

Subject: CCHA NEWSLETTER July 1 2010
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CCHA CANADIAN CRAFT AND HOBBY ASSOCIATION

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Wishing you a safe and fun Canada Day!

CCHA BUSINESS

We will keep you posted on merger updates.

CRAFTY BUSINESS

Trends International Acquires Sandylion Inc. It was recently announced that long time Canadian icon in the sticker industry, Sandy Lion has been sold, fortunately to another Canadian company, Trends International.

www.trendsinternational.com. According to a press release:

Toronto - Ontario - June 4, 2010: Trends International Publishing Corporation today announced that it has completed an acquisition of Sandylion Inc., the global leader in the design, marketing, manufacturing and distribution of novelty stickers and creative products. "We are thrilled to be adding Sandylion's impressive lineup of both proprietary and licensed sticker designs to our repertoire of products. By combining these great lines with Trends' impressive customer service assets, namely our Retail Services division and Vendor Managed Inventory systems, we are able to offer retailers a whole new level of productivity in this category." said Phil St. Jean, President and CEO of Trends International. The acquisition brings together some of the industry's strongest brands and products and accelerates Trends International's continuing initiative to advance its global position in the consumer products industry. "This is an extremely strategic move for Trends; independently each company is a respected industry leader and together we have tremendous potential, with increased capability to serve our retailers no matter their size or location," concluded St. Jean.

This week Trends International will begin executing the planned integration of the two companies' operations and customer service organizations to ensure a smooth transition and immediate value for customers and partners.

http://www.trendsinternational.com/mm5/merchant.mvc?Screen=MEDIA&Store_Code=TI

HST introduction: It's July 1 and the HST is now official in BC and Ontario. According to an article in the Winnipeg free press, "The Canadian Press has obtained a copy of an open letter signed by some of the country's best known private and

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public sector economists, saying they "strongly support implementation of the HST," because "it will promote investment, jobs, and higher wages...It said the HST will make the provinces more competitive by eliminating the retail sales tax currently hidden in the costs of goods purchased by businesses. "This (retail sales) tax becomes embedded in the cost of goods at each stage of the production, distribution and retail processes," write the economists. "The result is a compounding of the tax that is ultimately paid by consumers through higher prices." To read the complete article:
http://rcc.icommunicate.esolutionsgroup.ca/iCommunicate/proxy/5:269013/83:1/4:489/8:145/blank/httpPCT_T/KN3A/www.winnipegfreepress.com/business/breakingnews/hst-in-british-columbia-and-ontario-gets-support-from-top-canadian-economists-96342589.html

Groupons, not coupons, GROUPONS. This is a new marketing strategy by a U.S. website called Groupon, which offers subscribers daily emails containing one heavily discounted deal from a local business. The service launched in Toronto in April and Vancouver in May of this year and is available in 48 U.S. cities. The service operates by collective buying and using the power of social media to spread the message.

The premise is that the local business advertises one huge discount for one day on the Groupon website. Once there are enough confirmed buyers the discount is activated, then the Groupon has to be purchased that day through the site and is redeemable for a set period of time. Businesses love the program, although the program fees are very high 50% of the cost of the coupon, however businesses say they break even financially but the marketing exposure can be exceptional. Read more about Groupons at: <http://www.inc.com/magazine/20100401/how-to-use-groupon-to-boost-sales.html>

To see Canadian information on the program go to: <http://us.generation-nt.com/groupon-expands-canada-launches-toronto-press-2170341.html> . The day CCHA checked out the site they were offering in Toronto a custom photo book for \$35 that had a value of \$115, a 70% savings and in Vancouver a \$10 ticket for two to the planetarium valued at \$22.56. To see today's deals go to: <http://www.groupon.com/toronto/> or <http://www.groupon.com/vancouver>

If your business was going to offer this kind of deal, make sure you are prepared for the results! Details on participation are in a link at the bottom of the site and include short videos on how the program works.

The Referral Engine: John Jantsch is known in business as the Duct Tape marketing guy. He just wrote a book called "The Referral Engine": teaching your business to market itself. His website and newsletters always have great ideas. The first chapter of his book is free on line and well worth 15 minutes of your time. Here is the link. <http://referralenginebook.com/ReferralEngineExcerpt.pdf>

Canadian Exhibitors at Summer CHA: Below you will find a

list for Canadian exhibitors at this months CHA summer show. A total of nine, just up one exhibitor over the past two summer shows; although if you include Melissa Frances, who moved the company south of the border last year it would be 10.

