

Blue Mountain Arts®



On Our
Anniversary,
Loving You
Means
Everything
to Me

You Are
Stronger
Than you know
When we go through life's struggles,
we sometimes feel weak. It is as if we
have forgotten the many things we
have been through and how we have
changed our lives before...

For Your Birthday

Today,
as I Celebrate
Your Birthday...
There's a Very Special Gift
I Want to Give You

I'm
Sending
You a
Hug
Today

Greeting Cards, Books, Calendars, and Gifts

2020 CATALOG

Cards They'll Keep Forever

"Blue Mountain Arts has grown to be by far our best-selling greeting card line. We carry over 12,000 greeting cards from 14 different companies and Blue Mountain continues to be our number one line year after year."

— Bernadette Pegorsch
Main Street Marketplace, Waupaca, WI

**Leader in
Sentiment**

On Your
Birthday...

I Hope You Know
How Much You Are Loved

We Are Forever Friends

Whenever I hear
that sappy little phrase
"families are forever,"
I always wonder...
are friends forever too?
Because if not,
just stop
the world
and let me
get off!



You Are My Everything



Birthday Wishes



to help you roll happily
along through life...

**High
Quality**

**Premium
Brand**

The Blue Mountain Collection

Combines best-selling designs into one easy-to-shop assortment



Strong retail productivity with planograms!

Merchandised by theme!

Vibrant, easy-to-read caption cards!

Frequent product refreshes!

72-pocket card assortment

Unit 555271

\$815.68*

1 modular display

23.6" x 20.5" base

79.5" height

144-pocket card assortment (shown)

Unit 555272

\$1636.88*

2 modular displays

23.6" x 41" base

79.5" height

216-pocket card assortment

Unit 555282

\$2489.59*

3 modular displays

41" x 41" base

79.5" height



*estimated pricing

Pix & Pagels

pix & pagels™

- ◆ An innovative collection that combines colorful photography with heartfelt writings
- ◆ Unique in the marketplace
- ◆ Attractive to millennials
- ◆ Created and written by best-selling author Douglas Pagels, whose books have sold over 3.5 million copies
- ◆ Cards made in the U.S.A. using renewable energy



Countertop unit
Great outpost opportunity
17.25" x 8.75" base
16.5" height



36-pocket card assortment
Unit 48624
\$359.28*
17.5" spin radius
72" height

Additional assortments available starting in January 2020



36 card and
10 book pockets
Unit 555270
\$608.76*
15" x 17.25" base
79.5" height

"Sisters are...



different flowers from
the same garden."

- Author Unknown

Birthday Wishes



to help you roll happily
along through life...

There is one incredibly special
woman who needs to know



all the wonderful things
inside this note...

With Deepest Sympathy



For You, Mom



A note filled with love for
the most special mother ever

Not all heroes wear capes.
Not all angels have wings.
And not all gifts are wrapped up
in ribbons and bows.
But you truly are a hero to me, one
who inspires me every day. And you're
definitely a real-life angel, one who is
owed such an abundance of gratitude.
And, Mom, there's one more incredibly
special thing I know about you...

I know with all my heart
what a gift you are, because...



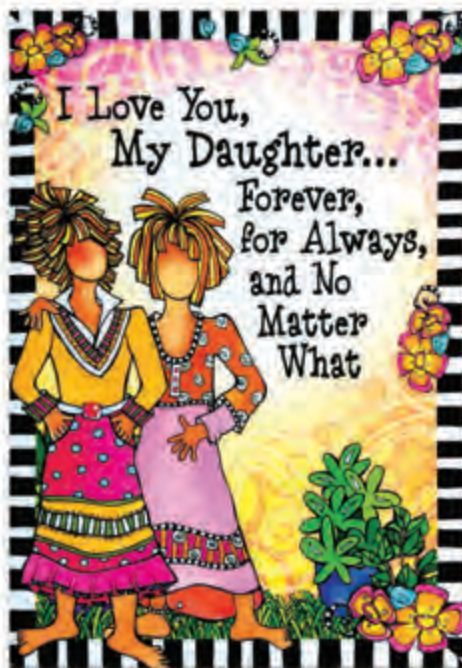
your presence is one of the best presents
anyone could ever be blessed with.

