



Spring into Easter Sales...

Easter is April 8th! We have created new layouts that are quick and easy for creating the perfect personalized gift. Be sure to download your laser files so the scannable barcodes will open! AND....remember to cross promote related items!

Plant the seed...

Use the attached sales flyer as a bag stuffer -creating a "Reason to Return"! **Set up** a tower with products focusing on Easter by using the items suggested in the scan sheets. **Create** samples with the provided design layouts. **Add** the sales flyer in a sign holder at the register and focus tower as a reminder. Create a "Tower that Talks!"

Suggestive sell...

Remind your customers that Easter is on the horizon! Use an opening greeting to **suggest** merchandise and create a package deal to build a multiple item sale.

Remind the customer how simple and easy it is to share the gift of personalization!

[Click here for the Scan Sheet](#)
(large file, may take a few minutes to load)

[Click here to download the Promotional Poster](#)

(large file, may take a few minutes to load)

[Click here to download Instructions for Updating Laser Files](#)



Exciting Deals! Availability Limited!

Get 25% OFF the last of these discontinued items.

Great gifts for spring!

[Click Here for Order Form](#)

[Click here for Scan Sheets](#)

SKU	Regular Wholesale	Discount Price	Available
 ZSSP02	\$7.50	\$5.62	20
 ZSSP06	\$7.50	\$5.62	32
 ZSSP21	\$7.50	\$5.62	64
 ZSSP33	\$7.50	\$5.62	50



Attention: We've Made a Change for the New 2012 Scan Book

Notice that we have changed the UPC number that previously appeared under the bar-codes in your scan books to SKU numbers. You can now look up a file with just the SKU!

[See the details here](#)



Are your laser skills a bit rusty? Need a refresher? New operator? We are offering beginner laser training annually from February-September, with the exception of March 2012. Classes run for two full days at our Dalton, Ohio facility. A \$25 registration fee per person covers lunch for both days as well as materials for hands on training. Please register by submitting the registration form and payment information. Limited availability per session and dates are subject to change.

[Click here for Basic Laser Training Registration Form](#)
[Click here for 2012 Laser Training Schedule](#)

Announcement for P. Graham Dunn Laser Centers



Anthony Burdette has joined the P. Graham Dunn team as our Marketing Manager in charge of heading the Laser Program. Anthony has an advertising background, including recent work at JWT Action, an ad agency in Akron, OH. While there he worked on the Nestle account, specializing in shopper marketing with a focus on developing regional, retailer-specific campaigns to build shopper relationships and increase volume sales. Anthony has experience working with third party vendors creating multiple consumer communication pieces including circular ads, direct mail, email blasts, coupons, handouts, flyers, and point-of-sale materials.

Anthony studied at Cedarville University and graduated with a degree in Marketing. He is originally from, and currently lives in, North Canton, OH and is heavily involved in his church assisting in event planning, program management, and video production. In his free time, he enjoys watching movies, listening to music, and boating.

Anthony will be working to both manage and grow the laser program, as well as, develop and execute marketing plans that will continue to build the business, while upholding the integrity and quality that you have come to expect from our company.