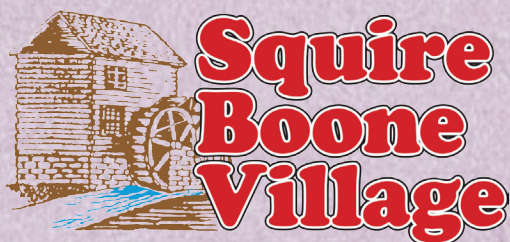




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ROCK CRYSTAL CANDY

Squire Boone Village is the innovation pioneer of Rock Crystal Candy and was the first to grow and flavor a lollipop-sized Rock Crystal Candy stick!

Why Squire Boone Village Rock Crystal Candy:

1. Made with 100% pure cane sugar grown by American farmers on American farms
2. True flavors that are delicious and long-lasting
3. Colors that sparkle and grab customers' attention
4. Easy triple mark-up

The best selling, most profitable candy in tourist attractions across the country is now being used in more ways than ever before!



Rock Candy Crystals By Color
available in bulk or in peg bags
for Baking and Decorating



Bulk Sales: Candy Stores with bulk bins are seeing Rock Candy Crystals grow into a best-seller!

The New Sprinkle: 79.3 million Google Hits for using Rock Candy Crystals as a sprinkle & 81.2 million for decorating!



Rock Crystal Candy Sticks



- 9-bin Acrylic Display Deal: \$1728.20**
- Also available in 6 or 3 bin
 - Includes enough Rock Crystal Candy to fill each bin 2 times
 - 45¢/stick



- Acrylic Display Deal: \$201.12**
- Asst. or by Color
 - Includes enough Rock Crystal Candy to fill 2 times
 - 49¢/stick



- 24 ct. Display Box**
- Asst. or by Color
 - 6 boxes per case
 - 53¢/stick



- Custom Hangtags - Assorted or by Color**
- 3 Stick Bags - Big Size - \$1.95 ea.
 - 4 Stick Bags - Middle Size - \$2.20 ea.
 - 5 Stick Bags - Mini Size - \$2.35 ea.
 - 6 ct. Party Packs - \$3.26 ea.



- 36 ct. Display Tub**
- Assorted or by Color
 - 6 tubs per case
 - 53¢/stick

Rock Candy Crystals



- Rock Candy Crystal Boxes, 2 oz.**
- 12 Plastic Boxes per Display Box
 - Logo Imprinting Available
 - Assorted Flavors
 - \$1.65 ea.



- Rock Candy Crystal Boxes, 4.5 oz**
- 12 Plastic Boxes per Display Box
 - Logo Imprinting Available
 - Assorted Flavors
 - \$2.25 ea.



- Sampler Box - 6 ct. Display Box**
- Logo Imprinting Available
 - \$3.00 ea.



- Peg Bag**
- Custom Hangtag
 - \$1.90 ea.



- Custom Box Candies**
- \$3.60 ea.



- Canned Fancy Jars**
- Custom Collectible Resticker®
 - \$4.40 ea.



- Mini Jars**
- Custom Collectible Resticker®
 - \$2.25 ea.



- Tubes**
- Custom Label
 - \$1.25 ea.



BY-THE-BAGFUL

Fast selling and high profit By-the-Bagful programs allow kids to pick out their favorite rocks to fill their bag which creates an activity in-store.



Super Mix (BR137)
 • \$4.45/lb.
 • Bag fill product cost
 2x3: 78¢
 3x3: \$1.34
 3x4: \$2.17

**100% Real Gemstones
 in bright colors that
 attract kids and adults!**



Magnet Stones® (BR145)
 • \$3.80/lb.
 • Bag fill product cost
 2x3: \$1.19
 3x3: \$2.02
 3x4: \$2.80