With Endless Thanks and
So Much Love for You, Mom

Artists Collections



- ◆ Bold, stylish graphics
- ◆ Inspiring, uplifting, and optimistic messages for family, friends, and all occasions
- ◆ Embellished with glitter, sparkle, and gemstones



78-pocket assortment
Includes cards, books, miniature easel prints, magnets, little keepsake books, and pocket notepads
Unit 555248
\$780.12*



- ◆ Warm expressions of love and friendship connect people heart to heart
- ◆ Whimsical characters help express heartfelt messages
- ◆ Distinctive collection unique to the marketplace



76-pocket assortment
Includes cards, books, miniature easel prints, magnets, little keepsake books, and pocket notepads
Unit 555212
\$913.53*



Exclusively from Blue Mountain Arts



- ◆ A showcase of innovative graphic design and exciting new artists
- ◆ An eclectic and diverse collection
- ◆ Paper made in the U.S.A. using renewable energy
- ◆ Combines best-selling designs



All displays shown are:
23.6" x 20.5" base
79.5" height

72-pocket card assortment
Unit 555275
\$740.06*

*estimated pricing

Little Gifts with a BIG Impact

Great impulse items!



Miniature Easel Prints with Magnets
\$6.99 MSRP



Bookmarks
\$2.99 MSRP



Pocket Notepads
\$4.99 MSRP



Canvas-Style Magnets
\$6.99 MSRP



Little Keepsake Books
\$7.95 Retail



Wallet Cards
\$2.25 Retail

"We couldn't be happier with Blue Mountain Arts and the products they produce. The overall look, feel, and content of their products demonstrates a commitment to quality, and their customer service and support is second to none."

— Robert Kitt, President KNA Supply



48-pocket assortment
 Unit WL48W
 \$324*
 11" spin radius
 18" height

Also available in a 24-pocket assortment

**Hundreds
 of gifts
 retailing from
 \$2.25-\$7.95**



**Customize a floor or
 counter display to fit
 your store's needs!**

**64-pocket
 assortment**
 Includes magnets,
 miniature easel
 prints, little
 keepsake books,
 and pocket
 notepads
 Unit 555218
 \$727.64*
 15" x 17.25" base
 79.5" height

**36-pocket
 assortment**
 Includes magnets,
 miniature easel
 prints, little
 keepsake books,
 and pocket
 notepads
 Unit 555259
 \$362.04*
 14.5" spin radius
 25.5" height

*estimated pricing

Gift Books

Books that are good for the heart and soul

Seasonal book program

- ◆ Books are automatically refreshed 3 times per year with new and seasonally relevant titles

◆ Special Terms:

- 120-day dating on initial order
- 120-day satisfaction guarantee
- FREE freight on initial order
- FREE modular display

40-pocket assortment

Unit 555245

\$697.92*

15" x 17.25" base

79.5" height

The Language of the Heart... Hardcover Gift Book Series

Pre-priced at \$18.95

- ◆ Hand-dyed, handmade covers are created from paper that comes from mulberry trees, which are a renewable resource

- ◆ Contains poems, quotes, and writings by contemporary writers, celebrities, entrepreneurs, and more

- ◆ No two book covers are the same

9-piece assortment

Includes 6 books and 3 cards

Unit 49711

\$154.17*

17.25" x 8.75" base

16.5" height



Blue Mountain Arts
Gift Books from the **Heart**

Great impulse items!

