



Retail Merchandising Partnership Guide


GREETINGS®

Introducing Sunrise Greetings® Inside Sales and Customer Service



Thank you for your business!

In addition to providing distinctive, strong-selling greeting cards, Sunrise Greetings is dedicated to providing the best service solutions to our retailers to support our products. Outstanding customer service is very important to us, and we've assembled a team of highly-trained, highly-motivated professionals to assist you and facilitate the growth of your greeting card business.

What Can Our In-House Staff Do For You?

Our professional Inside Sales and Customer Service representatives have access to all pertinent account information. They can often provide answers to questions immediately over the phone.

In addition they can:

- Take your order and check the status of orders
- Provide invoices and statements by mail or electronically
- Provide information regarding seasonal credits
- Provide merchandising plans for your card fixtures
- Provide display dates for seasonal cards
- Tell you about our newest products
- Send brochures, and give you access to our online catalog resources
- Provide information about BRAVO, our inventory management system

Sunrise Greetings Contact Information

Phone

Toll-free 800-457-4045.
Phone service hours are
Monday–Friday
8:00 A.M.–6:00 P.M. E.S.T.,
excluding holidays.

E-Mail

Customer Service
customerservice@
sunrisegreetings.com

Reorders (for existing accounts)
reorders@sunrisegreetings.com

Fax

Toll-free 866-278-0286

Mail

Sunrise Greetings
Attn: Order
1145 Sunrise Greetings Ct.
Bloomington, IN 47404

BRAVO

Setup Diagrams

FIGURE C.
BRAVO Pocket
Numbering for
Inline Fixtures

