



Select  
2018

**WHEN  
is the  
best time  
to enroll in  
SELECT?**



# Why not **now?**

Enroll early. Advantages are time sensitive.

Enroll by  
**Nov**  
**1**

to  
get

the most for your money

- \$280 FREE PRODUCT (retail value)—your choice
- **NEW** (2) FREE top-performing *Beautiful Wishes*, signed by Susan Lordi
- Exclusive for Holiday 2017: *Magnolia*
- Exclusives for Mother's Day: *Sister mine* and *Thank You Notecards*
- **NEW** 90-day Dating on qualified product shipments during January
- 60-day Dating on qualified product shipments all year
- Free Signs, Free Tools, Free Images for Social Media
- Seasonal Product Assortments that you can modify

by  
**Dec**  
**31**

- ~~\$280~~ \$140 FREE PRODUCT (retail value)—your choice
- **NEW** (2) FREE top-performing *Beautiful Wishes*, signed by Susan Lordi
- Exclusive for Holiday 2017: *Magnolia*
- Exclusives for Mother's Day: *Sister mine* and *Thank You Notecards*
- **NEW** 90-day Dating on qualified product shipments during January
- 60-day Dating on qualified product shipments all year
- Free Signs, Free Tools, Free Images for Social Media
- Seasonal Product Assortments that you can modify

by  
**Jan**  
**31**

- ~~\$280~~ \$140 FREE PRODUCT (retail value)—your choice
- ~~NEW~~ (2) FREE top-performing *Beautiful Wishes*, signed by Susan Lordi
- ~~Exclusive for Holiday 2017: *Magnolia*~~. Available to all retailers Jan 2, 2018
- Exclusives for Mother's Day: *Sister mine* and *Thank You Notecards*
- **NEW** 90-day Dating on qualified product shipments during January
- 60-day Dating on qualified product shipments all year
- Free Signs, Free Tools, Free Images for Social Media
- Seasonal Product Assortments that you can modify

*Magnolia*

by  
**Mar**  
**30**

- ~~\$280~~ \$140 FREE PRODUCT (retail value)—your choice
- ~~NEW (2) FREE top-performing *Beautiful Wishes*, signed by Susan Lordi~~
- ~~Exclusive for Holiday 2017: *Magnolia*. Available to all retailers Jan 2, 2018~~
- Exclusives for Mother's Day: *Sister mine* and *Thank You Notecards*
- ~~NEW 90-day Dating on qualified product shipments during January~~
- 60-day Dating on qualified product shipments all year
- Free Signs, Free Tools, Free Images for Social Media
- Seasonal Product Assortments that you can modify



*Sister mine*

after  
**June**  
**1**

- ~~\$280~~ \$140 FREE PRODUCT (retail value)—your choice
- ~~NEW (2) FREE top-performing *Beautiful Wishes*, signed by Susan Lordi~~
- ~~Exclusive for Holiday 2017: *Magnolia*. Available to all retailers Jan 2, 2018~~
- ~~Exclusives for Mother's Day: *Sister mine* and *Thank You Notecards*. Available to all retailers June 1, 2018~~
- ~~NEW 90-day Dating on qualified product shipments during January~~
- 60-day Dating on qualified product shipments all year
- Free Signs, Free Tools, Free Images for Social Media
- Seasonal Product Assortments that you can modify

## Quick Summary

Enroll early. Select products, tools and the dates they ship. That's it!