Heart-to-Heart Hardcover Gift Books

Pre-priced at \$9.95

- ◆ Fits easily into a greeting card pocket
- ◆ Great "under \$10" gift item
- ◆ Wide selection of authors, artists, and themes

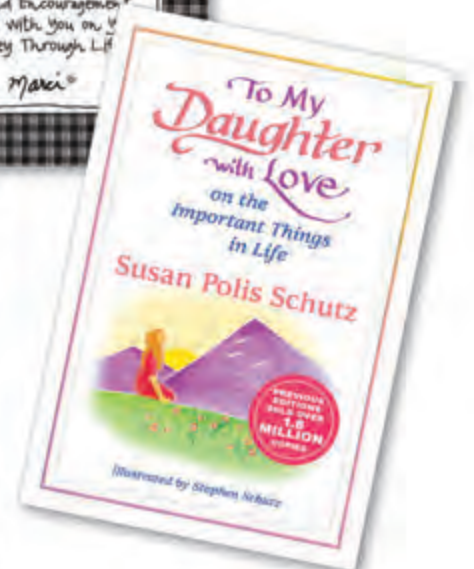
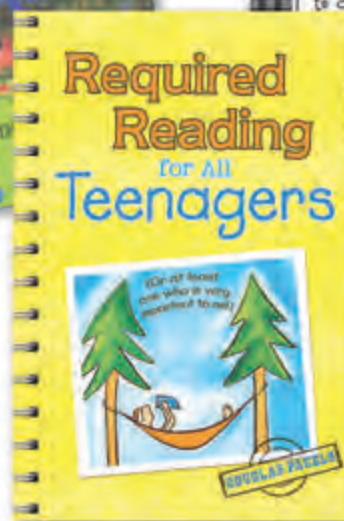


9-pocket assortment
 HB9B
\$134.37*
 17" x 7.625" base
 12" height

Trade Paperback Books

Pre-priced from \$12.95-\$14.95

- ◆ Treasured for their heartfelt words and positive messages
- ◆ Themes include family, friendship, love, self-improvement, teen, and inspiration
- ◆ Exceptional quality, beautifully illustrated

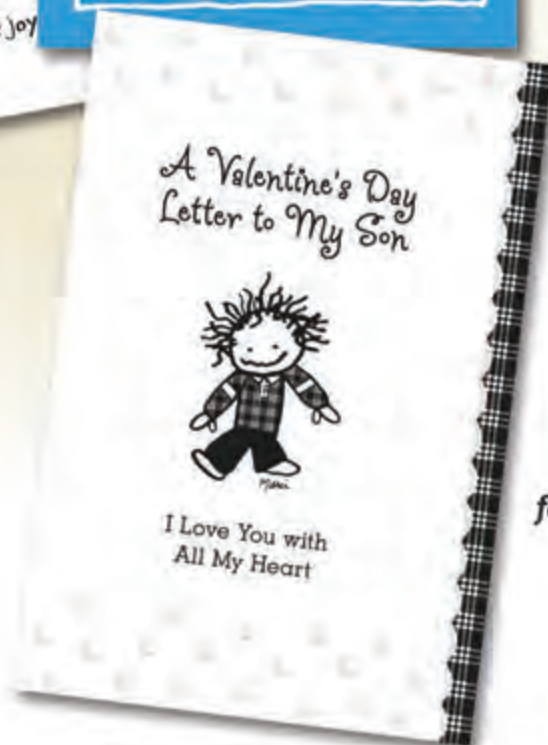
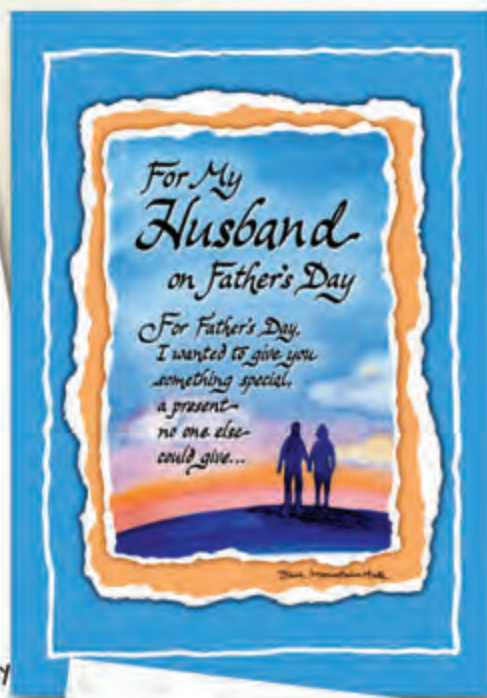


*estimated pricing

Seasonal Programs

Greeting Cards

Join program... and receive card selections for each season throughout the year... It's EASY!



