

WillowTree®

Susan Lordi

Summer 2018



More pets!



DEMDACO®
lift the spirit

NEW OFFER More Value

Free Product + 90-day Dating

Choose your benefit based on the amount of your order.

- Order **\$150 to \$499⁹⁹** and receive
 - 90-day Dating
- Order **\$500 to \$999⁹⁹** and receive
 - \$50 Free Product (retail value)
 - 90-day Dating
- Order **\$1,000 +** and receive
 - \$130 Free Product (retail value)
 - 90-day Dating

Summer 2018 Program Rules:

- Every item in this brochure qualifies for Free Product and 90-day Dating only if shipped June 1-30, 2018
- Retailers can choose from all current Willow Tree® SKUs for their Free Product
- Program is only available to Retailers with brick and mortar locations
- All product featured in this brochure must be purchased on a separate order and meet DEMDACO credit approval to qualify for Free Product and 90-day Dating
- Orders that combine product featured in this brochure with product NOT featured in this brochure will receive account's current DEMDACO-assigned dating terms
- Minimum order of \$150 to qualify

27795 New Items (with Sister mine) Summer 2018 Assortment

4 of	27704	Sister mine	\$15.00 ea.	
4 of	27788	Surprise	\$11.50 ea.	
4 of	27789	Love my Cat (light)	\$6.50 ea.	
4 of	27790	Love my Dog (small, lying down)	\$7.00 ea.	
4 of	27791	Love my Dog (small, standing)	\$7.00 ea.	
1 of	27732	Sister mine Easel Sign with RDI	\$1.50 set	1 FREE
1 of	27798	Surprise Easel Sign with RDI	\$1.50 set	1 FREE
1 of	27793	More Pets Easel Sign with RDI	\$1.50 set	1 FREE
1 of	27792	Product ID Cards Summer 2018	\$1.00 set	1 FREE