**Squire Boone Village
 is the originator of
 Magnet Stones®!**



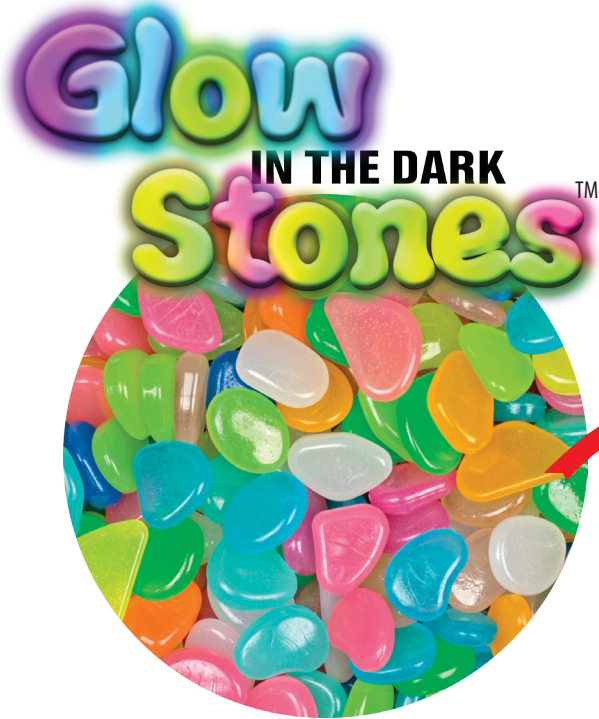
Ore Cart w/ Super Mix Deal
 • \$1,508.44
 • Includes enough Super Mix
 to fill the display twice!



**Magnet Stones®
 Small Open Bin Deal**
 • \$924.35
 • Includes enough Magnet
 Stones® to fill the display
 twice!
 • Display also available with
 Super Mix or Glow Stones
 (check catalog for price)

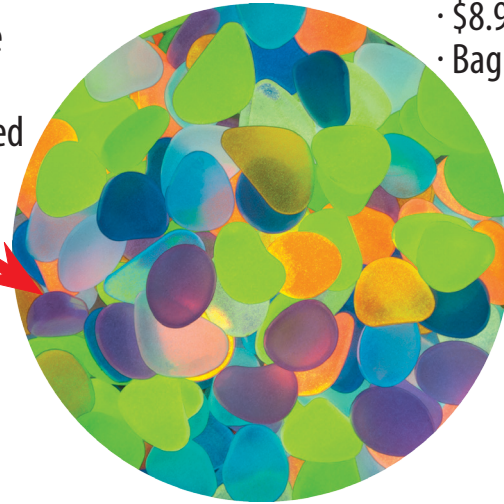
**Magnet Stones®
 attract more than
 just each other – it's
 nearly impossible
 to walk past them
 without buying!**

**By-the-Bagful stones sell for
 an easy triple mark up!**



The newest addition to our By-the-Bagful program is going to light up sales across the country!

Glow Stones™ glow in the dark after being exposed to light!



Glow Stones™ (BR199)
• \$8.90/lb.
• Bag fill product cost
2x3: 67¢
3x3: \$1.11
3x4: \$1.81



A Viewing Tube allows kids to see the stones glow before they buy and is included with every display deal or can be purchased separately.



Imprinted Drawstring Bags create unique souvenirs



Glow Stones™ Counter Display Deal
• \$274.77
• Includes Viewing Tube to see the stones glow in-store!
• Display also available with Super Mix or Magnet Stones (check catalog for price)

Glow Stones™ are phosphorescent, meaning they glow in the dark after being exposed to light.

Glow Stones™ will glow in the dark for hours after being exposed to light for just 15 minutes.

Glow Stones™ are harmless and safe for kids!

- Non-toxic
- Non-radioactive
- Squire Boone Village's Glow Stones™ have been tested and certified by an independent laboratory and pass regulations by the U.S. Consumer Product Safety Improvement Act (CPSIA) and California's Prop 65.



Glow Stones™ Floor Display Deal
• \$616.54
• Includes Viewing Tube to see the stones glow in-store!
• Display also available with Super Mix or Magnet Stones (check catalog for price)



MINER HELMETS

Encouraging discovery & play

Why Squire Boone Village Miner Helmets:

1. LED lights are brighter and last longer than incandescent bulbs.
2. Toggle on/off switch easier to use than push button.
3. Nine appealing and attractive colors.
4. Custom Name Imprint creates a connection with customers. Customize with your city, state, attraction name or theme with a special event or exhibit!
5. Can be themed to work in just about any retail outlet: Toy Stores, Science Centers, Gift Shops, Museums, Campgrounds, General Merchandise...there are no limits!