We will ship card selections for:

- Valentine's Day
- Easter
- Mother's Day
- Graduation
- Father's Day
- Summer
- Christmas



FREE
36-pocket
wire display
for all seasonal
assortment
orders

36-pocket
assortment
Unit 236130
Each season
cost ranges from
\$250.00- \$375.00*
17.5" spin radius
72" height

Refer to page 19 for seasonal terms

Gift Center

Join program... and receive seasonally appropriate gift product throughout the year... It's SIMPLE!



We will ship gift selections for:

- Valentine's Day
- Easter
- Mother's Day
- Graduation
- Father's Day
- Summer
- Christmas

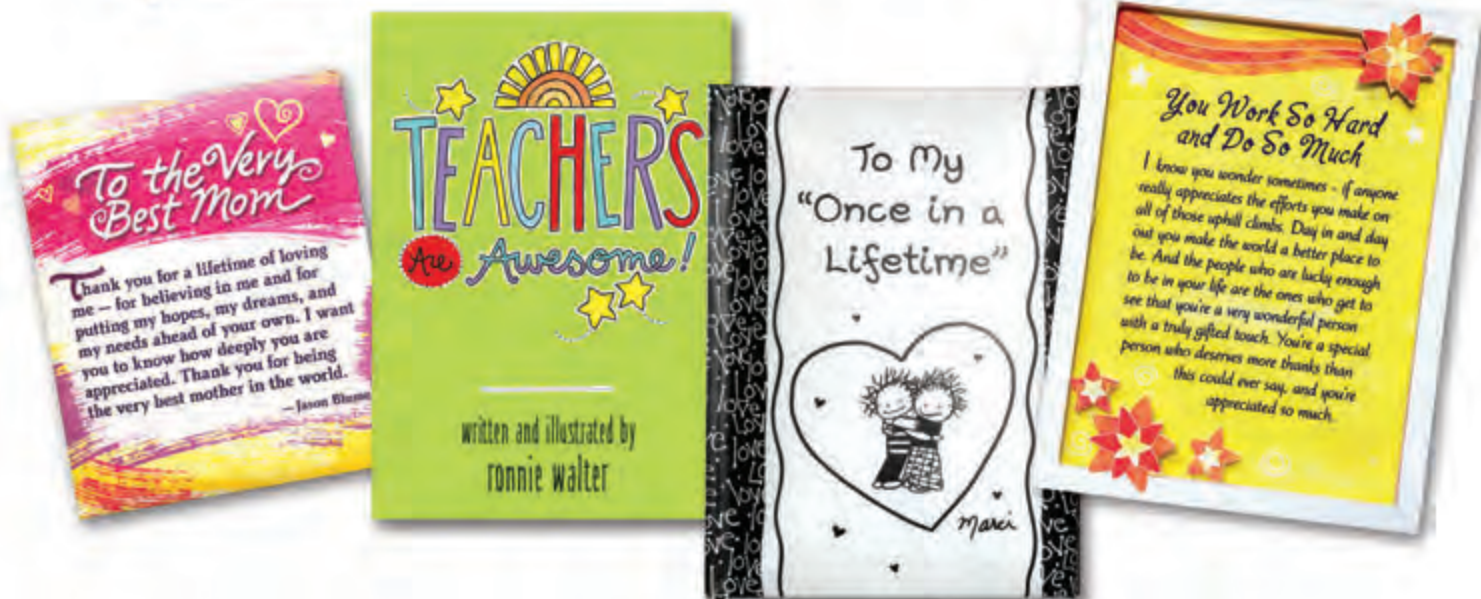
Countertop unit

Unit 115130

Approximately \$150 per season*

17.25" x 8.75" base

16.5" height

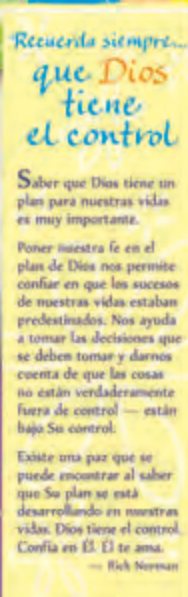


*estimated pricing

Spanish Collection

Greeting cards, books, and gifts made especially for the Spanish-language market

Seasonal cards available for Christmas, Valentine's Day, and Mother's Day



74-pocket assortment
Includes cards, miniature easel
prints, books, and bookmarks
Unit 555222
\$858.78*
23.6" x 20.5" base
79.5" height