Acme United: Booth: 1717

They have a Canadian division and local office. 201 Broadway, suite 204, Orangeville, Ontario, L9W 5W4
1 800 265-2310

Website: <http://www.acmeunited.com>

Westcott brand products: CCHA members!

Crafty Secrets: Booth Number 1407

15430 78A Ave Surrey BC, V3S 8R4 **Phone:** (888)597-8898 or 604-597-8817 **Website:** <http://www.craftysecrets.com/wholesale.htm>

Discover the most fabulous and largest selection of vintage and retro inspired images from our USA made Clear Arts Stamps to our Heartwarming Vintage Collection of Image Booklets, Cotton Scraps, Stickers, Paper Pads, Creative Scraps and kits! Varied themes from Babies, Birds, Cooking, Family, Fairies, Garden, Girlfriends to Holiday and Seasonal designs for card making, paper arts, scrapbooking and keepsakes! We ship orders shipped from our USA warehouse in Blaine, WA or our Canadian head office. **Product**

Categories: Books, Cardmaking & Stationery Supplies, Craft Kits Holiday/Seasonal Supplies, Paper: Cardstock/Printed /Other, Rubber Stamps & Supplies, Scrapbook Supplies, Stickers

Ecstasy Crafts: Booth 2007

630 Shannonville Rd, Shannonville, ON K0K 3A0 **Phone:** (888)288-7131 **Website:** <http://www.ecstasycrafts.com>

Ecstasy Crafts has a over 3000 different paper crafting items that work with Card Making and Scrapbooking projects. The craft products are imported from the UK, Germany and the Netherlands or manufactured exclusively for Ecstasy Crafts Inc. Stickers, 3-D prints, parchment craft supplies, stencils, dies, embroidery on paper, books, kits and more. **Product**

Categories: Craft Kits Die Cut Machines/Tools & Supplies, Paper Crafts & Quilling Supplies, Paper: Cardstock/Printed /Other, Scrapbook Supplies, Stencils & Supplies, Stickers

Brand Names: Pergamano, Starform Peel Off Stickers, Iris Folding, Reddy 3-D Precuts, Dufex Metallic Precuts,

Harmonie Loisirs Creatifs Booth 1536

3071 Montee St Aubin, Laval, Quebec, H7L 4E4 **Phone:** (450)681-2519 (210) **Website:** <http://www.loisirsharmonie.ca>

Karmin International: Booth 1537

1901 Transcanada Highway, Dorval, QC, H9P 1J1 **Phone:** (413)427-9070 Weblink: http://dev.expertsmtl.com/karmin/index.php?option=com_content&view=article&id=51&Itemid=67&lang=en

Karmin International has become a well known household name in the USA and Canadian jigsaw puzzle market. Karmin continues to develop a leading presence in the marketplace by producing a cutting edge line of quality, affordable, American Made puzzles that inarguably tantalize, entertain and stimulate the mainstream of puzzle consumers from toddlers to our senior citizen population. Puzzles continue to remain a price sensitive, American and Canadian pastime for ALL ages.

MultiCraft Imports Booth 143

101 Innes Parkway Unit 180, Ottawa, ON K1B 1E3 **Phone:** (613)749-7737 **Website:** <http://www.multicraftimports.com>
Product Categories: Beads & Bead Kits, Florals: Dried/Silk /Greenery/Wreaths, Glues/Adhesives & Glue Guns/Other Applicators, Holiday/Seasonal Supplies, Paint - Acrylic/Fabric, Paint Brushes/Air Brushes/Other, Paint Surfaces: Canvas/Art Paper/Other, Paper: Cardstock/Printed/Other, Ribbon - General Use, Scrapbook Supplies (not listed elsewhere), Wall Coverings/Borders/Appliques, Wedding Supplies, Yarns & Fibers

Sandtastik Products inc. Booth 1743

1110 Hansler Rd, Welland, ON L3C 7M5 **Phone:** (905)734-7340 **Website:** <http://www.sandtastik.com>
Sandtastik Plaster Molds , Coloured sand, Premium imported crystal glass- Fractured to ideal size for floral decorations- Rounded edges, glitters in lighted situations- Available in clear cube size for dramatic effect.

