

GOOD MERCHANDISING AND GREAT SALES GO HAND-IN-HAND!

Thank you for your support and dedication in representing Twigseeds and Ruby Red Shoes in your stores.

We hope our creations continue to bring you and your customers much joy.



Our brand values...

Our Twigseeds and Ruby Red Shoes customers range from babies and children to sparkly seniors, and they are drawn to our brands for the artwork, sentiment, and shared values they represent.

Our brand values are traditional, and our customers find comfort in the wholesome and gentle messages they deliver—a little escape to whimsy and innocence in a fast-paced world.

With this in mind, we appreciate your consideration of the placement of our products in store.

FOR EXAMPLE:

- Some of our customers find swear words troubling, particularly if they are shopping with children, so a little buffer between these products and Twigseeds and Ruby Red Shoes products is greatly appreciated!
- Please stock only Twigseeds and Ruby Red Shoes products in their respective point-of-sale displays.

Thank you!

Your creativity and care in displaying the Twigseeds and Ruby Red Shoes ranges are a huge part of their success. We thank you for taking pride in our products and being our daily brand ambassadors!

More information on our brand, merchandising tools and ideas can be found online at the following places:

twigseeds.com.au/pages/our-story

affirmations.com.au/twig-welcome (AUS)

affirmations.co.nz/twig-welcome (NZ)

How we support you...

SALES TEAM

Your Affirmations Sales Team are here to support you with:

- Ordering and restocking your spinner.
- Product information.
- Merchandising and point-of-sale material.
- Sunny smiles and warm hearts!

MERCHANDISING

- To support your product sales, we provide a full range of spinners, display stands and headers that are lovingly packed and sent straight to your door.
- For information on our curated product bundle options, contact the Affirmations Customer Happiness Team or Sales Representatives.
- Merchandising promotes sales by creating visual impact and building brand awareness in-store.

WE'RE BUILDING A TWIGSEEDS COMMUNITY

We are passionate about our stockists!

Join our community for:

- Studio news.
- Product reviews and feedback.
- Social media assets for your use.

Sign up to our newsletter at:

twigseeds.com.au/blogs/news

Follow us:  