Miner Helmets have been a best-seller for Squire Boone Village customers for years with no sign of slowing down!



Floor Display Deal: \$458.40

- Includes enough helmets to fill display more than twice!
- \$6.80 ea.



POP RIFLES AND SLINGSHOTS

**A childhood favorite
turned souvenir!**

**Have you ever asked yourself why these
simple toys are still so popular?**

In a time that will be defined by advancements
in technology, Pump-Action Pop Rifles and
Hand Carved Wood Slingshots continue
to be best sellers year after year.

Pop Rifles and Hand Carved Wood
Slingshots have been iconic representations
of childhood across several generations
and that tradition continues still today.

Children's imaginations are stimulated
after discovering these treasures, and their
parents are excited to share a toy they
remember from their own childhood.



Pop Rifles \$5.00 ea.

Revolving Floor Display Deal: \$465.70
Includes enough pop rifles to fill display more
than twice!



Slingshots \$3.90 ea.

**17 Animals to choose from with
high-quality hand-carved features
and genuine leather sling.**



Hand Carved Wood
Slingshots Floor Display
Deal: \$359.10



SOUVENIR PRINT DIVISION

Creating Proven Sellers!

Our one-of-a-kind Custom Printed Souvenirs are designed, printed and assembled by our in-house graphics and print team using paper made from responsibly sourced trees and forests.

Custom Printed in the USA

Low MOQ's

Innovative Products



Get Your Cray On!™ Puzzle

Zoo · Aquarium · Wildlife
11" x 17" - Peggable
72 Puzzle Minimum \$4.90 ea.



Playing Cards

Standard · Go Fish! · Go Ape!: \$4.30
Puzzle Decks: \$4.40 ea.
Peggable - 72 Deck Minimum



Custom Temporary Tattoos

Pack: 11" x 4 1/4" Singles: 2" x 2"
9-12 Tattoo Peg Pack: \$2.90 ea. Singles: 30c ea.
120 Pack or 960 Single Minimum



Jigsaw Puzzle

10 1/2" x 16" x 1/16"
With Custom Printed 6-sided Box (5 3/4" x 6 1/2" x 1 7/16"):
\$4.50 ea.
72 Puzzle Minimum

Picture Postcards

5 3/4" x 4 1/4"

Vintage Scalloped Edge or Smooth Edge

Minimum Order
8 Designs, 256 Postcards each
Total 2,048 Postcards

15c ea.



SOOBUBS®

Magnets: \$1.75 ea.
Keys Rings: \$2.90 ea.
Jewelry: \$2.90 ea.
Jumbo Magnets: \$2.90 ea.
\$300 Minimum
with up to 3 different designs
Made with heavy glass bubbles



Restickers®

2 3/4" Diameter

Restickers stick over and over again!

With up to 3 different designs
75c ea.
400 Resticker® Minimum



Mini Posters

8 1/2" x 13"
with up to three different designs
\$1.90 ea.
159 Poster Minimum



**Custom sign
included!**

Why Squire Boone Village Souvenir:

1. Proprietary Products – we created all of our custom Souvenirs and are continuing to innovate and bring new, unique products to the industry.
2. No outsourcing – all of our Souvenirs are printed and created in the Squire Boone Village Print House
3. Customized souvenirs sell better than stock or standard souvenirs.
4. Unique Souvenirs set retailers apart and increase sales.
5. One-time art charges make reorders a breeze.
6. Low minimums means low risk to try something new.
7. Create multiple versions within our low minimums to offer more variety.

**The customizable Souvenir
Center holds \$1,440 of Custom
Souvenirs that retail for \$4,320!**



COLLECTOR ROCKS

Every kid has a rock collection and we bet you still remember yours!



