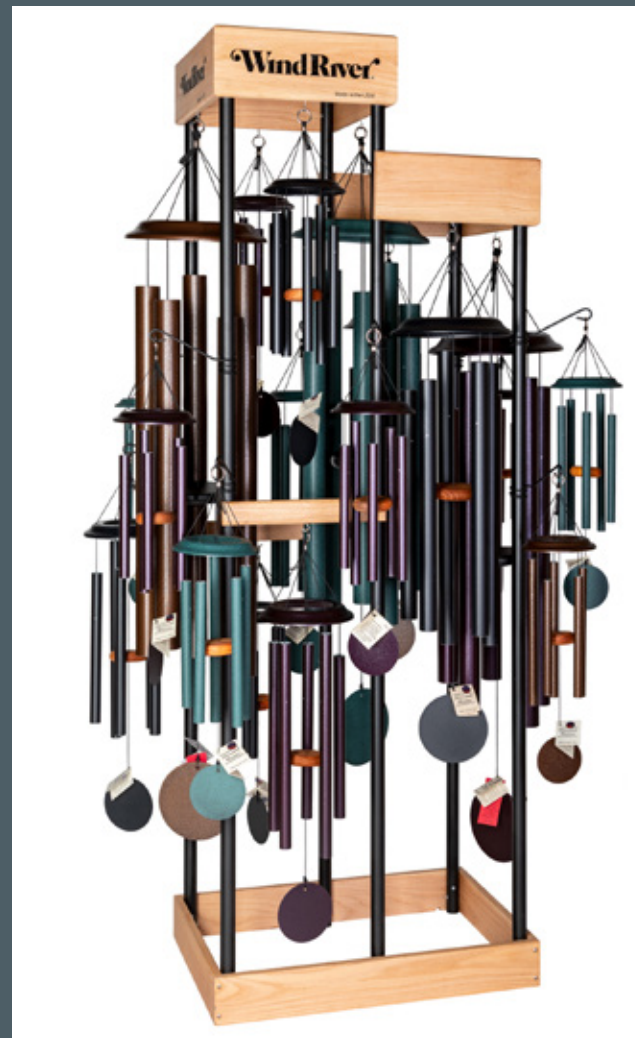




Retailer Case Study: Shady Maple Gift Shop

Large Display Area & Deep Inventory Keep Chime Sales High for Pennsylvania Gift Shop

The Shady Maple Gift Shop is a popular attraction in the Amish country of Lancaster, Pennsylvania, attracting visitors throughout the Northeastern U.S. From its start as a roadside stand in 1962, Shady Maple gradually expanded into a major tourist attraction featuring a 40,000 square-foot gift store and 1,200-seat smorgasbord restaurant. Wind River chimes are a top-selling item in its gift shop, where Shady Maple has been selling several of the Wind River chimes lines over the past 20+ years.





Large In-Store Display Area & Wide Product Selection Attract Wind Chime Buyers— & They Keep Coming Back

Wind River interviewed Phil Weaver, Shady Maple's Co-Owner and Vice President, about his experience with Wind River chimes, and asked for his advice to other gift store owners on maximizing their sales of the Wind River chimes lines.

Weaver says his success with Wind River chimes starts with his display, which showcases a full range of Wind River products. "You don't want to carry just a couple of chimes," he said. "You need to carry pretty much the whole line."

In Weaver's case, that means a 20 x 20 foot area showcasing Wind River's Corinthian Bells, Arabesque, and Shenandoah lines.

"The bigger displays help sell them. That's why we keep selling them at such a remarkable amount as we do."