### **Free Product, your choice**

- \$280 product (retail value) if enrolled by Nov 1, 2017
- \$140 product (retail value) if enrolled after Nov 1, 2017

### **NEW Two Free Signed Pieces**

- Two signed *Beautiful Wishes* (\$46 retail value)  
if enrolled by Dec 31, 2017, while supplies last

### **NEW Special Dating Terms**

- 90-day Dating on qualifying orders shipped during January  
if enrolled before end of Jan 2018
- 60-day Dating on all qualifying orders and all re-orders in 2018

### **Three Exclusive Products**

- *Magnolia* for THIS Holiday 2017 if enrolled before Dec 31, 2017
- *Sister mine* and *Thank You Notecards* for Mother's Day  
if enrolled before June 1, 2018

### **Free Marketing & Merchandising Tools, your choice**

- Resources to enhance sales for each season and gift-giving  
occasion available all year
  - Digital Assets for Social Media
  - In-store Signage and Collateral Materials
  - Merchandising and Inventory Tools

### **How to Participate**

- Contact your OneCoast/DEMDACO Territory Manager today  
to schedule an appointment

- Book at least \$2,500 of product to ship in 2018
  - \$150 minimum per shipment
  - \$100 cancellation fee if SELECT 2018 is cancelled



# SELECT Exclusives

## EXCLUSIVE for this Holiday

Nov. 1 – Dec. 31, 2017

### FREE Signed Pieces

You'll receive two *Beautiful Wishes* figures, signed by artist Susan Lordi, if enrolled by Dec 31, 2017, **while supplies last.**

- A Top 20 Proven Performer year round since its introduction in 2010
- Universal gift-giving sentiment appropriate for many occasions
- Signed pieces ship to you with your first SELECT product shipment



Free Digital Assets to promote your two free SIGNED pieces:

- Images for your Social Media
- Images for your in-store Signage & Collateral



### Magnolia

Carrying an iconic symbol of hospitality and welcome, this figure makes a great hostess or housewarming gift for the holidays, or anytime of year.

30 Consumer Postcards ship with assortment for your use



### Magnolia Assortment

Ships to SELECT Nov. 1, 2017; ships to NON-SELECT Jan. 2, 2018

6 of	27603	Magnolia	\$11.00	ea.
1 of	27777	Magnolia Easel Sign with RDI	<b>1 Free</b> \$1.50	set
27774			Total 7 pieces for \$66.00	



# EXCLUSIVES for Mother's Day

March 30 – May 31, 2018



## Sister mine

Willow Tree® sister pieces are proven strong sellers. This new figure depicts the beginning of a lifelong friendship between sisters. Just in time for Mother's Day!

30 Consumer Postcards ship with assortment for your use



### Sister mine Assortment

Ships to SELECT March 30, 2018; ships to NON-SELECT June 1, 2018

6 of 27704	Sister mine	\$15.00	ea.
1 of 27732	Sister mine Easel Sign with RDI	<b>1 Free</b>	\$1.50 set
<b>27773</b>		<b>Total 7 pieces for \$90.00</b>	



Reward your customers!

Pack contains eight blank 4" x 5.5" all-occasion notecards (one design) and kraft envelopes. \$7.95 retail value



## Notecard Promotion

This successful Notecard Promotion is a great value at \$1.95/pack with any Willow Tree® purchase.

An excellent thank you note for brides, graduates, teachers, volunteers, donors, and moms.

SELECT retailers have an exclusive opportunity during Mother's Day and Teacher/Grad key selling season.

### Thank You Notecard Assortment

Ships to SELECT March 30, 2018; ships to NON-SELECT June 1, 2018

20 of 27708	Thank You Notecards – Pack of 8	\$1.50	set
1 of 27728	Notecards Promotion Easel Sign	<b>1 Free</b>	\$1.50 ea.
<b>27775</b>		<b>Total 21 pieces for \$30.00</b>	





# Introducing 2018 NEW ITEMS Assortment

*"I see the monarch butterfly as a true metaphor...  
of the desire in each of us to be our best,  
to emerge resiliently, to thrive,  
to make a positive difference in the world."*

*Susan*



Butterfly

*Resilient, determined, courageous and beautiful...  
You have the qualities to transform your world*



blush

sky

My new baby

*Lots to learn to love to grow together*

*"A reminder of the iconic moment  
when a sibling is introduced to  
his or her new baby—  
and the duality of emotions that follow!"*

