



F E N T O N

# Connection

*Experience Fenton ... Handcrafted Glass Artistry Since 1905*

VOLUME IV, ISSUE 4  
DECEMBER 2001

**YOUR SPECIAL CONNECTION  
TO FENTON ART GLASS —  
Success Stories & Insider  
Information for Fenton  
Showcase Dealers**

## Welcome to Showcase Dealer Status ...

We welcome the following retailers who have become Showcase Dealers since our last publication:

- ♦ Bag 'O Beans Collectibles, Port St. John, FL
- ♦ Berry House Gift Shop, Anderson, SC
- ♦ Burkland's Jefferson Gifts, Effingham, IL
- ♦ Cupid's, Oklahoma City, OK
- ♦ Elmblad's Hallmark, Seneca, SC
- ♦ Grand Manner Gallery, Panorama, CA
- ♦ Haddad's Gifts, St. Johns, MI
- ♦ Kay Lea's Antiques, Gainesville, TX
- ♦ The Limited Edition, Merrick, NY
- ♦ McKenzie Antiques, McKenzie, TN
- ♦ Mulberry Street, San Antonio, TX
- ♦ Old Fort Collectibles, Centre Hall, PA

## Sizzlin' Spring Offerings!

Place your orders now for some of the hottest Limited Editions offered by Fenton. Frances Burton's Lily on Blue

Burmese includes our charming new turtle mould while the popular Mary Gregory grouping features three new designs by Stacy Williams. A collection of three distinctive Perfume Bottles and an assortment of Eggs round out the Spring Limited Edition collections for 2002. Don't delay—order today!



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Dear Showcase Dealers,

First of all, our thoughts and prayers go out to all those who lost friends or loved ones on September 11 or as a result of the actions since then. We hope and pray that events in the near future will be positive to help restore confidence and provide a brighter outlook for our country and its people. From a business perspective, we thank you for your continued loyalty and support—whether a retailer, a manufacturer or a sales representative—2001 has been a very challenging year! Through it all, our family has never wavered from our main objective—to provide you, our independent retailer (and ultimately our Fenton consumer/collector), a product featuring uniqueness in design, quality and American made craftsmanship along with the best customer service in the industry!

In addition to regular new product introductions, several additional new programs have been offered:



- ♦ **Fenton Display Ideas**, complete with ordering information, to e-mail dealers (see *The Fenton "Specialist"* on page 2).
- ♦ **Special Americana Offering** featuring *Stars & Stripes* items for 4th quarter selling (see page 2).
- ♦ **"Open" Display Program** to assist in merchandising every day Fenton gift offerings. (Call 800-933-6766 for color sheets)
- ♦ **New "Fenton Experience" Video** in a 25 minute selection plus a 2-hour continuous loop (FG141, 25 min., \$9.75; FG146, 2-hour loop, \$13.50).

If you have not taken advantage of these special programs ... there's still time! Looking ahead, you can expect to see continued development of new products and programs involving limited editions (carefully selected and priced!), gift items with a touch of function and a new advertising campaign.

We look forward to working with you — our Showcase Dealers — in maximizing 2001 and building towards a strong 2002. Thanks again for all that you do for us!

*Don Fenton*

## Special Offers — for our Showcase Dealers

### Special Edition Lamp



7585 V2  
Cost: \$225.00  
Retail: \$450.00

This exquisite 23" "Gone with the Wind" style lamp is made of striking Lotus Mist Burmese and handpainted with a beautiful berry design by Stacy Williams. This pattern was also used this year for our Direct Mail Catalog exclusives. Each lamp will be inscribed with the signatures of Frank and Bill Fenton and available exclusively to Showcase Dealers through

December 15. The inventory for this lamp is very limited (no more than 50 lamps), so orders will be filled on a first come, first served basis. Limited to one lamp per Showcase Dealer. Contact your sales representative or our Order Department at 800-933-6866 to place your order.

### A QVC Upsell for You!

QVC's Today Special Value (TSV) for January 19th will be an 8" Fenton basket in Blue Topaz Satin with a white edge and pink floral pattern designed by Kim Plauché for QVC's Charleton Collection. The matching piece for this TSV, available only through Fenton dealers, will be a vase/votive (with tealight) in Blue Topaz and handpainted with the same Charleton design. We are now taking orders for this matching piece with a delivery in mid to late January to coincide with QVC's offering of the 8" basket. To order, contact your sales representative or call our Order Department (800-933-6866).



7619 Q1  
Cost: \$22.50  
Retail: \$45.00



## December's Topic:

### Holiday Displays

# The Fenton "Specialist"

The big holiday shopping season is in full swing and every retailer in the country is pulling out all the stops to attract current and new customers to their stores. Our challenging retail market makes the task of obtaining sales all that more competitive. Play it smart by developing appealing displays of Fenton Art Glass throughout your store to catch the eye of your holiday shopper.