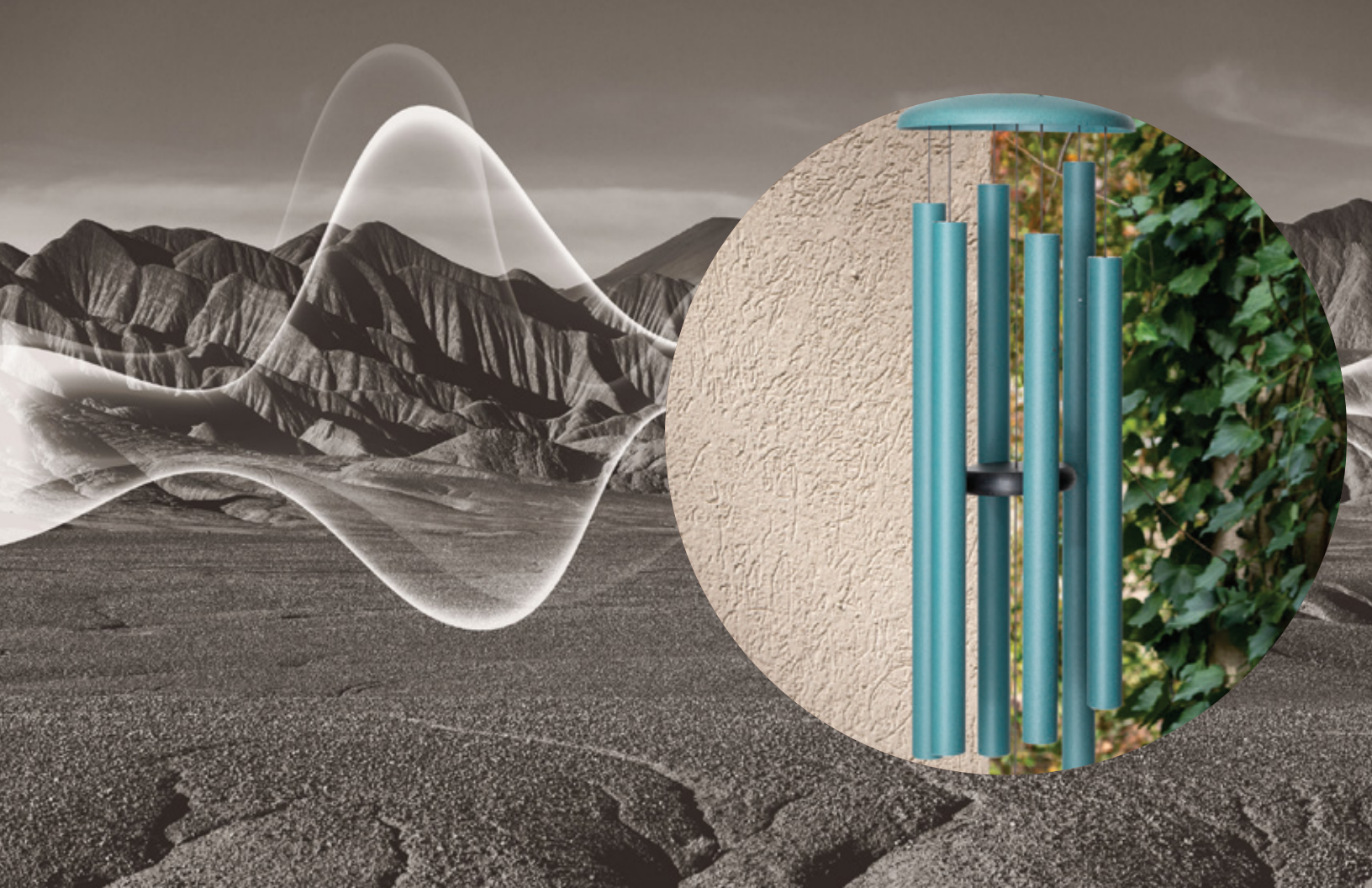
Displays Offer Many Options

The large display also showcases the many options available to would-be wind chime buyers, giving Weaver the flexibility to offer multiple options for each chime. “I also carry a lot of backstock too, so if you want one in another color, I probably have one like it in another color in the back,” he said. “Some places, they only have a little bit of stock and no back stock, and if someone wants a certain color and you don't have it, you're going to lose that sale.”

Weaver's large display and deep inventory keep sales consistently high year after year, allowing Shady Maple to develop steady, repeat sales of the many variations of Wind River chimes.

“I've been selling these for over 20 years, and you do work up a reputation for carrying these chimes,” Weaver said. “[Customers will] come back to our store specifically for a chime.”





Sound & High Quality a Major Draw for Buyers & an Added Benefit for Sellers

Sound, of course, plays a huge role in any wind chime purchase, and Weaver believes his Wind River chimes display shows how the chimes stand apart in sound quality.

“We’ve had customers who really know music and they hear our chimes and say ‘wow, that sound is exactly the right key,’” he said. “It sounds like church bells.”

That sound quality springs from Wind River’s build process, based entirely in the USA, an important selling feature for many of Weaver’s customers. “They’re very well made, and they’re American-made,” he said.

High-quality and American-built means an added benefit for Weaver: he takes a full markup (twice his wholesale price) on most chimes in the line, a price he’s found his customers are happy to pay. “Once I didn’t mark up these chimes as much as I did, but I have found out that I can mark them up pretty well,” said Weaver.

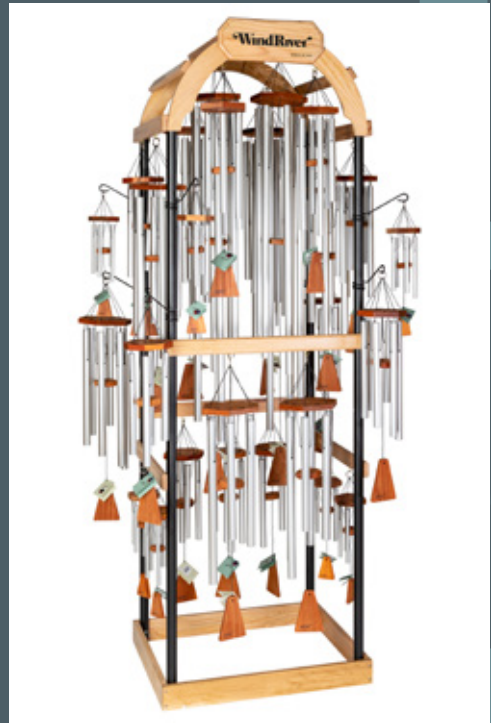
Weaver’s effective product display and wide selection pair perfectly with the high-quality sounds and look of Wind River’s wind chime lines. Taken together, it’s easy to see why so many products from Wind River chimes have been top sellers year after year at the Shady Maple Gift Shop. Phil Weaver’s experience can point the way to success for your business.

At Wind River Chimes, we're focused on effective merchandising & displays.

All of our handmade, made-in-USA wind chime product lines are available in attractive single, double, or triple displays that are proven front-of-store sellers in gift, lawn and garden, florist, craft, specialty, and other independent retail stores.

Our displays provide you with a proven, ready-to-go solution to effectively showcase our range of top-selling wind chimes in your store.

Featuring prominent "Made in U.S.A." labeling,—an attractive benefit to your shoppers—our floor and counter displays help you show and sell maximum product volume in minimum space, and are ideal for use in premium store locations as a proven all-year-round selling product.



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