



# 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 catalogs or 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

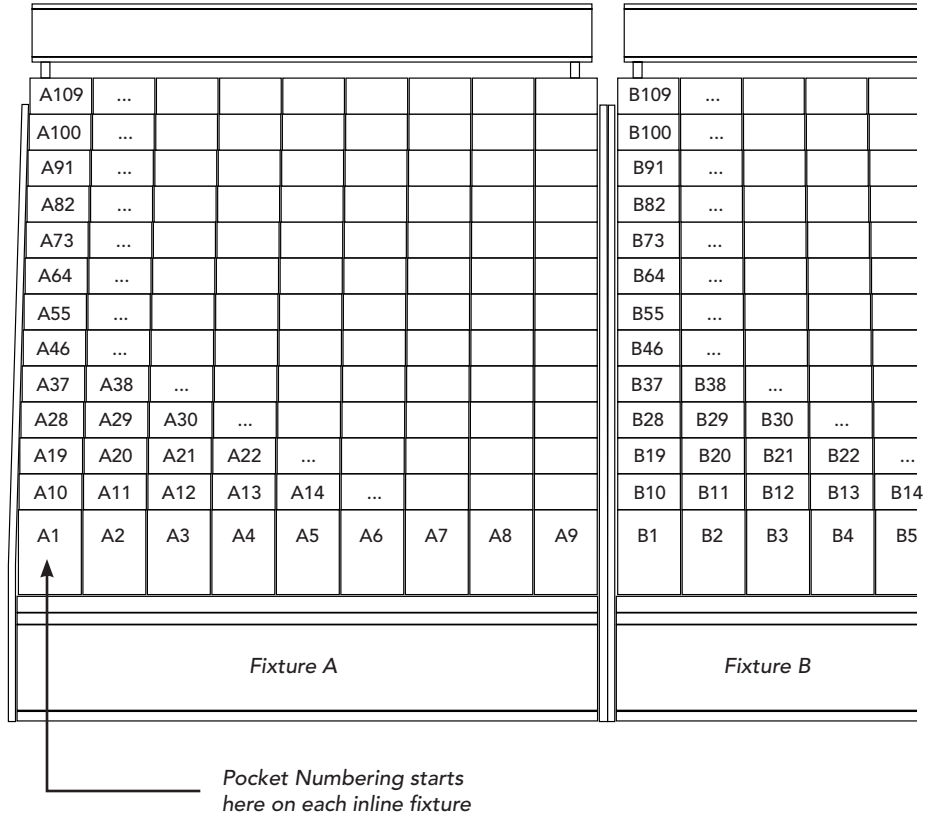
Sunrise Greetings  
Attn: Order  
1145 Sunrise Greetings Ct.  
Bloomington, IN 47404



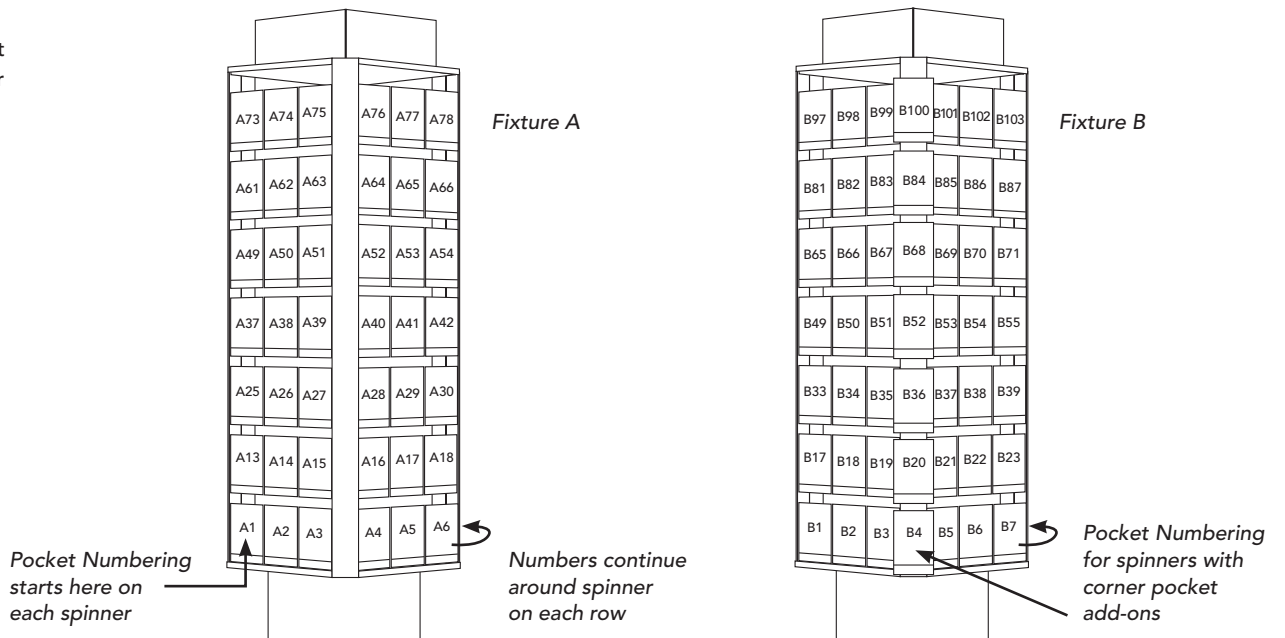
# BRAVO

## 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

- Refer to the Sunrise Greetings® web site for precise display dates for seasonal cards: [www.sunrisegreetings.com](http://www.sunrisegreetings.com) – Retailers – Key Holiday 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.