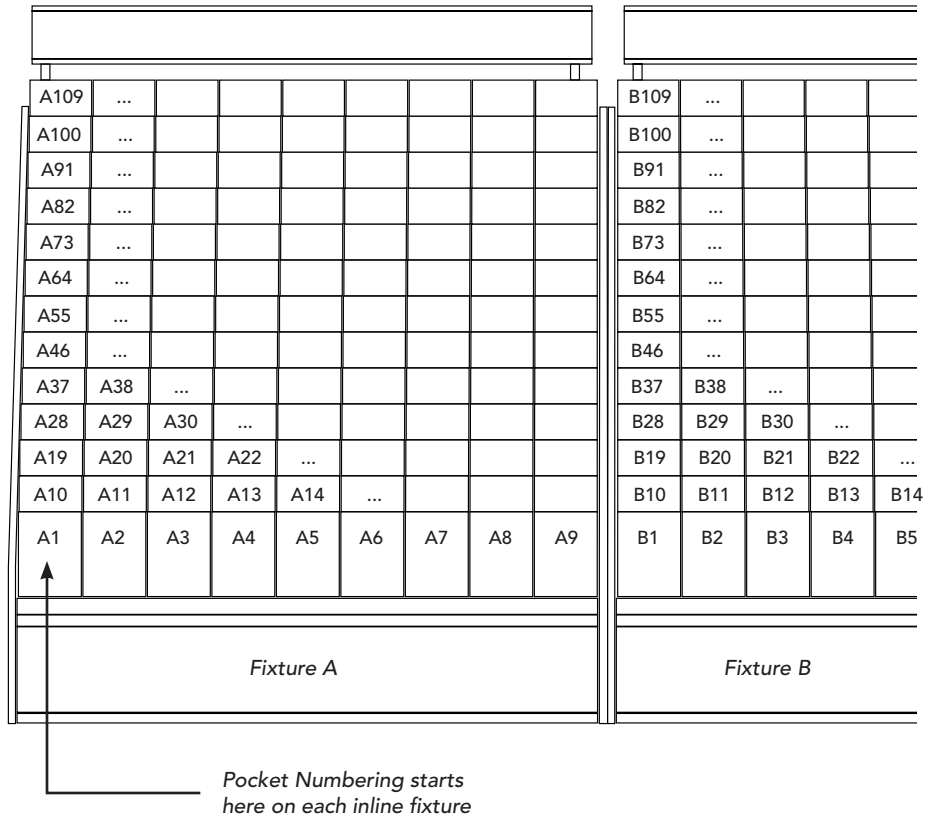
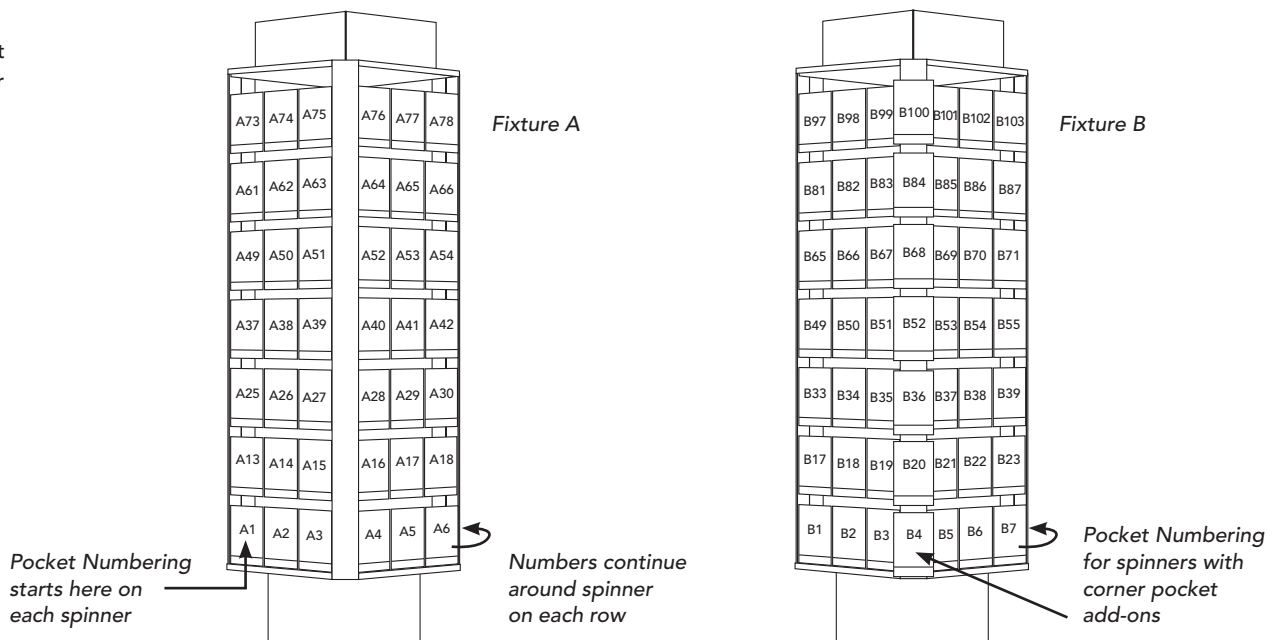


FIGURE D.
BRAVO Pocket
Numbering for
Spinners



Seasonal Merchandising Guidelines For All Accounts

December

- As you sell out of Christmas cards start to put up Valentine's Day cards.
- After Christmas all Valentine's Day cards should go up.

January

- All Valentine's Day.

February

- After Valentine's Day, put up St. Patrick's Day, Passover, Easter, Confirmation and First Communion.
- Some Summer Core may be available.

March–April

- As St. Patrick's Day and Easter cards sell down put up Mother's Day and Graduation cards.
- After Easter only Mother's Day and Graduation should be displayed.

May

- After Mother's Day put up Father's Day cards along with Graduation.

June

- After Father's Day take down Father's Day and Graduation, put up all Summer Core cards.

July–August

- All Summer Core.

September

- In late September take down Summer Core and put up Halloween and Thanksgiving.

October

- All Halloween and Thanksgiving.

November

- Take down Halloween, start putting up Hanukkah and Christmas cards.
- After Thanksgiving only Hanukkah and Christmas should be on display.

Seasonal Merchandising Notes

- Please contact your Sunrise Greetings® representative for seasonal shipping dates.
- Last order dates for seasonal cards are generally one month prior to each holiday with the exception of Confirmation, First Communion and Graduation, which have varying display dates.
- Summer Core is a program of everyday cards that fill seasonal space during the period between Graduation and Halloween. Larger seasonal accounts may start displaying Summer Core earlier as needed. Ask your Sales Representative for details.