2021 Calendars

Unique artwork and inspiring messages all year long

- ✦ A variety of themes and price points from \$8.95–\$18.95
- ✦ Perfect for gift-giving and personal use
- ✦ Written and designed by Blue Mountain Arts' most popular authors and artists, including Susan Polis Schutz



Weekly Planner Unit
Unit 50072
\$95.72*
12" x 6.5" base
8.5" height

CALENDAR TERMS

Full return on unsold calendars. December 10th dating. Returns only accepted between February 1 and March 30, 2021. It is the customer's or rep's responsibility to submit calendar returns within the specified period. Credit for returns is for future orders only and must be used by December 2021. No refunds.

*estimated pricing



20-pocket assortment
Unit CA20C21
\$570.00*
18.5" spin radius
74" height

Premier Customer Program

- ◆ Discounts on everyday greeting cards, gifts, and books
- ◆ Free freight
- ◆ 120-day satisfaction guarantee
- ◆ Free displays
- ◆ 120-day dating
- ◆ Upgrade your benefits and status level as you grow with Blue Mountain Arts

Retailer Commitment

	SILVER Level I	GOLD Level II	PLATINUM Level III	DIAMOND Level IV
Everyday Greeting Card Pockets	144 pockets	192 pockets	240 pockets	288 pockets
Gift/Book Pockets	24 pockets	40 pockets	70 pockets	100 pockets
Calendars	Optional	20 designs	20 designs	20 designs
Seasonal Greeting Cards	Optional	3 holidays	4 holidays	All holidays
Net Annual Purchase Requirement for Automatic Annual Terms Renewal	\$1,600	\$2,600	\$3,600	\$4,600

Retailer Benefits

	SILVER Level I	GOLD Level II	PLATINUM Level III	DIAMOND Level IV
Discounts for Everyday Products	3%	5%	7%	10%
Freight Allowance	1/2 freight on all orders*	Free freight on all orders	Free freight on all orders	Free freight on all orders
Dating – Ongoing Reorders	Net 30	Net 60	Net 60	Net 90
Dating – Opening Order	120 days			
Fixturing	Free with fill			
Opening Order Satisfaction Guarantee	Within 120 days			
Seasonal Card Returns	Yes			
CAMP Pocket Management System	Available			
Service Available by Local Rep	Yes			

*Freight credit processed quarterly.

Contact your local sales representative to sign up today!

800.525.0642 or bmaorder@sps.com

Additional Terms & Conditions:

- Retailer must pay any invoice promptly and fully as it becomes due and in accordance with the stated terms and conditions.
- Blue Mountain Arts to provide the customer with display and merchandising suggestions, including a planogram upon request. If the customer defaults after the 12-month period, Blue Mountain Arts shall have the right to repossess the fixture or charge the customer the 3-year prorated cost of the fixture in situations where the fixture has been displayed for less than 3 years.
- This agreement shall be effective for an initial term of one (1) year and shall renew automatically for successive one (1) year terms unless requirements are not met. At each annual review, net purchases, required products, and Blue Mountain Arts shelf space will be evaluated and compared to the agreed-upon levels. Deviation from agreed-upon program level may result in a change of terms to the appropriate program level or removal from the program if less than \$1,600 in annual purchases.

Standard Terms

CREDIT

New Accounts: Please complete and return credit application, even if prepaying first order.

- Four current trade references on all new accounts (do not include bank or D&B).
- To expedite first order and establish open credit account, please send half prepayment with order and completed credit application. Blue Mountain Arts will pay ground freight (excluding shipments outside the continental U.S.).

BILLING

Net 30 Days on Everyday Merchandise.