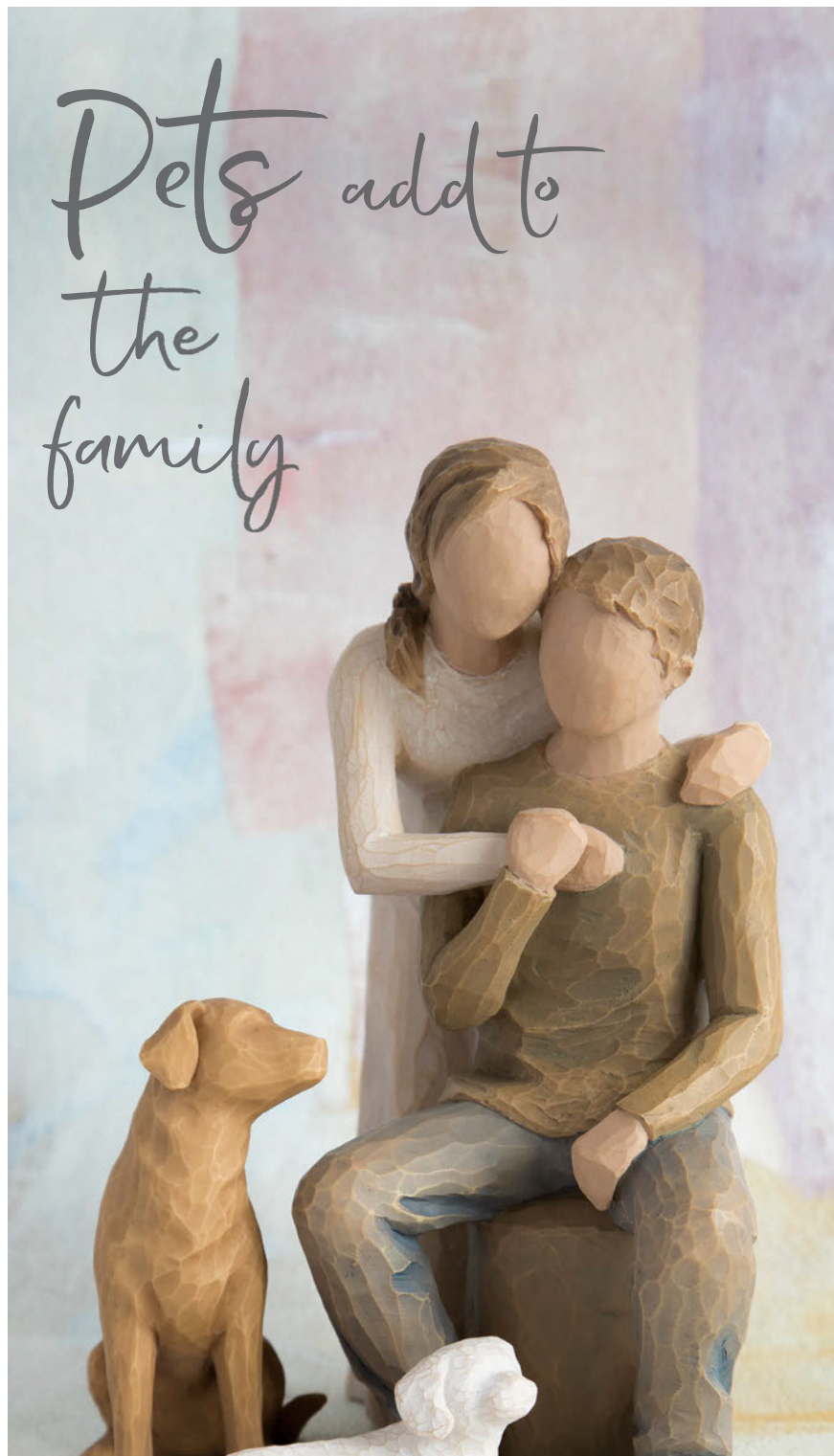
Total 24 pieces for \$188.00



27796 New Items (without Sister mine) Summer 2018 Assortment

6 of	27788	Surprise	\$11.50 ea.	
4 of	27789	Love my Cat (light)	\$6.50 ea.	
4 of	27790	Love my Dog (small, lying down)	\$7.00 ea.	
4 of	27791	Love my Dog (small, standing)	\$7.00 ea.	
1 of	27798	Surprise Easel Sign with RDI	\$1.50 set	1 FREE
1 of	27793	More Pets Easel Sign with RDI	\$1.50 set	1 FREE
1 of	27792	Product ID Cards Summer 2018	\$1.00 set	1 FREE

Total 21 pieces for \$151.00



NEW!



27790 Love my Dog (small, lying down)
Always with me, full of personality!
 \$7.00 ea. Min: 2 ea. Size: 1.25"h

Assortments: 27795, 27796, 27794 as listed on page 2 & 3



27791 Love my Dog (small, standing)
Always with me, full of personality!
 \$7.00 ea. Min: 2 ea. Size: 2"h

Assortments: 27795, 27796, 27794 as listed on page 2 & 3



27789 Love my Cat (light)
Always with me, full of personality!
 \$6.50 ea. Min: 2 ea. Size: 3"h

Assortments: 27795, 27796, 27794 as listed on page 2 & 3



27682 Love my Dog (light)
Always with me, full of personality!
 \$7.50 ea. Min: 2 ea. Size: 3.25"h

Assortments: 27794 Cats & Dogs Summer 2018, 27692 Cats & Dogs



27683 Love my Dog (dark)
Always with me, full of personality!
 \$7.50 ea. Min: 2 ea. Size: 3.25"h

Assortments: 27794 Cats & Dogs Summer 2018, 27692 Cats & Dogs



27684 Love my Cat (dark)
Always with me, full of personality!
 \$6.50 ea. Min: 2 ea. Size: 3"h

Assortments: 27794 Cats & Dogs Summer 2018, 27692 Cats & Dogs



Hey we heard you...

You asked for small dogs and cat color variation. So here they are! The best way to sell pets is to display them in a Family Grouping.

27794 Cats & Dogs Summer 2018 Assortment

4 of	27790	Love my Dog (small, lying down)	\$7.00 ea.	
4 of	27791	Love my Dog (small, standing)	\$7.00 ea.	
4 of	27683	Love my Dog (dark)	\$7.50 ea.	
4 of	27684	Love my Cat (dark)	\$6.50 ea.	
4 of	27789	Love my Cat (light)	\$6.50 ea.	
4 of	27682	Love my Dog (light)	\$7.50 ea.	1 FREE
1 of	27793	More Pets Easel Sign with RDI	\$1.50 set	1 FREE

