

GLASS INDUSTRY NEWS

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2008 FENTON REPORT & PROJECTION

The Fenton Art Glass Company is at the top of our list. 2008 has seen the re-organization of the old Company after several weeks of concern over their ability to continue operations. It would appear that the almost unbelievable support (in the practical way of orders) late last year was sufficient to enable the Company to re-negotiate their debt with suppliers & bankers alike. The full agreements, of course, were not publicly disclosed but Fenton continued with almost uninterrupted production the beginning of 2008. Albeit in a more conservative fashion with reduced lines and a much tighter limit on manufactur-

ing runs with "just in time" raw material deliveries and almost NO residual inventory. They had to reverse their business practices in that they would solicit dealer orders and then plan a run to cover. NO second runs were planned. So, in effect, everything they make now is a "limited production". There was a wholesale change with production workers, designers, painters and glass craftsmen alike. A huge reduction in the number of dealers also occurred. Both George and Scott Fenton tell us that each months conditions are improving. Perhaps one of their biggest changes was the development of TWO LINES of product. Using

two separate brand names, FENTON USA (for items made at Williamstown) and FENTON INTERNATIONAL (for items made overseas). The items are clearly marked. Fenton was a "holdout" for taking production of some items abroad but, in the end, it was a "do or die" situation. Do we carry imported Fenton? We have ordered their line of Fall and Christmas items. These are NOT glass items. However, Fenton has announced they are now about to offer a line of CRANBERRY glass from the Orient. Don't shake your head until we all have a chance to evaluate quality and value. I have a feeling that both will be pleasing!

SPECIAL POINTS OF INTEREST:

- **SIGNING EVENT** with George & Nancy Fenton Sunday 28 Sept.
- Suspension of our **WEBSITE** gofentonartglass.com
- **Corrected Toll Free Phone Number:** 1 877 750-9394
- **eBay Store début Collectables Unlimited Fenton Shop**

COLLECTABLES UNLIMITED NEWS & VIEWS

Being a more or less "one product" store (Art Glass & Fenton being 85% of total), we too have been thrust into a hard times scenario. We are one of a dozen or so dealers that Fenton had enlisted to fulfill their "Direct Customer Placed Orders". It has grown to be

a considerable part of our total sales. This business volume has been declining due, in part, to the market uncertainty and to the fact that Fenton is attempting to keep the business "in house" through their Gift Shop. Fenton was unwilling or unable to provide any prog-

nosis on what we could expect and I, being the eternal optimist, believed that I could assist Fenton (and myself) by bringing in a good inventory of whatever they make in Williamstown. (It has always been our policy to inventory their entire line. (See page two)

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**COLLECTABLES
UNLIMITED
WAS OBLIGED
TO OFFER IN-
VENTORY ON
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IT WAS A WAY
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THESE TRYING
TIMES!**

But now we planned to go even deeper since Fenton said it will be a "one run" policy. But the economy fell into a pit, gas prices and most everything else escalated beyond reason and you might say...we were caught with our financial pants down! We, too, had to make changes and promptly went to the internet. Here we had immediate sales but the profit margin was nothing beyond "swapping dollars"! But it is CASH FLOW. And having loads of product and very

little cash, it proved helpful to balance the scale. We need to reduce inventory and curb buying. It also means the end of a one product shop (of almost 12 years standing). We have diversified into a full QUALITY GIFT & FASHION JEWELRY SHOP. Of course, one of our main items remains Art Glass and mostly hi-end exclusive and limited original productions. Our vast inventory includes a load of Angelo Rossi and Dave Fetty Glass. We also represent Kelsey Murphy & Gibson

Glass, Ron Hinkle, Dave Allen and Willow Run Glass & Rossi Glass. We just took on Boyce Glass too. Our first Fenton International items are arriving and consist of plastic Halloween figures and a really great line of "Old World" styled glass Christmas Tree ornaments. Moulds were made of Fenton's animals and figurines and were then used to create the tree ornaments overseas. We did not hesitate buying when first we viewed them at the January Philadelphia Gift Show. We anticipate their arrival very soon!

FENTON SIGNING EVENT: SUNDAY 28 SEPT. 1-4PM

**VISIT WITH
GEORGE AND
NANCY
FENTON
DURING
THIS VERY
SPECIAL
FAMILY
SIGNING
EVENT**

YES! The date has finally been set for Sunday, 28 Sept. beginning 1PM to 4 PM. We will open the shop at 11 AM.

We are delighted to tell you that the Fenton Family member will be GEORGE FENTON and his wife NANCY FENTON is anticipated to join him. We are arranging for some very special extra selections for this event. Of

course, the newly arrived '08 selections are on display and we will also have the Halloween and Christmas USA items in stock. We have twenty one display cases full of Art Glass and most of it is FENTON! We are hoping that samples of the '09 line will be available for display and order placement. And, of course, we will have cases of the event exclusive selection! It is

important to mark this date on your calendar and plan to participate. It is rare to have both the President and the Director of Product Development available at one event! You can learn all about their plans and what lies just around the next corner! We plan to have samples for inspection of the Fenton International Lines too! Come take a look....lets be surprised!

**Visit our NEW on
line E BAY STORE
For recently (last
10 years) retired
BRAND NEW ART
GLASS by Fenton,
Gibson, Murphy,
Hinkle, Phoenix,
and more.**

**Collectables
Unlimited Fenton
Shop**

WHAT HAPPENED TO: GOFENTONARTGLASS.COM?

What began as a complete overhaul of our web site (i.e. update our vast inventory menu and add all the new items) soon bogged down. The need for immediate sales redirected my efforts to the internet. We have garages full of left over items of retired lines. Actually, there was no idea of exactly what we had. It was decided to try out an

E Bay on line store. And so "Collectables Unlimited Fenton Shop" was born. Much to our delight (and surprise) it took off immediately! We began to open additional older inventory cartons. The more we offered, the more we sold. It has commandered our available web site time...at least for the present. We never featured older glass

at our shop for a very practical reason. With 21 display cases of current glass, there was no room. This seems to be a "win-win" situation. With plenty of "brand new" retired glass on hand, it appears to be here to stay! In just a couple months time, over three hundred pieces of retired Fenton & Gibson Glass was sold! CHECK IT OUT!