

# GIFTBEAT

Tracking the product pulse of the gift industry

NOVEMBER 2010

## CHRISTMAS

Rating	Vendor/Line
#1	● ENESCO - Jim Shore, Dept. 56 Villages
#2	TRANSPAC - ornaments, various
#3	● DEMDACO - Willow Tree
#4	RAZ IMPORTS - ornaments, various
#5	● KURT ADLER - ornaments
#6	● OLD WORLD CHRISTMAS - ornaments
#7	● BYERS' CHOICE - Carolers
#8	● PRECIOUS MOMENTS, INC. - Precious Moments
#9	MIDWEST - ornaments, various

**Note:** Honorable mention includes various from Grasslands Road/AmScan and Caspari. Hallmark stores are touting the company's Keepsake ornaments.

◆ Last run: Dec. '09

## MUGS

Rating	Vendor/Line
#1	● RUSS/ENCORE - licensed, various
#2	ENESCO - Our Name Is Mud, various
#3	GANZ - humorous, travel, various
#4	LANG - various
#5	TERVIS TUMBLERS - collegiate, various
#6	SPOONTIQUES - travel
#7	GRASSLANDS ROAD/AMSCAN - various
#8	● PAVILION GIFT - sentiment
#9	BURTON + BURTON - birthday, various
#10	● CARSON HOME ACCENTS - sentiment

**Note:** Honorable mention includes various from Natural Life, American Expedition, Life Is Good and Grandville Hollow.

◆ Last run: May '10

## BABY GIFTS

Rating	Vendor/Line
#1	<b>MUD PIE - socks, apparel, frames, various</b>
#2	● GUND - plush
#3	● RUSS/ENCORE - frames, plush
#4	STEPHAN BABY - silver gifts, various
#5	● BEARINGTON - blankets
#6	C.R. GIBSON - baby books, albums
#7	GRASSLANDS ROAD/AMSCAN - frames
#8	MALDEN - frames
#9	GANZ - frames, plush, various
#10	TY - plush

**Note:** Honorable mention includes various from Taggies, Manual, Mary Meyer and Bunnies by the Bay.

◆ Last run: May '10