

**SQUARE ONE**  
10301 Bren Road West  
Red 232/ 233  
Minnetonka-MN 5533  
www.squareonereps.com

952.908.3223 vox  
952.908.3224 fax  
800.252.1474  
info@squareonereps.com

**JANUARY 2012 SHOW SPECIALS**

**Pg. 1**

- ABRAMS** – 52%, FF over 25; asap only; non return **code: GIFT12**
- ALBERT WHITMAN & CO.** - 52% disc. over 10; front & backlist **code: show special**
- CECI CELA** – 10% disc. over \$200 **code: show special**
- CHRONICLE** - N90 over 40; front & backlist; non return; asap or future ship; Moleskine NOT included; for terms customers (good 1/12 – 2/7/12) **code: CHRK**  
Calendar Early Buy Incentive: 50%, Dec. 1, 2012 dating; 24 units min.; for standard retail accts. with credit terms; no future ships; must be on separate order (good 1/1/12 – 3/31/12) **must be ordered by 3/31/12**
- PPP** (Purchasing Power Plus) gets 55% disc., FF for all Hospital Gift Shops who are members; min. 24 pcs.; non return; member # must be on order **code: CBHOSP**
- CINDY LINDGREN** - 5% over \$150 **code: show special**
- COPERNICUS TOYS** – N60 on all show orders that meet min. **code: show special**
- GIBBS SMITH** - 52%, FF over 15 titles (good 1/16 – 1/30/2012) **code: show special**
- HABA** - 1/2 Freight over \$500, FF over \$750; for customers with terms and in good credit standing (good 1/1/12 – 2/28/12) **code: show special**  
\*\*New customers: FF on approx. \$150; cc only\*\*
- SPIELSTABIL** – 3% discount on open stock; displays not included
- HOUSE OF MARBLES** – FF over \$250 (good 1/20/12 – 3/31/12) **code: show special**
- ILLUME** - 5%, FF over \$750 **code: show special**
- INGRAM** – N60, FF over 15 (the “never ending special”) **code: show special**
- INTERNATIONAL ARRIVALS** - 5% disc. over \$250; 10% disc. over \$500 **code: show special**
- JANE JENNI** - N60 over \$300 **code: show special**

**JASPER & BLACK** - 48 Archie Grand receives 8 Free; 18 Jumbo large notebooks receives 3 Free; receive Free Photocurator display for each Photocurator display ordered; ship by 2/28/12 **code: show special**

Lulalu bonuses: **Triple Click**- receive 36 Free clips w/ \$500 min. order; **Double Click**- receive 18 Free clips with \$300 min. order; **Single Click**- receive 6 Free clips with \$150 min. order. Lulalu product and displays may be combined for calculating order qualifying total. Jasper & Black will select, at it's discretion, best selling clips to add to your order; must ship by 2/28/12 **code: show special**

**KEEP THE FAYE** - FF over \$200 **code: show special**

**KNOCK KNOCK** - 1/2 F over \$350; FF over \$500; not for accts. w/ negotiated terms; Fed Ex ground; U.S. delivery only (good from 1/9/12 – 1/28/12)  
**code: show special**

**LAUGHING ELEPHANT** –

**LIGHTNING STUDIOS** - 10% discount on entire order; no min.; no custom  
**code: show special**

**MIK WRIGHT** – FF, 1 dz. cards Free over \$300; FF, 2 dz cards Free over \$500  
**code: show special**

Floor Tower Spinners: each spinner (48, 63 or 72 pkt.) receives 10 half dozen cards free (\$210 retail offset) PLUS additional 2 dozen cards free and FF on card portion

Counter Spinner: 2 dozen cards free (\$84 retail offset) with 24 pkt spinner PLUS additional 1 dozen cards free and FF on card portion

**code: show special**

**MOLESKINE** - New Year Stock Up: FF over 40; must contain at least one case pack of MS NON PAPER (excluding luggage tags); both can be combined to reach 40; for standard retail with credit terms; no prepay accounts; no future ships; must be on separate order (good 1/16 – 2/13/12) **code: MS2012**

Planner Early Buy Incentive: 52% & Dec. 1, 2012 dating; 24 units minimum; for standard retail accts. with credit terms; no prepay accounts; no future ships; must be on separate order (good 1/1 – 2/28/12) **code: MSPLAN**

**MUDLARK** - FF over \$500 (good 1/12 - 2/29/12) **code: show special FF**

**POMEGRANATE** - FF over \$250 **NET** (excludes calendars) **code: show special**

**POPCORN POSTERS** – 10% discount on entire order; no min.; no custom  
**code: show special**

**RICH FROG** - FF over \$400; 5%, FF over \$700; (not AK & HI) **code: show special**

**SNOW & GRAHAM** - FF over \$300, **cc only** **code: show special**

**TUTTLE PUBLISHING** - FF over 20; FF, 55% over 50; for standard retail accounts with credit terms; back orders o.k. (good 1/20 – 2/29/12) **code: NTSS12A**

**UNEMPLOYED PHILOSOPHERS** - 5% over \$300, 10% over \$500 **code: show special**  
**OR**

Order min. \$250 and receive **one** of the following at no charge:

**12** of one Quotable Notables style; **6** Magnetic Personalities of one style; **2** Little Thinkers of one style; **2** Pill Boxes of one style; **6** Sticky Notes of one style; **6** Passports of one style (customer's choice)

