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## QUARTERLY NEWSLETTER

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### A MESSAGE FROM THE PRESIDENT OF MAKIN'S USA



**Annie Mangelsen, President**

As we bid farewell to 2011 it's a convenient time for me to reflect on the past year and compare our company's performance against our objectives. I am happy to report a very positive growth trend in consumer demand for Makin's Clay® and Makin's Brand® products. As many of our customers know the Ultimate Clay Machine® was a very popular item last year with product sales reaching an all time high. Unfortunately our warehouse was not able to keep up with consumer demand resulting in an out-of-stock situation. I appreciate the patience and support of our customers while our supplier works with the factory to remediate this temporary situation. As a family owned business, Customer Service and Product Support are very important aspects of our company, as such I am very pleased to recognize these groups for their pursuit of excellence as demonstrated in achieving almost a 100% customer satisfaction rating. My teams have been very busy working with our product innovation and new product development teams. I am very excited with the dozen or more new products that will be added to the Makin's® product line in 2012. Finally I want to pass along a sincere "thank you" to all of our customers for their business and the friendships shared in 2011. With out you the continued success of the Makin's Brand® would not be possible. I look forward to working with all of you in 2012. I wish all of you a very Happy New Year !!!

### 2012 CHA Winter Conference & Trade Show

Makin's Clay® will be an exhibitor at the 2012 CHA Winter Conference and Trade Show in Anaheim California, January 29th thru February 1st. Buyers are invited to stop by our booth (#1819) for an overview of the Makin's Brand® product line including new products for 2012. Visitors to our booth will find exciting "make-n-take" projects, product demonstrations, application tips and techniques led by professional designers/artists. FREE Makin's® tote bags, Makin's Clay® samples, promotional items and catalogs will be available in the booth during show hours while supplies lasts. Buyers looking to schedule private appointments can do so by sending a meeting request to info@makins-usa.com or by contacting your sales executive directly.

### Makin's Clay® Featured Spring Projects



**Rainbow Egg**

**Spring Time**

In many parts of the United States the unusual warm weather has already begun to inspire teachers to start thinking about spring projects. Two popular projects for young and adult artists are the Rainbow Egg and Spring Time Makin's Clay® projects. A complete list of supplies, project instructions and step out photos can be found on the Makin's Clay® product website

(www.makinsclay.com). Makin's Clay® is completely environmentally safe, user friendly, a premier modeling medium ideally suited for students and teachers alike.

### SPECIAL PROMOTION

**Retail Customers Only**  
**10% Off Wholesale**

sku#35055 MOQs Apply  
Reference Promo#32335  
Valid: 2/1/12—3/31/12

