

COVER:

Invite Martha Stewart into your store and see your profits soar.

Summer 2007

INTRO:

Over 600 ideas to inspire, educate, and entertain.

Teaming with EK Success, the country's leading scrapbooking and creative consumer products company, Martha Stewart has created an exciting new line of craft products designed to entice beginners and accomplished crafters alike.

Martha Stewart Crafts™ delivers:

- * More than 600 exclusive products in four themed categories, plus essential materials and tools, designed to inspire, educate, and entertain.
- * A highly trusted brand name, plus value-added "how-to" tips, project sheets, crafting techniques and recipes from Martha Stewart and her talented team of experts.
- * Products that are regularly demonstrated and "pre-sold" on Martha Stewart's TV show, on her web site and in her publications.
- * Competitive pricing. MSC products will not be discounted at any other retail outlet, including marthastewartcrafts.com.
- * Product education. Our education program, Martha Stewart Crafts Studio Classes, will enable you to conduct your own Martha Stewart Crafts classes, expanding into different craft segments and providing new inspirations for your existing customer base.

What can Martha do for me?

With Martha Stewart Crafts™, you are offering your customers the standard of excellence they have come to expect from America's most beloved and respected lifestyle guru. Teaming with EK Success, the country's leading scrapbooking and creative consumer products company, Martha Stewart has created an exciting new line of beautifully-designed, innovative craft products.

Martha Stewart Crafts™ not only delivers exclusive products designed to entice beginners and accomplished crafters alike, but also Martha Stewart's own "how-to" tips and hundreds of ideas from her talented team of crafting experts.

This namesake collection features more than 600 products in four themed categories, plus essential materials and tools, all inspired by Martha Stewart's passion for beautiful, hand-made crafts and her desire to share all *good things* creative, easy, and enjoyable.

Call your sales representative, (*name and phone number*), for an appointment to experience Martha Stewart Crafts™ and to receive a special gift.

THEMED CATEGORIES DESCRIPTION:

Cherish

Heirloom-inspired scrapbooks, photo albums, collector boxes and accessories designed to beautifully preserve traditions and treasures.



Share

Pretty and practical labels and embellishments in nostalgic patterns and textures, evoking the comforts of home. Charming packaging ideas for gifts from the kitchen or garden.



Celebrate

Stationery and embellishments with a hand-crafted touch. Gift wrap and ribbons for all of life's celebrations. Themed party kits, favors, and decorations for elegant affairs and intimate gatherings.



Play

Imaginative fun for kids, from theme parties to rainy-day activities. Scrapbooking ideas, journal kits, puppet making, and lots of other adorable, easy-to-do crafts with child-friendly materials.



Tools and Essentials

High-performance, multipurpose tools; creative storage solutions; and essential crafting papers, writing pens, ribbons, and more. A unique color palette. And hundreds of coordinating elements. All created in accordance with the high standard of quality consumers expect from Martha Stewart.