

# It's a New Pop Invasion!

Attract sales with more items inspired by today's fab five.

Introducing irresistible new products featuring the outrageously popular Irish/British band, One Direction. They're sure to be a hit with the millions of "Directioners" who follow the group, and are perfectly timed to help you capitalize on 1D's August 30 movie release, "This is Us" and their third album release on November 26.

Let our industry-leading content partnerships continue to bring your consumers the biggest names in music and entertainment, to generate the most sales potential in your stores.



## New! One Direction Products

- Capitalize on the back-to-school and Christmas sales periods with best-selling 1D formats, including a journal, notepad, stickers and extra-large wall decal
- Has strong appeal for Gen Z tweens and teens who love to collect all things 1D
- Stickers and wall decal are proven performers within licensed stickers across multiple retailers, even during non-peak periods
- Display on clip strips out of the greeting card department near back-to-school or toys, to capture the most sales

### 1D - 2013 Everyday Selling Opportunity

U.S. Order Copy Code: BMO

CAN. Order Copy Code: BNMU

Ship-to-Arrive Date: 8/19/13

Available Open Stock

Order by 12/31/13



#### A. Wall Decal

AGIN: 5000351-6  
Retail Price: \$8.99 U.S./CAN.  
WHSL Price: \$4.50 U.S./CAN.  
UPC: 645416417136  
Packed 6-in  
11.4" h X 15" w X 0.0625" d

#### B. Notepad

AGIN: 5000349-0  
Retail Price: \$3.99 U.S./CAN.  
WHSL Price: \$2.00 U.S./CAN.  
UPC: 645416417112  
Packed 6-in  
6.5" h X 4" w X 0.25" d

#### C. Stickers

AGIN: 5000352-4  
Retail Price: \$3.49 U.S./CAN.  
WHSL Price: \$1.75 U.S./CAN.  
UPC: 645416417150  
Packed 6-in  
7.25" h X 4.25" w X 0.0625" d

#### D. Journal

AGIN: 5025082-8  
Retail Price: \$8.99 U.S./CAN.  
WHSL Price: \$4.50 U.S./CAN.  
UPC: 645416452533  
Packed 3-in  
8" h X 5.094" w X 0.25" d

For further product information, contact your Sales Representative.  
In the U.S., call toll-free at 1-800-442-7662.  
In Canada, call toll-free at 1-800-663-CARD.

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Order while  
supplies last!