Total 25 pieces for \$160.50
 \$15.00 Total Retail Savings



Parents ▶

26029 New Life
 \$19.00 ea. Min: 2 ea.

26181 Our Gift
 \$19.00 ea. Min: 2 ea.

26252 Home
 \$19.00 ea. Min: 2 ea.

27268 We are Three
 \$19.00 ea. Min: 2 ea.

26439 You and Me
 \$18.50 ea. Min: 2 ea.

27345 You and Me (darker skin tone and hair color)
 \$18.50 ea. Min: 2 ea.

Moms ▶

26073 Tenderness
 \$17.50 ea. Min: 2 ea.

26102 Mother and Son
 \$17.50 ea. Min: 2 ea.

26124 Angel of Mine
 \$17.50 ea. Min: 2 ea.

26169 Child of my Heart
 \$17.50 ea. Min: 2 ea.

Dads ▶

26031 Father and Daughter
 \$17.50 ea. Min: 2 ea.

26129 New Dad
 \$17.50 ea. Min: 2 ea.

26232 My Girls
 \$18.50 ea. Min: 2 ea.

27595 That's my Dad
 \$20.00 ea. Min: 2 ea.

Grandparents ▶

26058 Grandfather
 \$17.50 ea. Min: 2 ea.

26072 Grandmother
 \$17.50 ea. Min: 2 ea.

26184 Anniversary
 \$18.50 ea. Min: 2 ea.

26244 With my Grandmother
 \$17.50 ea. Min: 2 ea.

Collateral ▶

26230 Coordinating Shelves – Set of 2
 \$11.00 set Min: 1 set

27761 2018 Retailer/Consumer Brochure
 \$0.12 ea. Min: 25 ea. MOTM

27607 Family Groupings Easel Sign with RDI
 \$1.50 set Min: 1 set

Every piece in this catalog qualifies for 90-day Dating when shipped during June 2018



◀ Girls

26223 Joyful Child
\$8.00 ea. Min: 3 ea.



26224 Spirited Child
\$8.00 ea. Min: 3 ea.



26225 Thoughtful Child
\$8.00 ea. Min: 3 ea.



**27346 Joyful Child
(darker skin and hair)**
\$8.00 ea. Min: 3 ea.



**27347 Spirited Child
(darker skin and hair)**
\$8.00 ea. Min: 3 ea.



**27348 Thoughtful Child
(darker skin and hair)**
\$8.00 ea. Min: 3 ea.



◀ Boys

26197 Quest
\$16.50 ea. Min: 2 ea.



26226 Imaginative Child
\$8.00 ea. Min: 3 ea.



26227 Inquisitive Child
\$8.00 ea. Min: 3 ea.



26228 Caring Child
\$8.00 ea. Min: 3 ea.



**27349 Imaginative Child
(darker skin and hair)**
\$8.00 ea. Min: 3 ea.



**27350 Inquisitive Child
(darker skin and hair)**
\$8.00 ea. Min: 3 ea.



**27351 Caring Child
(darker skin and hair)**
\$8.00 ea. Min: 3 ea.



◀ Kids with Pets

26217 Kindness (boy)
\$10.00 ea. Min: 3 ea.



26218 Kindness (girl)
\$10.00 ea. Min: 3 ea.



**27463 Kindness
(boy, darker skin & hair)**
\$10.00 ea. Min: 3 ea.



**27464 Kindness
(girl, darker skin & hair)**
\$10.00 ea. Min: 3 ea.



◀ Siblings

26187 Brother and Sister
\$17.00 ea. Min: 2 ea.



**27352 Brother and Sister
(darker skin and hair)**
\$17.00 ea. Min: 2 ea.



Sister mine

Now Shipping!

Available
April 1 to SELECT
June 1 to non-SELECT



27704 Sister mine

Nothing comes close to the closeness of sisters
Interior packaging: recyclable paper pulp.
\$15.00 ea. **Min:** 2 ea. **Size:** 4"h

Assortments: 27773 Sister mine, 27795 New Items with Sister mine Summer 2018



27773 Sister mine Assortment

6 of 27704	Sister mine	\$15.00 ea.	
1 of 27732	Sister mine Easel Sign with RDI	\$1.50 set	1 FREE

Total 7 pieces for \$90.00



The theme of sisterhood is powerful at every age... from actual sisters to cousins to best friends for life.

Sister pieces are strong sellers.



26023 Sisters by Heart

\$17.00 ea. **Min:** 2 ea.



26099 Heart and Soul

\$17.00 ea. **Min:** 2 ea.



27095 My sister, my friend

\$18.50 ea. **Min:** 2 ea.



27368 By my side

\$42.50 ea. **Min:** 1 ea.



Surprise

A bouquet of wonderful wishes



When tulips bloom, they're such a delightful surprise— a harbinger of spring... of longer days, sunshine, outdoor activity, new beginnings and refreshing changes.

A bouquet of tulips can be a little surprise gift that lifts one's spirits for no reason at all!

A congrats gift, a get-well gift, a symbol of hopefulness and renewal. Perhaps for someone moving on to something new, or to show appreciation for a job well done.

27788 Surprise

A bouquet of wonderful wishes
Interior packaging: recyclable paper pulp.
\$11.50 ea. Min: 3 ea. Size: 5"h

Assortments: 27795 New Items with Sister mine Summer 2018, 27796 New Items without Sister mine Summer 2018



27798 Surprise Easel Sign with RDI

\$1.50 set Min: 1 set Size: 7"w x 9"h

Assortments: 27795 New Items with Sister mine Summer 2018, 27796 New Items without Sister mine Summer 2018



Floral pieces are all-occasion, year-round gifts. They attract attention to your product display with bright color and texture, and are always prominent Top Performers.



