

The Hit List

A quick look at the top product trends of the CHA Winter show

Trade shows in our industry are a great place to spot new products and top trends. But with so much to see, it helps to have a reminder of some of the top themes, styles, and buzz. Here's are take on the trends of the CHA Winter show in January.

Journaling aids: From stamps and rub-ons to stickers and tags, more manufacturers are focusing on making room for journaling. We'll see much more of this in the coming year.

Stamps: Many companies not known for stamps now offer the clear and unmounted variety to coordinate with their collections. Scrapbookers are finally embracing stamps.

Scalloped edges making a comeback: Some papers are now cut with scalloped edges. Lots of embellishments feature it, too.

Cowboys: Rodeos, dude ranches, Western travel, and more.

Black and White: Large collections sans the color are popular for a variety of event options.

Paper as Home Decorating: More than decorating with scrapbook styles, the new look is about a whole new market. (See page 48.)

Still Big: Rub-ons, overlays, and a mountain of other embellishments.

Each trade show has a "sleeper" success – a company or product not yet with a big name in the market with a product homerun. At CHA-Winter, that company was **Zutter**

Products with Bind-it-All and DreamKuts. Retailers stood in line, credit cards in hand, to get these items in their stores.

The Bind-it-All is a binding system that allows the user to add a spiral binding to just about anything to create their own mini books and more. DreamKuts accepts a 12"x12" sheet of paper or cardstock and cuts it into any one of several smaller sizes or strips. They're a no-brainer for a retailer to purchase for their classroom, but your customers are going to want their own, so order extra. **Reader Service No. 385** ■



Lizzie Anne Designs is one of a number of companies offering stamps that appeal to scrapbookers. **Reader Service No. 386**

For more great products from the CHA Winter show, check out the Product Resource Guide beginning on page 64.



Go West with this collection from Creative Imaginations. **Reader Service No. 387**