*Susan*

## NEW Items January 2018

Ships January 8, 2018

5 of	27702	Butterfly		\$16.50	ea.
2 of	27703	My new baby (sky)		\$12.00	ea.
2 of	27780	My new baby (blush)		\$12.00	ea.
3 of	27705	2018 Ornament		\$9.00	ea.
1 of	27730	Butterfly Easel Sign with RDI	<b>1 Free</b>	\$1.50	set
1 of	27731	My new baby Easel Sign with RDI	<b>1 Free</b>	\$1.50	set
1 of	27729	Dated Ornament Easel Sign	<b>1 Free</b>	\$1.50	ea.
1 of	27727	Artist Easel Sign (not pictured)	<b>1 Free</b>	\$1.50	ea.
1 of	26518	New Stickers – Sheet of 50	<b>1 Free</b>	\$0.50	set
1 of	27759	Product ID Cards Jan 2018 & Prior	<b>1 Free</b>	\$2.25	set
1 of	27760	Stock Room Labels Jan 2018 & Prior	<b>1 Free</b>	\$3.50	set



2018  
Ornament

*Memories  
kept close*

27740



Total 19 pieces for \$157.50



# SEASONAL Assortments

Create your own assortments by modifying contents and quantities or choose as is.

## Valentine's Day

2 of 26011	Angel of Friendship	\$10.50 ea.
2 of 26023	Sisters by Heart	\$17.00 ea.
2 of 26032	Together	\$18.50 ea.
2 of 26110	Sign for Love	\$10.00 ea.
2 of 26121	Promise	\$18.50 ea.
2 of 26130	Happiness	\$11.00 ea.
2 of 26155	Friendship	\$10.00 ea.
2 of 26182	With Love	\$10.00 ea.
2 of 26233	Surrounded by Love	\$11.50 ea.
2 of 26439	You and Me	\$18.50 ea.
2 of 26465	Lavender Grace	\$11.50 ea.
2 of 27180	Always	\$13.50 ea.
2 of 27181	Abundance	\$11.50 ea.
2 of 27182	Around You	\$25.00 ea.
2 of 27242	Simple Joys	\$11.50 ea.
2 of 27267	Thank You	\$11.50 ea.
2 of 27344	Sweetheart	\$10.00 ea.
2 of 27440	Lots of Love	\$10.00 ea.
2 of 27462	Good Cheer!	\$11.50 ea.
2 of 27560	Nurture	\$10.00 ea.
2 of 27573	Journey	\$10.00 ea.
2 of 27672	For You	\$11.50 ea.

**27753** Total 44 pieces for \$566.00

Your Ship Date \_\_\_\_\_  
(recommended 1-8-18)

## Mother's Day, Father's Day Teacher/Graduate

2 of 26029	New Life	\$19.00 ea.
2 of 26031	Father and Daughter	\$17.50 ea.
2 of 26072	Grandmother	\$17.50 ea.
2 of 26100	Quietly	\$18.50 ea.
2 of 26102	Mother and Son	\$17.50 ea.
2 of 26124	Angel of Mine	\$17.50 ea.
2 of 26131	Thinking of You	\$10.00 ea.
2 of 26165	Love of Learning	\$10.00 ea.
2 of 26166	Just for You	\$10.00 ea.
2 of 26170	a tree, a prayer	\$10.00 ea.
2 of 26181	Our Gift	\$19.00 ea.
2 of 26222	Close to me	\$17.50 ea.
2 of 26244	With my Grandmother	\$17.50 ea.
2 of 26246	Beautiful Wishes	\$11.50 ea.
2 of 26248	You're the Best!	\$10.00 ea.
2 of 26249	Sunshine	\$11.50 ea.
2 of 26250	The Quilt	\$17.50 ea.
2 of 26252	Home	\$19.00 ea.
2 of 26454	Forget-me-not	\$11.50 ea.
2 of 27158	Prayer of Peace	\$10.00 ea.
2 of 27173	Soar	\$10.50 ea.
2 of 27270	MotherDaughter	\$17.50 ea.
2 of 27367	Shine	\$14.00 ea.
2 of 27537	Patience	\$16.00 ea.
2 of 27595	That's my Dad	\$20.00 ea.
2 of 27596	For Always	\$20.00 ea.