- Past due accounts subject to 1.5% per month (annual rate 18%) service charge.
- Customer agrees to pay all collection costs, including reasonable attorney fees.
- Shortages, non-receipt, and other discrepancies must be reported within 10 days of invoice receipt.

FREIGHT

Freight is FOB Boulder, Colorado.

- Prepaid orders of \$150.00 or greater receive free ground freight (excluding shipments outside the continental U.S.).

RETURNS

Everyday products: All sales are final.

- A request for authorization to return products MUST be accompanied by a new order. The value of return merchandise cannot be more than 20% of the new order. Authorization must be obtained BEFORE merchandise is returned.
- Freight must be prepaid by the customer.
- Books are 100% exchangeable for other titles of equal value.
- Credit will not be issued for unauthorized returns.

CALENDAR TERMS

Full return on unsold calendars. December 10th dating. Returns only accepted between February 1 and March 30, 2021. It is the customer's or rep's responsibility to submit calendar returns within the specified period. Credit for returns is for future orders only and must be used by December 2021. No returns.

SEASONAL CARD AND GIFT TERMS

- Free display.
- Seasonal shipping/billing.
- 50% retail margin.
- Auto-renewed each year.

SEASONAL RETURNS

- Unsold seasonal cards are 100% returnable if received within 60 days of the holiday.
- Freight must be prepaid by the customer.
- Return MUST be accompanied by the provided seasonal credit memo.
- Parcel MUST be marked ATTN: SEASONAL RETURNS.

Season	Ship Date	Billing Due Date	Credit Due
Valentine's Day	12/1/19	2/10/20	4/10/20
Easter/Spring	2/1/20	4/1/20	6/7/20
Mother's Day/Graduation	3/15/20	6/10/20	7/5/20
Father's Day	4/20/20	9/10/20	9/16/20
Summer	6/1/20	9/10/20	11/12/20
Christmas	10/1/20	12/10/20	2/23/21

ONLINE AND MAIL ORDER SALES

Our customers should not sell Blue Mountain Arts products through electronic commerce or by mail order unless they enter into a separate sales agreement with Blue Mountain Arts for that purpose. For further information, please contact the Blue Mountain Arts Sales Department.

- **Use of Trademarks.** Blue Mountain Arts has published written guidelines governing the use of our trademarks by our customers. As a condition of sale, our customers agree to abide by these guidelines. Failure to do so may result in Blue Mountain Arts terminating further sales to you. If you do not have a copy of these guidelines, please contact the Sales Department.
- **Sales Outside U.S.** Due to copyright restrictions, our U.S. customers may not sell, or cause to be transported for sale, Blue Mountain Arts products outside the United States of America.
- **No Exclusivity.** Unless stated otherwise in writing by Blue Mountain Arts, no customer (including distributors outside the U.S.) has an exclusive right of distribution of our products in any region.

Blue Mountain Arts was founded in 1971 by Susan Polis Schutz and Stephen Schutz, the world's best-selling poet-artist team, with the goal of helping people around the world express their thoughts and feelings and enhance their relationships. Today, nearly fifty years later, Blue Mountain Arts has touched the hearts and lives of hundreds of millions of people around the world with messages of inspiration and optimism.



P.O. Box 4549, Boulder, CO 80306

Call: 800.525.0642 | Fax: 800.545.8573 | www.sps.com

Blue Mountain Arts Encouragement... is essential.



Freestanding Floor Display

1 MEET CONSUMER DEMAND

Generate sales growth by offering your shopper bestselling encouragement & appreciation cards.

2 EASY EXECUTION

Displays require minimal time to set up. All product is pre-priced and ready to sell at a 50% margin.

3 MARKET BASKET GROWTH

Several selections to choose from depending on your store's needs...and special terms!



Encouragement/Appreciation Card Only



Appreciation Card Only



Encouragement/Appreciation Card and Gift



Encouragement/Appreciation Cards and Books



Encouragement/Appreciation Books Only

DON'T FORGET ABOUT YOUR ONLINE SHOPPERS... WE HAVE A SOLUTION FOR YOUR WEBSITE!

SHIPS 6/8/20