Why Squire Boone Village Collector Rocks:

1. Rocks that fit any collection: from novice to experienced collector.
2. No weighing, grading or individual pricing. Each rock is hand selected by our experts to have the same perceived value and can be displayed in the same bin and each sold at the same price.
3. Sparkles, colors, and patterns that will entice new collectors.
4. High-quality collector rocks make great gifts.
5. Geological Info Cards with every rock.
6. Large variety that stores can easily rotate to increase purchase frequency and value.
7. Packaging options include crate boxes and treasure chests that can be logo imprinted to create unique souvenirs.

16 Bin Collector Rocks & Minerals Counter Display Deal

- Includes your choice of \$200 worth of R-series Collector Rocks
- \$345

More than 300 Collector Rocks in our catalog and new specimens added every year!
Carefully selected from mines in over 10 countries

Gemstones • Minerals • Crystals • Fossils
Cut • Polished • Rough • Druse • Slabs • Carvings

Best Selling Collector Rocks & Fossils

Each Collector Rock includes a Geological Info Card with interesting facts, composition, and rock origin.



Pyritohedral Pyrite
R509XL



Agate Geode R310UOD



Amethyst Druse R301B



Rose Quartz Tumbled
R316B



Trilobite Fossil R309C



Septarian Slab R480T



Bismuth Crystals R373



Crack Open Geode
Cystoid Fossil R470C

Floating Frames

available empty and preloaded - with custom logo



Floating Frame
small and large



Fossil Fish
FFL101

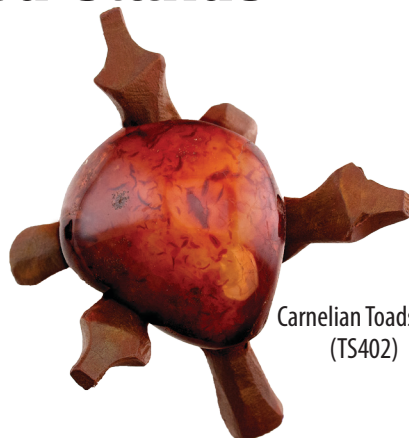


Agate Slice
FFS119

Wooden Tripod Stands



Fossilized Coral
(R6014S)



Carnelian Toadstool
(TS402)



Celestite Druse
(R475D)

Carved from a single piece of wood, tripod stands are a brand new way to display your most beautiful and eye catching fossils and minerals!



FORMULA SOUR®

**Sour candy is fun,
and at Squire Boone
we take sour seriously**

Our goal is to create the tightest pucker face with squinted eyes and all the giggles.

Our proprietary Bubble Action Display is uniquely designed specifically for Formula Sour® and the Shock Your Buds line of test tube candies.

Our retailers have proven that the motion and lights in the display sell more Formula Sour®!

Formula Sour® and our Bubble Action Displays are crafted in our Southern Indiana plant.

**Formula Sour® isn't just a candy,
Formula Sour® is entertainment.**

Why Squire Boone Village Formula Sour®:

1. Sour Candy never goes out of style.
2. Formula Sour® is recognized as a nostalgic candy which increases its "cool" factor
3. Lights & motion make the Bubble Action Display irresistible and drives increased add-on sales
4. Shock Your Buds Test Tube Candy line includes 11 different kinds of sour and popping candy to fit in any location



Test Tube and Spray Bottle
Bubble Action Counter Display Deal
\$463.10



Bubble Action Floor Display Deal
\$778.90-\$892.75



**New Sprays
to share with
friends!**

SHOCK YOUR BUDS & FORMULA SOUR®



Formula Sour® Bulk
90¢ ea.

**#1 Best
Selling!**



Formula Sour®
Spray Bulk
\$1.40 ea.



Counter Display Box
\$25.44-\$29.04

Theme to your attraction!