For those of you with an e-mail address on file at Fenton, you have received several unique display ideas from us to prepare you for the wave of shoppers visiting your store. These original displays were created by Fenton's new Marketing Consultant, Martha Wright. Martha brings to us experience in brand management, merchandising, marketing planning and, at one time, owned a small chain of gift shops.



Create a *Winter Wonderland* of evergreens and winter whites with a hint of icy blue for a crisp, yet understated look. Start with a field of white ... use a linen or lace tablecloth, felt, or even a crisp white bed sheet as a backdrop or table cover to set the mood. A little bit of glitter sprinkled selectively on the "snow" can create a frosty feeling! Add a mix of Fenton pieces in Emerald Green, Woodland Frost, and Ice Blue as the focal point of your display. Mirrors were used as a base under the ware to add sparkle and an icy affect that really makes the glass pop. We also used a lighted base (9969 electric base) under an angel and a Christmas tree to light the ware from within and provide a cool glow.

Capture the memories of a *Blue Christmas* with a display arranged in Fenton Cobalt, Ice Blue and French Opalescent. Your backdrop can be either a white linen cloth for a cool and clean look or a lacy doily or cutwork cloth that recalls the look of icicles in the snow. To capture the look of icy Siberian nights, try a white lace cloth over a blue table cloth. Two-way votives in French Opalescent and Cobalt should be displayed to demonstrate their dual functions as votive holders and candlesticks. To vary the heights of your display, try using candle and cake plates as risers along with an occasional Fenton box. Christmas trees on a large cake plate creates the illusion of an icy pond while adding height to the display to create interest.



Here are eight key tips for you to consider when building your displays throughout the year:

- (1) Lamps should *always* be lit.
- (2) Take advantage of natural sunlight.
- (3) Rotate displays every month or two.
- (4) Coordinate glass with other products.
- (5) Use signage in display for brand identification.
- (6) Display tent cards and use "retired stickers".
- (7) Include the Glass Messenger in your display.
- (8) Assign one sales person to keep display in order.

Joyce Pringle of **Chip & Dale Collectibles** (TX) writes, "I just wanted to let you know I think your display ideas are great and really appreciated by dealers like ourselves. We appreciate Fenton's dedication to assisting the dealers!" If you are not receiving these merchandising ideas via the Internet, please send your e-mail address to Scott Fenton ([skfenton@fentonartglass.com](mailto:skfenton@fentonartglass.com)). We are here to help!

## Stars & Stripes Collection . . . Helping to Heal

The events of September 11th truly saddened the Fenton Team, and we continue to remember those who were deeply affected by this national tragedy. Like you, we wanted to do something to help our fallen Americans.

We have developed five pieces with a patriotic design that showcase the American spirit. This collection features a variety of designs and price points to suit your collectors. Showcase Dealers were mailed a color flyer for this program on October 9th. Dealers ordering this program will also receive a color 5x7 counter card to display with the collection— shipments are due to begin in mid November. Please contact your sales representative or Customer Service (800-933-6766) to order or obtain additional materials.



Profits from this grouping will be donated to the United Way's September 11th Fund.



# F E N T O N

### New Product 2002

Our 2002 line will include a blend of classic favorites and new product to delight your customers. Look for a fresh new offering in historic Velve Rose, Rosalene, Amethyst Carnival, Cranberry and Safari along with two new colorations for the *Legendary Fashions* collection.

### Retailer Day

Our fall installment of the popular Retailer Day was held on September 24 at the Fenton factory in Williamstown. Fifty Fenton "Specialists" from around the country spent the day touring our facilities, attending sales-oriented workshops, new product seminars and a comprehensive history lesson from historians Frank Fenton and Jim Measell. Linda Bates of **Remember When** (TN) states, "The wealth of information we received cannot be measured. Your excellent planning and execution of every phase of the day were most beneficial." Our next training session will be held in May 2002. Be sure to check with your sales representative next spring if you have an interest in taking your Fenton sales to the next level!

### Annual Survey

The annual survey for Showcase Dealers will be included with your copy of the 2002 Fenton Catalog— look for this in late December. We value the input you have given us over the years, and will continue to use this information when making decisions concerning future products and sales programs. We look forward to hearing from you!

### Success Stories

The main focus of the *Connection* is the opportunity for dealers to share their success stories with other Fenton Showcase Dealers from around the country. We want to know what's working for you, i.e. promotions, in-store events, customer contact, etc. Send your success stories to Sue Mitchell at the *Connection*. Let's help one another be the best Fenton retailers in our respective home towns.