**VILMAIN** - FF on any order **code: show special**

**WHIGBY, INC** - FF over \$250 **code: show special**

**YOTTOY** - "Bundles Deal" - **#20121** Nursery Onesies is 10% savings at \$95; **#20122** Gotta Have Classics is 16% savings at \$160; **#20123** First Impressions is 17% savings at \$200. Available for N30 customers only; standard min. order requirements must be met; cannot be combined with other promotions; no refunds or adjustments on previous purchases; no substitutions; if item is unavailable Yottoy may make substitutions of equal or greater value; customer may order the product's companion book outside of min. pack on bundle orders only

**must be ordered before 2/28/12 and ship before 3/15/2012** **code: Bundles Deal**

\*Sell sheets picturing items & descriptions are available in showroom display

## Square One

10301 Bren Road West  
Red 232/233  
Minnetonka MN 55344  
info@squareonereps.com  
[www.squareonereps.com](http://www.squareonereps.com)

vox 952/908-3223  
fax 952/908-3224  
toll free 800/252-1474

### NON SHOW SPECIALS - JANUARY 18, 2012

Pg.1

**ABRAMS/STC** - *Backlist Offer*: 53% disc. from 25 -49 units; 55% disc. over 50 units; all books published before 12/31/11 qualify; now including Diary of A Wimpy Kid series **valid 1/1/12 - 6/1/12** **code: BACK12**

*Spring 2012 Key Title Offer*: 3 of each title receives 50% disc. returnable, 52% non returnable:

Abstract City; Blown Covers; Design Like You Give a Damn; I Break For Yard Sales; Good Bones, Great Pieces

5 of each title receives 50% disc. returnable, 52% non returnable:

My Friend Dahmer; Heart of a Samurai; Fake Mustache; A Greyhound of a Girl; Shine; Me and Earl and the Dying Girl; Hippoposites **no end date yet**

**CHRONICLE** - *Calendar Early Buy*: 50% disc. & 12/1/12 dating; for standard retail accts. with credit terms; not available for pre pay accts.; no future ship; 24 unit min.; must be written on separate order

**Must be submitted by 3/31/12** **no promo code**

**HABA** - 1/2 Freight over \$500; FF over \$750; for customers with terms and in good credit standing **ends 2/28/12**

**HOUSE OF MARBLES** - FF over \$250

**ends 3/31/12**

**KNOCK KNOCK** - January 9-28: ½ freight over \$350; FF over \$500

January 29-February 21: ½ freight over \$350; FF over \$700

Two order maximum; first P.O. must ship within 60 days of the order date; second P.O. must ship no later than 8/1/12; "show specials" must be written on all applicable orders; for independent gift and specialty retailers only; not valid for accts. with negotiated terms

**MIK WRIGHT** - "OLD" *Clear Solutions 48/56 Floor Spinners Brand New in Boxes*: 848 (48 Pkt Rack) Was \$160, now \$100 plus shipping for 2 boxes. 956 (56 Pkt Rack) Was \$234, now \$150 plus shipping for 2 boxes. 12 Pkt Cube, Was \$59.50 now \$40 plus shipping. These are the racks that have the cross arms to which end pockets can be added; the standard Mik Wright rack program does not apply

**MOLESKINE** - *Planner Early Buy*: 50%, 1/1/12 dating; for standard retail accts. with credit terms; not available for pre pay accounts; planners are non returnable; no future ship; 24 unit min.; must be written on separate order

**Must be submitted by 2/28/12** **code: MSPLAN**

*New Year Stock Up Offer*: FF over 40; must contain at least one case pack of MS NON PAPER (excluding luggage tags); P.O. combines with MS Paper and Non Paper items to reach 40 unit min.; for standard retail accts. with credit terms; not available for pre pay accts.; must be written on separate order; no future ships

**valid 1/16/12-2/13/12** **code: MS2012**

**MUDLARK** - FF over \$500

**ends 2/29/12**

**POMEGRANATE** - *New Customers:* 55% disc., N60 over \$250; 55%, N60, FFA over \$500 **code: N24**  
*Inactive Customers:* 55% disc., N60 over \$250; 55%, N60, FFA over \$750 **code: N18**  
*FF, FFA and Freight Cap Offers:* \*details in Pomegranate base book  
*Black History Month:* 57% disc., N60 over \$150; 57%, N60 FFA over \$750; original order must ship during January; reorders placed before Feb.. 20<sup>th</sup> receive same special

**POM (Cont.)**

*Women's History Month:* 57% disc., N60 over \$150; 57% disc., N60, FFA over \$750; any item that relates to the promotion of women related publications; original order must ship during February; reorders placed before March 20<sup>th</sup> receive same special

*Puzzle, Memory Games, Coloring Books, Playing Cards and Sticky Hearts Holiday Promotion:* 55% disc., N60 over \$375; 55%, FFA, N60 over \$750; includes all puzzle formats; orders must be written on separate P.O.

**valid 9/1/12-10/15/12 code: PZ11**

**TUTTLE** - FF over 20 items; FF, 55% over 50; for standard retail accts. with terms; back orders o.k.

**ends 2/29/12 code: NTSS12A**

**YOTTOY** - *January Product of the Month:* if customer orders 24 units of 3 items (example: 24 Knuffle Bunnies, 24 Paddington Bears and 24 Cecily Giraffes) they receive 1 case pack (4 pcs.) of the Little Fur Child plus 3% off entire order; must be paid within terms; not valid for credit card orders

**OR**

If customer orders 24 units of 6 items they receive 2 case packs (8 pcs.) of the Little Fur Child plus 5% off entire order; must be paid within terms; not valid for credit card customers

The above offers cannot be combined with any other offer. If Yottoy runs out of the free item, Yottoy can choose another similar free item at same or higher price point.

**Must ship by 1/30/12 ends 1/30/12**