Kaboom Rocks Popping Candy



Blasting Powder Sour Candy



Electric Eel Popping Candy



Moon Crater Popping Candy



Lunar Ice Sour Crystals Candy



Jurassic DNA Popping Candy



Crystal Sour Candy



Miner's Gold Popping Candy



Dilophosaurus Spit Sour Liquid Candy



Dracula Drool Sour Liquid Candy



Edge Glow Test Tube Rack
Counter Display Deal
\$116.40-\$127.80



LOLLIPOPS

Squire Boone Village has over 100 Lollipop sizes, flavors, colors & shapes, offering buyers more than enough to have a fully-stocked Lollipop line.

When you're looking to stand out from the crowd of competitors, 3 of our proprietary Lollipop products will set you apart and consistently deliver sales.

Twister Pop Lollistraws®

- No plastic! It's a high-quality, eco-friendly paper straw with a Twister Lollipop top!
- Heavy paper core won't get soggy and strengthens the candy to reduce breakage during shipping.
- Twister Lollipop adds delicious Rainbow Cherry flavor to milkshakes, cocktails...even water!
- Available in bulk singles or 5 ct. Party Packs

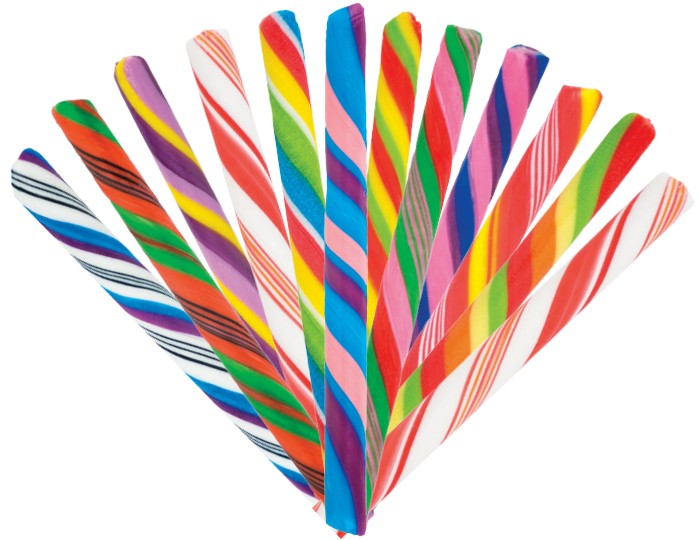


Makes every beverage fun!

Lollisticks®

Squire Boone Village offers the largest stick candy in the industry with packaging and product design innovation to reduce breakage!

With 12 delicious flavors, there's a stick for every customer, making this candy staple an easy add-on to every purchase!



Teeny Lollipops

Squire Boone Village owns the Teeny Lollipop market and we aren't giving it up any time soon.

We have a wide variety of proprietary shapes and sizes with a wholesale price point averaging 28¢, if these aren't one of your top sellers, they should be.



Resticker® Lollipops

The answer to turning an everyday lollipop into a souvenir! Over 1 million Resticker® Lollipops are ordered every year and sales this year are up 5%!

Collectible Restickers® are customized with your artwork and shrink-banded to the lollipop, ensuring they can't be removed until after purchase.





Building Block Display Deal \$816

Offer 8 different Teeny Lollipops for maximum impact!



Lollisticks 12 Compartment Floor Display Deal \$571.96

Includes enough Lollisticks to fill the display 1.5 times!



Slobber Jawbbers® 5' Yellow Floor Display Deal \$266.14

Includes a mix of Slobber Jawbbers® & Monster Slobber Jawbbers®!



Monster Slobber Jawbbers®

Keep Licking! Colors and flavors change over 10 times!



Twister Pop Lollistraws® Glass Display Jar Deal \$61.54



Oak Tree Deal - Lollipops \$494 or more Build your own display!



Rainbow Custom Resticker® Lollipop Counter Display Deal \$369.22 Includes enough lollipops to refill the display more than 5 times!



HITCHERS®

Hitchers® love to Hitch a Ride with their Friends!

Why Squire Boone Village Hitchers®:

1. Over 60 high quality plush animals kids love.
2. Hook-and-loop on the arms and legs allow Hitchers® to be wrapped around anything.
3. New animals added every year.
4. Poseable legs, arms, tails, and necks increase play value.
5. Ordering is easy, choose your own collection or order by theme.



