



SunsOut



Making **QUALITY JIGSAW PUZZLES** in the **U.S.A.** for 33 years



Tips for Selling Puzzles

For stores not already carrying Puzzles



Puzzles are bought for the consumer's own use and as a gift

Puzzles bring a consumer back to the store ** the average adult puzzler does 3-4 puzzles a month and often returns to the same store to look for new ones

Impulse buy and shelf appeal with colorful graphics and packaging

A great "themed" gift item ** a cat puzzles for a cat person!

A year-around product ** many puzzles are done on vacation

Multiple buy item ** "Puzzle" people often buy multiple puzzles at time if they see several designs they like

All ages do puzzles. Over 40 and under 10 are traditional target age groups. However, since the pandemic we have seen ages skewing younger into the 20s and 30s as well as the traditional senior market

Puzzles do well in difficult economic times ** they became a consumer product during the Depression ** an inexpensive family activity

Many puzzlers glue their finished puzzles for wall decor



Check www.sunsout.com In Stock tab for current stock



100% Made in the U.S.A.