27181 Abundance
\$11.50 ea. Min: 3 ea.



27250 Warm Embrace
\$11.50 ea. Min: 3 ea.



26246 Beautiful Wishes
\$11.50 ea. Min: 3 ea.



26465 Lavender Grace
\$11.50 ea. Min: 3 ea.



27672 For You
\$11.50 ea. Min: 3 ea.



27267 Thank You
\$11.50 ea. Min: 3 ea.



27159 Bloom
\$11.50 ea. Min: 3 ea.



27242 Simple Joys
\$11.50 ea. Min: 3 ea.



27462 Good Cheer!
\$11.50 ea. Min: 3 ea.



26454 Forget-me-not
\$11.50 ea. Min: 3 ea.



26249 Sunshine
\$11.50 ea. Min: 3 ea.



26233 Surrounded by Love
\$11.50 ea. Min: 3 ea.



26155 Friendship
\$10.00 ea. Min: 3 ea.



26147 Grateful
\$16.50 ea. Min: 2 ea.



27173 Soar
\$10.50 ea. Min: 3 ea.



27560 Nurture
\$10.00 ea. Min: 3 ea.



26130 Happiness
\$11.00 ea. Min: 3 ea.



26103 Angel of the Garden
\$10.00 ea. Min: 3 ea.



Reward your customers

27708 Thank You Notecards – Pack of 8

Each pack contains eight blank all-occasion notecards (one design) and eight kraft envelopes. \$1.50 set Min: 1 set Size: Card: 4" w x 5.5" h; Envelope: 4.375" h x 5.75" w

Assortments: 27775 Thank You Notecards



The successful, everyday Notecard Promotion is a great value for your customers: \$1.95/pack with any Willow Tree purchase. (\$8.95 retail value)



27775 Thank You Notecards Assortment

20 of 27708 Thank You Notecards

FREE ITEM:

1 of 27728 Thank You Notecards Promotion Sign

Total 21 pieces for \$30.00





Nativity SKUs qualify for Free Product + 90-day Dating

NEW Summer 2018 Program Benefits include these Nativity SKUs. The Nativity has been the #1 SKU (by dollars) since its introduction in 2000. Sales of this collection are strong year round.

26005 Nativity

Behold the awe and wonder of the Christmas Story

\$42.50 set Min: 1 set Size: tallest 9.5"h

Assortments: 27217 Nativity



26027 The Three Wisemen

They followed a star and found the Light of the World

\$36.00 set Min: 1 set Size: tallest 8.5"h

Assortments: 27217 Nativity



26105 Shepherd and Stable Animals

Surrounding new life with love and warmth

\$36.00 set Min: 1 set Size: tallest 7.5"h

Assortments: 27217 Nativity



27598 Cypress Trees – Set of 2

Rooted in the earth, reaching toward the sky
Trees are 13"h and 16.5"h.

\$37.00 set Min: 1 set Size: tallest 16.5"h

Assortments: 27641 Additional Nativity



26007 Metal Star Backdrop

\$17.00 ea. Min: 2 ea. Size: 13.5"h

Assortments: 27217 Nativity



26106 Crèche

\$65.00 ea. Min: 1 ea.

Size: 20" w x 11.5" d x 17" h

Assortments: 27641 Additional Nativity



26180 Ox and Goat

Offering warmth and protection

\$15.00 set Min: 2 sets Size: tallest 3.5"h

Assortments: 27641 Additional Nativity



26442 Little Shepherdess

Behold, a little love on earth

\$16.50 set Min: 2 sets Size: tallest 5"h

Assortments: 27641 Additional Nativity



27183 Zampognaro

A shepherd's gift... a joyous melody... proclaiming the news!

\$25.00 ea. Min: 2 ea. Size: 9"h

Assortments: 27217 Nativity



26104 Peace on Earth

An embrace of Peace

\$16.50 ea. Min: 2 ea. Size: 8.5"h

Assortments: 27771 Figures - Expressions



26462 Dance of Life

Dancing... Twirling! The magical miracle of life

\$20.00 ea. Min: 2 ea. Size: 15.5"h

Assortments: 27641 Additional Nativity



26463 Song of Joy

Singing... Soaring! All in universal harmony

\$20.00 ea. Min: 2 ea. Size: 18"h

Assortments: 27641 Additional Nativity



WillowTree®
Summertime

5000 W 134th Street
Leawood KS 66209
Showrooms
Atlanta • Dallas • Las Vegas

DEMDACO.com
Customer Care: 888.336.3226
Fax: 913.814.0681
customer@demdaco.com

DEMDACO®
lift the spirit
© 2018 DEMDACO
Prices are subject to change without notice.