Twister Pops sold separately - choose either Tall & Skinny or Middle Size

Top Selling Hitchers®

Price range: \$2.38-\$3.68



Unicorns



Lobster Crab



Snakes



Giraffe



Monkeys



Flamingo



Narwhal



Dinosaurs



Elephant



Winner of The Gifty Award People's Choice **Sock Monkey Hitcher® with Twister Pop**



6.5' Wood Tree Display Deal
Build your own animal collection
or choose "Best Sellers!"
\$435.60-\$543.76



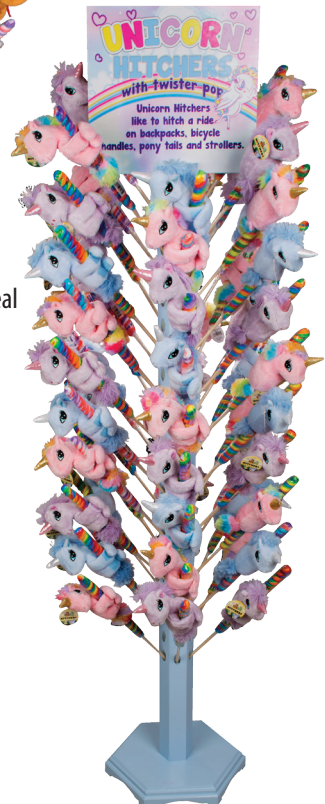
Ocean Hitchers®
5' Wood Tree Display Deal
\$391.40-\$480.82



Wildlife Hitchers®
5' Wood Tree Display Deal
\$380.20-\$480.82



Zoo Hitchers®
5' Wood Tree Display Deal
\$380.20-\$484.72



Unicorn Hitchers®
5' Wood Tree Display Deal
\$427-\$457.42



DESIGN-YOUR-OWN GEMSTONE NECKLACE

More than just a Jewelry Display



- Sales you can count on!
- Over 120 Pendants
- Choose either Clasp or Tie Necklaces
- Rough, Tumbled & Carved Gemstones
- Fossils
- Easy \$5 Retail
- 60 compartment floor displays are perfect for high-volume locations!

Easy Pricing!

All Pendants = \$1.45

All Capsule Neck Ropes = 45¢

All Clasp Neck Ropes = 50¢

Total Price of 1 necklace = \$1.90 - \$1.95

20 Compartment Peg Display Deal: \$525.75 (shown)

20 Compartment Capsule Display Deal: \$516.50

60 Compartment Peg Display Deal: \$1,572.90

60 Compartment Capsule Display Deal: \$1,534.80



Part of what makes the Build Your Own Gemstone Pendant Necklace Program so successful is that it creates an activity for customers.

Choosing a pendant and cord is personal and the necklace is something the customer created, not just purchased.



GEMSTONE NECKLACES & WINDSWEPT TREE

The Original. The Best.

**Don't be fooled by a
two-by-four tree knockoff.**

Our exclusive design was inspired by windswept trees in the high tundra and create a stunning and unique presentation for our genuine Gemstone Necklaces. The first display of its kind, the Windswept Tree is one of the most popular displays across all of our catalogs.



Windswept Tree
24"x12"x24"

- Real Gemstones cut and polished by lapidary artists
- Electroplated with 100% pure Gold or Silver.
- Cabochon Bezel-set Necklace settings are made of a copper and zinc silver alloy ...the same sparkle and glimmer as Sterling Silver at less than half the price!
- Pre-priced and bar-coded at your specified markup. Hang on tree and start selling!

90 Freeform & 44 Cabochon Bezel-set Gemstone Necklaces

Price Range: \$2.50-\$9.85



Tree of Life
Mixed Gemstones
Silver



Pink Chalcedony
Cabochon



Agate Slice
w/ Gold Dip & Edge



Bumblebee Jasper
Cabochon



Amethyst Druse
Silver



Crystal Point
Gold



Lapis Lazuli
Cabochon

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ge Hunting
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Squire Boone Village

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www.squireboone.com

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Vol. 01.07.20

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