

Color Renovation: Fond Farewell

Now that you've seen the new color collections, you probably have a favorite color—or several—that you're sad to see go. But look at the bright side: with any retiring product, you have a fantastic opportunity to contact your customers to make sure they have what they want before they're gone!

Incorporate the retiring colors over the next few months in your workshops and events for Make & Takes or project demonstrations. This should help you deplete any inventory you might have of those colors

to make room for the new! Also, as a demonstrator, you know how effective a limited-time offering can be—make sure to take the opportunity to encourage your customers to get all the ink and paper they think they'll need before their favorite colors are gone. New products can infuse your business with excitement, helping you increase your sales, and retiring, limited-time products can do the same!

The chart below shows which colors we will bid a fond farewell to at the end of June 2010.

