

Arriving In Stores

Spring 2011



Retailer Information Package

What Is The Washington DC Project?

- It's a unique and fully functional deck of 54 artistically rendered playing cards – (52 traditional playing cards plus 2 jokers)
- Designed by 54 individual local Washington area artists
- Including multi-disciplinary 2-dimensional art such as photography, watercolor, acrylic, oils and fabric arts
- Printed on superior quality 100% recyclable 280lb coated card stock.
- Housed in a 4-color glossy box with lid, then cello-wrapped for added protection.

Why Should I Consider Carrying The Washington DC Project Deck?

This unique product has proven to be the perfect answer to the following gift-giving dilemmas:

“What do I get for the teacher I adore?”

“How do I please the artist, environmentalist, or magician in my family?”

“What can I take home from my trip that is small and truly represents this city?”

“What do I get for someone who literally has everything?”

“What can I bring as a unique hostess gift instead of just another bottle of wine?”

“How do I fill the stockings with something more interesting than a toothbrush?”

What is Art In Hand™ ?

Art In Hand™ began publishing decks of cards in the spring of 2009 with their charter deck, The Charlotte Project. The Project was initiated as a way to provide emerging and established artists an original way to exhibit their work and reach a wider and more varied audience. Artists' names are included on a list in each deck as well as on the Art In Hand™ website where you can find the artists' websites, bios, and contact information.

The Portland Project deck followed The Charlotte Project in the Spring of 2010 while The Washington, DC Project and The Chicago Project will ship in the spring of 2011. Additionally, plans are also underway to launch 2-4 decks each year including city projects planned for Europe and Canada.

Some Retail Sales Data

- **The Charlotte Project**

- Launched Spring 2009
- 2,100 decks sold in the first fiscal year – an amazing number considering the size of Charlotte, NC.
- Successful retailers consist of art galleries, boutique gift shops, bookstores and tourist locations such as airport and hotel gift shops.
- Average number of decks sold - 8 decks/month for smaller boutique stores and 48 decks/month in higher traffic locations that are accessible to tourists such as airport venues.

- **The Portland Project**

- Launched Spring 2010
- Average number of decks sold - 8 decks/month in small boutique gift stores and 12-16 decks/month in larger retailers such as organic grocers.

Pricing

- Suggested Retail: @ \$12.95
- Wholesale: @ \$6.50
- Minimum order: 12
- Check, Cash, Paypal

Samples Available Upon Request.

For Further Information, Please Contact:

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Also Available For An Additional Cost:



An 11x17 Laminated Poster Of The Entire Deck Including Artists Names



An Acrylic 6-Deck POS Holder



An Acrylic 24-Deck POS Holder



A Complete Sample Deck On An O-Ring