**27754** Total 52 pieces for \$781.00

Your Ship Date \_\_\_\_\_  
(recommended 3-30-18)

## Holiday

2 of 26005	Nativity	\$42.50 set
2 of 26007	Metal Star Backdrop	\$17.00 ea.
2 of 26012	Angel of Prayer	\$10.00 ea.
2 of 26020	Angel of Healing	\$10.00 ea.
2 of 26027	The Three Wisemen	\$36.00 set
2 of 26079	Angel of Caring	\$10.00 ea.
2 of 26105	Shepherd and Stable Animals	\$36.00 set
2 of 26149	Courage	\$10.00 ea.
2 of 26235	Angel of Hope	\$10.00 ea.
2 of 26290	The Holy Family	\$25.00 ea.
2 of 26442	Little Shepherdess	\$16.50 set
2 of 27159	Bloom	\$11.50 ea.
2 of 27183	Zampognaro (Shepherd with bagpipe)	\$25.00 ea.

2 of 27250	Warm Embrace	\$11.50 ea.
2 of 27368	By my side	\$42.50 ea.
2 of 27369	Gracious	\$10.00 ea.
2 of 27536	Tapestry	\$13.50 ea.
2 of 27538	Vigil	\$19.00 ea.
2 of 27705	2018 Ornament	\$9.00 ea.

**27755** Total 38 pieces for \$730.00

Your Ship Date \_\_\_\_\_  
(recommended 8-31-18)

# EVERYDAY Assortments



## Flower & Garden

3 of	26103	Angel of the Garden	\$10.00 ea.
3 of	26123	Good Health	\$10.00 ea.
3 of	26130	Happiness	\$11.00 ea.
3 of	26454	Forget-me-not	\$11.50 ea.
3 of	26465	Lavender Grace	\$11.50 ea.
3 of	27159	Bloom	\$11.50 ea.
3 of	27242	Simple Joys	\$11.50 ea.
3 of	27267	Thank You	\$11.50 ea.
3 of	27462	Good Cheer!	\$11.50 ea.
3 of	27672	For You	\$11.50 ea.
3 of	27560	Nurture	<b>2 Free</b> \$10.00 ea.

27743

Total 33 pieces for \$344.50



## Thanks & Congrats

3 of	26150	Bright Star	\$10.00 ea.
3 of	26166	Just for You	\$10.00 ea.
3 of	26248	You're the Best!	\$10.00 ea.
3 of	27173	Soar	\$10.50 ea.
3 of	27269	something special	\$13.50 ea.
3 of	27367	Shine	\$14.00 ea.
3 of	27267	Thank You	<b>1 Free</b> \$11.50 ea.

27778

Total 21 pieces for \$227.00



## Friendship

2 of	26099	Heart and Soul	\$17.00 ea.
2 of	26109	With affection	\$10.50 ea.
2 of	26147	Grateful	\$16.50 ea.
2 of	26155	Friendship	\$10.00 ea.
2 of	26218	Kindness (girl)	\$10.00 ea.
2 of	26220	Truly Golden	\$10.00 ea.
2 of	26245	Irish Charm	\$10.00 ea.
2 of	27344	Sweetheart	<b>1 Free</b> \$10.00 ea.

