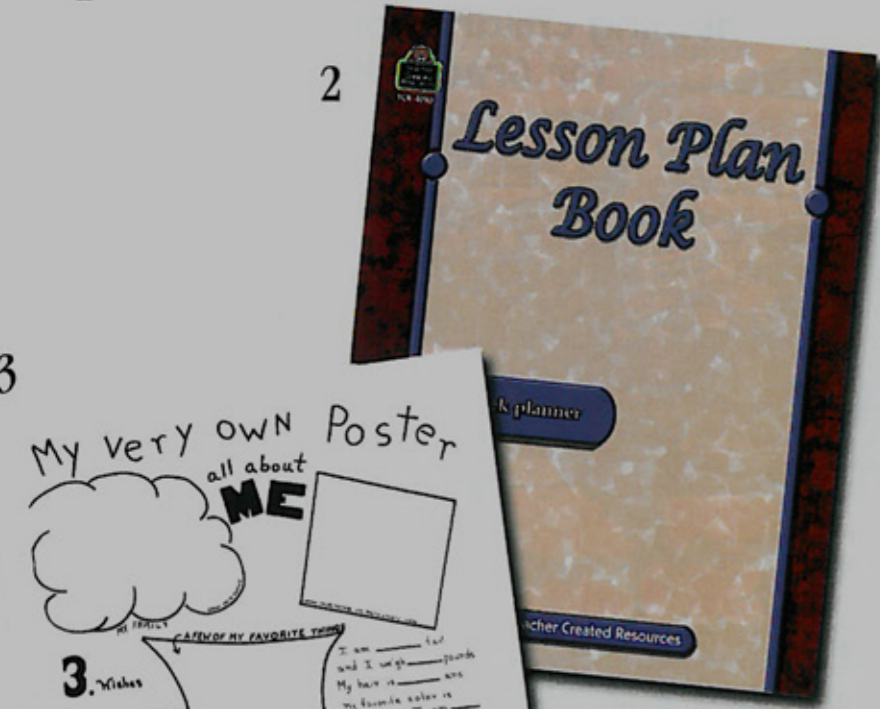


RETAILERS RECOMMEND

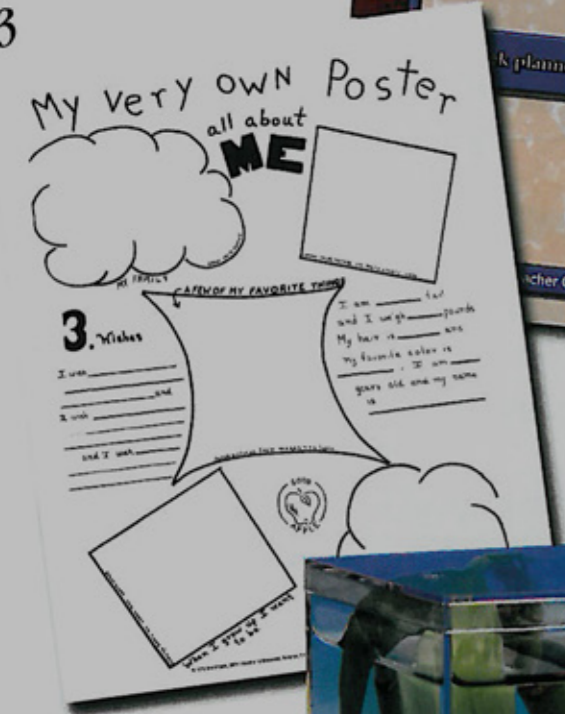
# 10 Fabulous Products



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4

by Anya Harris

*Toby Ronquillo of Just Teach It in Brentwood, California*

"Our No. 1 best-selling item is our in-house lamination service (1) (using a GBC Ultima 65, 27-inch model, shown). It is the category in which we do the most quantity, and it's consistently a good source of revenue for us. It brings a lot of customers into the store.

"We also sell a lot of lesson books (2). A lot of our teachers really seem to like the ones from **Teacher Created Resources**. Those have some really nice layouts.

"We also sell a lot of the 'All About Me' posters (3) from a few different manufacturers. I get the most response on the Good Apple ones from **Carson-Dellosa**. I think teachers like those in particular because they are very large, and though they're just black and white, the areas for students to fill in are open-ended, so they can make them very personalized."

*Linda Sanner of Teaching Touches in Erie, Pennsylvania*

"The most popular item right now is the African dwarf frog kit (4) from **EcoAquarium**. They are easy to care for, and a lot of pre-schools are mandated to have a live animal. These kits fill the bill, and the frogs are more active than a hermit crab.

"Demand for test prep materials goes in spurts, depending on which ones are coming up, but that area will probably pick up soon. The materials from **ECS Learning Systems' TestSMART line (5)** have done fairly well for us."

*Wynona Veatch from The Yellow Bus Education Supply in Billings, Montana*

"The **Multiplication Wrap-Ups (6)** from **Learning Wrap-Ups** are these little keys with a string to wrap around them. They provide good reinforcement, allowing for self-correction during practice. The company has keys for



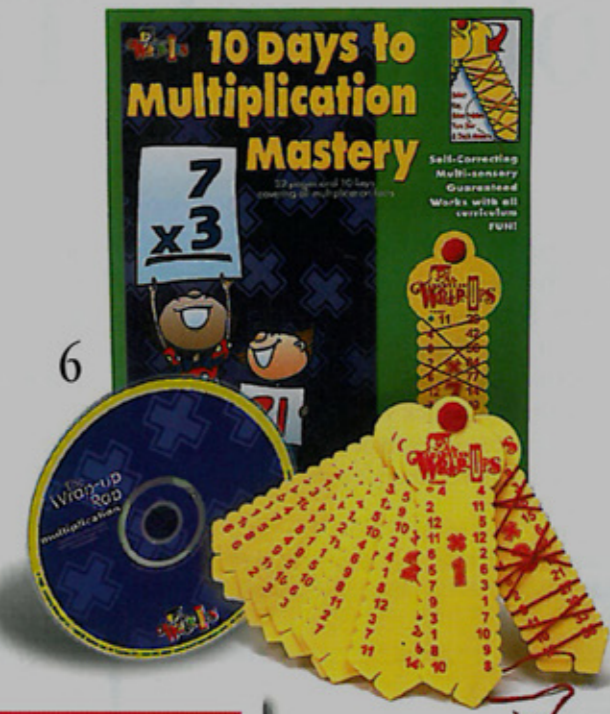
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addition, subtraction, multiplication, division, fractions, states and capitals – all kinds. It's a good concept. They've been really, really popular.

"Science items are doing well for us at the moment, too. **Tornado Tubes (7)** are really popular. Some teachers will give those away as incentives to kids who earn a set number of points or complete a number of assignments because they are fun. They're not too expensive, so the teachers often use them as a nice little bribe.

"It's the time of year for freshening up bulletin boards, so trimmers are really, really going lately, as teachers get winter put away and get into spring and summer. We

do exceptionally well with the **trimmers from TREND (8)** and **Creative Teaching Press (9)**. They have a lot of appeal because they're bold and bright and pretty.

The **Discovery Trimmers from TREND** use real pictures. They look really nice on a wall, and are better for older grades because they're not as cutesy as some others.

"It will also soon be the time of year when it's very hard to keep paper awards in stock. Our best-selling **awards (10)** are probably the ones by **Hayes**. They do the nicest awards, I think. They're the most popular because they look like a real certificate, so the students feel like they're really getting something nice."