realized that despite the wide range of tape measures, there wasn't one suitable for kids. Most were either too complicated or downright boring. Since the general assumption is that kids wouldn't want or need such tools, Josh set out to create a kids tape measure suited just for them.

Drawing from his passion for creating things, Josh turned his father-daughter DIY project into a mission to create a tape measure/level/angle finder that is functional, multipurpose, safe for kids, and fun. With a bit of tinkering, the involvement of his great creative team, and an unwavering passion, the Handy Famm bird series took flight. The first-of-its-kind tape measure introduces kids to DIY in a fun kid-friendly way.

The Handy Famm product line features a bird's eye design with the tape measure made in the shape of a bird's head. The tape measure extends from the bird's beak like a tongue, which is exciting for kids. The patented tool features an innovative built-in leveler and angle finder integrated into the bird's rotating eyelid.

Handy Famm Bird Tape Measures would be a delightful addition to a zoo gift shop. Visitors to the zoo, whether young children or avid bird enthusiasts, would appreciate the opportunity to measure bird's wingspan or use it to build a birdhouse accurately!

Handy Famm Bird tape measures would not only serve as a useful tool for everyday measurements but also as a memento of their zoo experience, allowing guests to relive the magic of the animal kingdom long after they leave the zoo grounds.

For more information on the revolutionary kid's tape measure, visit [handyfamm.com](http://handyfamm.com)





# BEYOND BORDERS

## Hand-crafted Metal Art from Haiti

Taking inspiration from nature and culture

Artisans use chalk to draw designs on flattened 55-gallon metal oil drums

With hammer and chisel tools, beauty emerges from discarded waste

Creating art, bettering lives and building a fair trade world



## Unique Metal Art Handcrafted by the Haitian People

Beyond Borders was created in response to the beauty found even in the midst of the hardships and challenges of everyday life in Haiti. Using fair trade principles of fair wages, this piece helps provide the Haitian community real economic improvement and lives bettered through the creation and sharing of their beautiful art.

Each Beyond Borders item is handcrafted by a Haitian artist using recycled/upcycled materials. The result is this unique and memorable gift with the highest quality craftsmanship. You'll love the art and that you've contributed to the recovery from the earthquake in 2010.

Beyond Borders, an import company, works with 100 artists and offers retail stores and garden centers over 300 designs. Visit their website [beyondbordersfairtrade.com](http://beyondbordersfairtrade.com) to view their complete portfolio...and let your retailer know if there are selections you would like to order.

Thank you for supporting the artisans of Haiti and their work...and please enjoy it as they did creating it for you.



In the 1950s, DeWitt Peters, a patron of Haitian arts, was intrigued by the crosses marking many of the above-ground tombs. Peters discovered the blacksmith who had fashioned the crosses, soon-to-be renowned Haitian artist Georges Lioutaud...and so began Haitian metal art. The original raw material was iron, but with many goods shipped to Haiti in 55-gallon steel oil drums, there was a ready supply of discarded drums...the perfect canvas for the artisans.

Over the years the number of Haitian metal artists has multiplied via families and mentor/students embracing the craft. Today the center of Haitian metal arts is the village of CroixdesBouquets, where the clang-clang of metal on metal, the workers with their tools banging out the sculptures, is a constant music. The artisans start with designs inspired by nature and culture. From cardboard patterns, they trace their design with chalk on the flattened metal from torn-down oil drums. With chisels and hammers, they carefully cut and decorate the metal. Each piece is shaped and smoothed, and on many of the pieces the artist will proudly chisel his or her name into the metal sculpture. Then the piece is coated with a weather-resistant varnish.

The finish on your metal wall sculpture is ready for indoor display. If you are presenting your piece in outdoor elements for extended time, you will want to spray it with a clear gloss spray enamel (Rust-Oleum®) to keep it protected. Untreated, your piece may begin to rust. If you prefer the rusted patina, to deter further corrosion thoroughly spray it with WD-40® penetrating oil...and do not wipe the spray. For both spray treatments, you will likely need to reapply at least once a year.

[beyondbordersfairtrade.com](http://beyondbordersfairtrade.com)



THANK YOU

ZAG SPONSORS!!!