27772

Total 16 pieces for \$178.00







## Wedding & Anniversary

3 of	26032	Together		\$18.50 ea.
3 of	26189	Promise Cake Topper		\$16.00 ea.
3 of	26246	Beautiful Wishes		\$11.50 ea.
3 of	27342	Around You Cake Topper		\$20.00 ea.
3 of	26233	Surrounded by Love	<b>1 Free</b>	\$11.50 ea.
1 of	27512	Wedd/Ann Gifts Sign with RDI	<b>1 Free</b>	\$1.50 set

27527



Total 16 pieces for \$221.00



*Beautiful Wishes*  
has been a  
year-round  
**TOP TWENTY**  
unit best seller  
since  
introduced  
in 2010

On average,  
**SELECT**  
retailers  
show an  
increase in sales  
year over year



## New Baby

2 of	26029	New Life		\$19.00 ea.
2 of	26082	Cherish		\$17.50 ea.
2 of	26124	Angel of Mine		\$17.50 ea.
2 of	26181	Our Gift		\$19.00 ea.
2 of	26252	Home		\$19.00 ea.
2 of	27596	For Always		\$20.00 ea.
2 of	26195	Guardian	<b>1 Free</b>	\$17.50 ea.

27781

Total 14 pieces for \$241.50



# EVERYDAY Assortments



## Hospitality

2 of	26083	Angel of Harmony	\$10.00 ea.
2 of	26103	Angel of the Garden	\$10.00 ea.
2 of	26123	Good Health	\$10.00 ea.
2 of	26132	Keepsake	\$10.00 ea.
2 of	26144	Angel of the Kitchen	\$10.00 ea.
2 of	26146	Mi Casa	\$10.00 ea.
2 of	26186	Blessings	\$10.00 ea.
2 of	26219	Angel of Freedom	\$10.00 ea.
2 of	27369	Gracious	<b>1 Free</b> \$10.00 ea.

27662 Total 18 pieces for \$170.00



## Hope & Healing

3 of	26020	Angel of Healing	\$10.00 ea.
3 of	26079	Angel of Caring	\$10.00 ea.
3 of	26123	Good Health	\$10.00 ea.
3 of	26149	Courage	\$10.00 ea.
3 of	26235	Angel of Hope	\$10.00 ea.
3 of	26465	Lavender Grace	\$11.50 ea.
3 of	27173	Soar	\$10.50 ea.
3 of	27573	Journey	\$10.00 ea.
3 of	27250	Warm Embrace	<b>1 Free</b> \$11.50 ea.

27670 Total 27 pieces for \$269.00



## Remembrance

3 of	26034	Guardian Angel	\$11.50 ea.
3 of	26132	Keepsake	\$10.00 ea.
3 of	26170	a tree, a prayer	\$10.00 ea.
3 of	26171	Remember	\$10.00 ea.
3 of	26247	Remembrance	\$10.00 ea.
3 of	26454	Forget-me-not	\$11.50 ea.
3 of	27158	Prayer of Peace	\$10.00 ea.
3 of	27687	With sympathy	\$16.50 ea.
3 of	27536	Tapestry	<b>1 Free</b> \$13.50 ea.
1 of	27699	With sympathy Easel Sign	<b>1 Free</b> \$1.50 ea.

27745 Total 28 pieces for \$295.50





# It's raining Cats & Dogs... Response to Pets has been overwhelming!

## Cats & Dogs

3 of 26011	Angel of Friendship		\$10.50 ea.
3 of 26062	Angel of Comfort		\$10.00 ea.
3 of 26109	With affection		\$10.50 ea.
3 of 26217	Kindness (boy)		\$10.00 ea.
3 of 26218	Kindness (girl)		\$10.00 ea.
3 of 27683	Love my Dog (dark)		\$7.50 ea.
3 of 27682	Love my Dog (light)	<b>1 Free</b>	\$7.50 ea.
3 of 27684	Love my Cat	<b>1 Free</b>	\$6.50 ea.
1 of 27688	Family Pets Easel Sign	<b>1 Free</b>	\$1.50 ea.

