

Granite Bay Sales, L.L.C.

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Good News in New Goods

Vol. 2

Granite Bay Sales would like to wish all of our Goodwill customers and vendors a happy and safe Holiday Season.

A special thank you to all who have worked hard to make 2007 a successful year. We are looking forward to an even brighter 2008 with a continued focus on our service, value, and profitability for our customers.

- Anthony Leon, General Manager



❖ News and Reviews

This month San Joaquin Valley Goodwill completed the roll out of new goods to their remaining six stores. They now have twelve stores participating in the "New Goods" program. Their customers are excited about the additional products that are available to them.

A slight oversight in last month's newsletter – The Sacramento Valley Goodwill opened their new Norwood store in September. They now have 13 stores participating in the "New Goods" program.

Granite Bay Sales has some exciting news we will share with you next month.

- Dan Lashley, Operations Manager

❖ Distinguished Goodwill Partner

Carol Bodde from the Roseville store in the Sacramento Valley Goodwill Agency was selected as our Distinguished Partner for this month.



Carol is a long time retailer who has brought her years of knowledge to great use as a fantastic merchandiser for the New Goods program there.

Carol communicates well with the GBS office as well as through Hot and Cold sheets to let us know what is selling. Carol also has assisted us in setting up new stores in the area and has helped train many of the New Goods associates in Sacramento.

In addition to her efforts at Goodwill, Carol is a busy grandmother and professional photographer. Congrats to Carol the "go to" girl in Sacramento!

- Mike Gunter, Retail Support Assistant

❖ Merchandise Tip of the Month

See more - buy more! When we set up your New Goods program, you will notice that we use a type of merchandising known as ribboning or vertical display, but we don't use this type of merchandising just to make busy work as new items come in.

Studies have shown that American shoppers tend to scan an aisle from left to right like reading. By grouping items vertically we allow shoppers to see more of the entire assortment from one spot before moving on to the next. As you can see in the photos, ribboning can be done with either pegged or shelved items.



The more items the shoppers see, the more they will buy. Good selling!

- Larry Letendre, Retail Support Manager

❖ Recovery Services

GBS Recovery Services has developed a simple process to facilitate the sale of excess or inappropriate material donations. If you receive a material donation that exceeds your capacity to sell locally, give me a call and let us sell it for your Goodwill. There is no cost to the agency. GBS handles the entire transaction start to finish - in many instances you won't even have to take possession of the product...just cash the check.

Gayle McGaughey, Director of Retail in Eugene, Oregon said, *"The transaction was handled professionally. In terms of money – it generated revenue from merchandise that, due to quantity, we would've pulled and salvaged. We had a lot of merchandise taking up a lot of warehouse space and GBS Recovery handled everything. A good experience – will definitely work with them again."*

- Renee Weippert, VP Business Development