Scor-Pal: Booth 1711

12467 61A Ave, Surrey, BC V3X 2E2 **Phone:** (778)565-3320
Website: <http://www.scor-pal.com>

The Scor-Buddy was designed for card makers and has grooves every 1/4" across the board, plus 1/8" grooves for the first and last inch of the board. It measures approx. 9" x 7.5" and has a fence down the left side. A free Scor-Tool is included in the snap-in holder and it comes with its own faux ultra suede carry tote. Produces accurate and professional folds. We also sell the full size Scor-Pal and a number of accessories to complement the Scor-Pal. **Product Categories:** Cardmaking & Stationery Supplies, Embellishments: Charms/Die Cuts/Other, Paper Crafts & Quilling Supplies, Paper: Cardstock/Printed/Other, Tools: Hand & Power/Scissors

Upsy Daisy Designs Booth 1141

775 Haliburton Rd, Victoria, BC V8Y 1H7 **Phone:** (250)881-8779 **Website:** <http://www.upsydaisydesigns.com>
Scrapbooking, card making and paper crafting products. Paper: Cardstock/Printed/Other, Scrapbook Supplies
Honorary mention: now that they have moved to the US.

Melissa Frances: Booth 1414

Phone: (484)248-6080 **Website:** <http://www.melissafrances.com>

SCRAP AND STAMP

International Scrapbook Awards: Scrapbook.com recently gave details of the first international scrapbook awards competition. With the end of CK hall of Fame this may fill the void if marketed well. Details can be found at: http://scrapbooking.com/images/newsletters/retail_article_archives.htm once the Volume 8 issue 24 June 16th is posted on the site.

SEW WHAT?

Quilters Market: A new Canadian based forum was announced for marketing quilting products. Quilters Market describes itself as a type of on line quilt show, "So many quilters do not have the opportunity to attend one of the huge shows; I want the Quilter's Market to bring the products to them." To find out more: <http://quiltinggallery.com/wp-content>

/uploads/2010/06/QM-15-June-10.pdf?utm_source=MadMimi&utm_medium=email&utm_content=Quilter%27s+Market+Debut&utm_campaign=Quilter%27s+Market+Debut&utm_term=PDF%2BVersion

NEEDLES & YARN

The Needlework Designers of Canada: founded in December 1996 in Saskatoon, the goals of this group are to encourage new designers by sharing information, and to help both new and established designers promote their work. Anyone who owns a needlework business in Canada may become a member of the Needlework Designers of Canada. If you are interested in becoming a member you may contact either Linda Lachance (705)560-2919 or Dorothy Gilchrist at (306)373-8056. Members talents include designing a wide variety of needlework types, including Battenburg Lace, cross stitch, petit point, and hardanger, as well as hand-dyed fabrics. For more information:

www.needleworkdesigners.com

Knitting for Charity: www.bernatcares.com is a handy link for finding causes for charitable knitting donations. Knitters are very generous with their talents, however sometimes not enough thought is put into the needs of the recipients of the donation, sizes could be wrong, or a greater need could be in another area for the cause, such as needing more baby blankets than premature baby bonnets. This site links up causes with donators, you can even register your group to find a cause. In addition there are free charity project patterns and posts of pictures of finished items and stories about organizations and their donations. This site includes Canada, just type in your province or postal code.

THE BEAD BOARD

The Toronto Jewellery, Gem and Mineral Show takes place at the Leaside Gardens on July 23, 24 and 25, 2010. Details are available at <http://torontogemshow.com/leaside/index.html>

THE PAINT PALETTE

A request for teacher projects submissions for the Mississauga 2011 event was issued by "Coast to Coast" this week. The deadline was June 30, so if you have not submitted your request you will need to contact them ASAP.

Thanks to everyone who contributed to this issue. Would you like to contribute any of the industry sections in our newsletter? Do you have a related article or show/event, to promote in Canada? Would you like your store featured? Contact paula.jones@cchacanada.org

Our next newsletter will be launched July 15 2010.

Paula Jones
Director of Operations

CCHA

This message was sent from Paula Jones to michele@quiltinggallery.com. It was sent from: CANADIAN CRAFT AND HOBBY ASSOCIATION, 633419 HWY 10 N, Mono Plaza, Orangeville, Ontario L9W 2Z5, Canada. You can modify/update your subscription via the link below.



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