27692 Total 25 pieces for \$203.50



Musical Assortment p39  
27737 (2 each) Total 18 pieces for \$388.00



Family Figures - Darker Skin & Hair p34  
27779 (2 each) Total 23 pieces for \$229.00



Keepsake and Memory Box Assortment p40  
27736 (2 each) Total 14 pieces for \$143.50



Plaques Assortment p37  
27525 (3 each & 6 stands) Total 24 pieces for \$157.70



# HOLIDAY Assortments



Dated Ornament Assortment p51  
27741 Total 7 pieces for \$54.00



Song of Joy Tree Topper Assortment p55  
27664 Total 5 pieces for \$108.00



Starlight Tree Topper Assortment p54  
27557 Total 4 pieces for \$81.00



**Willow Tree®**  
is recognized  
nationwide  
as a  
**Top Dollar**  
per linear foot  
**Performer**



The Holy Family Assortment  
p56  
27329 (4 each)  
Total 13 pieces for \$248.00



**the Nativity  
continues  
to be the  
best selling  
product  
since  
introduced in  
2000**



Additional Nativity Assortment p60  
27641 (2 each) Total 15 pieces for \$349.00



Nativity Assortment p60  
27217 (3 each and 4 Metal Stars) Total 16 pieces for \$461.50



Figurative Ornaments Assortment p51  
27742 (3 each) Total 63 pieces for \$486.00  
Ornament holders not included





# MERCHANDISING Tools

FREE Tools and Shipment Dates that work best for you.

Tools will not automatically ship to enrolled participants.



## VALENTINE'S DAY

Easel & Wave Signs, Valentine's Day Stickers

Valentine's Day

## GIFT GUIDES (2)

Your Ship Date \_\_\_\_\_

FAMILY GROUPINGS Easel Sign (recommended 1-8-18)



## MOM, GRAD, DAD

Easel & Wave Signs, Mom, Grad, Dad, Wedding, Grandparents Stickers

Your Ship Date \_\_\_\_\_

(recommended 3-30-18)



## WEDDING, GRANDPARENTS

Easel & Wave Signs

Your Ship Date \_\_\_\_\_

(recommended 5-15-18)



## FALL, HOLIDAY

Easel & Wave Signs

Your Ship Date \_\_\_\_\_

(recommended 8-31-18)

Easel Signs are 11" w x 11" h and Wave Signs are 21" w x 12" h. All Easel Signs include a **Retail Display Ideas** flyer. Wave Sign Holders not included.



See how to use our FREE Display tools:

▶ [DEMDACO.com/FIXTURES](http://DEMDACO.com/FIXTURES)



☐ Gift Occasion Shelf Strips  
16 strips 26652



☐ Gift Occasion Strip Inserts  
16 inserts 27330



☐ Gift Guide Holder  
26524



☐ Product ID Card Holders  
16 in each set  
Four Sets of 2" 26269



☐ Product ID Cards  
Jan '18 & Prior 27759



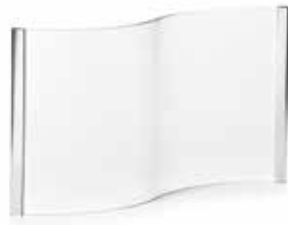
☐ Window Cling Sign  
26266



☐ Jump Drive 27229  
Videos: Family Groupings and Nativity Angels



☐ Logo Wave Sign  
26243



☐ Wave Sign Holder  
26649



☐ Stockroom Labels  
Jan '18 & Prior 27760



☐ Gift Occasion Focals  
TWO sets of 16 27552

new beginnings | hospitality | teachers  
thinking of you | friendship | healing  
remembrance | graduates | wedding  
spiritual milestones | anniversary  
family relationships | new babies  
new beginnings | hospitality | teachers  
thinking of you | friendship | healing  
remembrance | graduates | wedding

Recommended Shipment Date for everyday tools is 1-8-18.

Your Ship Date \_\_\_\_\_

DEMDACO  
5000 W. 134th Street  
Leawood, KS 66209

DEMDACO.com  
888.336.3226



Is now  
a good time  
to talk?



Select  
2018