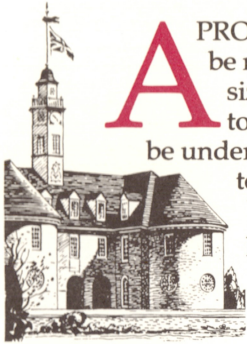


A newsletter published by the Colonial Williamsburg Foundation for its Licensed Manufacturers and Williamsburg Shops

The Importance of Product Tags



A PRODUCT TAG may be relatively small in size but its support to our goals cannot be understated. We strive to tie in more with Williamsburg the place, strengthen our *Williamsburg* brand, and further our educational mission. Product tags do all these things.

There are three main components to our product tags. First, the Williamsburg script logo is on the cover. Our consumer understands that the *Williamsburg* brand is a commitment to quality of craftsmanship and authenticity and our script logo reinforces that impression.

Inside the tag is information explaining why that particular product is special in its own right. It brings historical significance to a beautifully crafted object. This enhances the product, serves our educational goals, and also ties in with Williamsburg the place.

And last, the back cover explains the purpose of the Colonial Williamsburg Foundation and how the support of our products enables us to further our educational mission.

Peter Barter, of Peter D. Barter, Inc., of Salem, Massachusetts, recently told an interesting story about the value of product tags to sales in his Williamsburg Shop. Peter received a corporate order for thirty brass tapersticks, and the client requested that a product tag be included in each box. The effort expended to supply that request was appreciated by the client and resulted in another order—ten of a different, higher-priced candlestick.

"The product tag adds prestige to the *Williamsburg* brand," said Peter, "and enhances the product itself. It

makes a beautifully crafted and boxed item more personal, and I think it impresses the consumer that the Foundation will take the time and expense to share the history of that product."

Product tags are now in the process of being written and printed with delivery scheduled sometime this spring. The tags will be inserted into boxes of *Williamsburg* products by the manufacturer, and extra tags will be provided to the Shops to be attached to products on display.

As we become more involved in the product tag program, it will grow even stronger—as will our *Williams-*

burg brand, our product sales, and our educational programs. Our goal is to preserve America's colonial heritage. We are caretakers of something very special which we hope will pass from our caring hands to others for generations to come. Product tags, though small themselves, convey a larger message—what really is so special about a place called Williamsburg.

Kate Karsen
Director
Advertising, Promotion
and Direct-Mail Marketing
Products



A cozy corner of the *Williamsburg* High Point Showroom reveals a product tag prominently displayed on a table by Kittinger. The delivery of newly produced tags this spring will enable us to tag more *Williamsburg* products.

Worcester Floral Grouping from C. R. Gibson

The season for florals is upon us with the advent of Easter, Garden Week, and the spring bridal season, and C. R. Gibson leads off the season with their newest design in paper giftware, Worcester Floral.

The Worcester Floral collection faithfully re-creates the delicate detail and subtle color of designs taken from an English porcelain vase and leaf dish in the Foundation's large collection of Worcester. The exquisite floral motifs transfer beautifully from porcelain to paper in this rich collection of photo albums, note cards, stationery, social books, and paper tableware.

Featuring nearly twenty different items, the collection creates an impressive display. Daemie Lakics, manager of Craft House at Merchants

Square in Williamsburg, suggests that the soft colors and elegant style of the new line make it perfect for wedding parties and spring entertaining. She plans to focus on spring gardening in a lively display that combines the soft colors of Worcester Floral journals, photo albums, and stationery with fresh flowers and spring bulbs. She will also take advantage of the collection's romantic appeal by promoting it with bridal gifts and services.

The Worcester Floral collection includes an assortment of gift-boxed albums and journals retailing from \$9.50 to \$21.50; letter paper, boxed informal notes, and thank you notes priced under \$8.50; and paper tableware, invitations, and gift wrap with prices ranging from \$2.00 to \$5.00.

The pleasing design and modest pricing of this exciting new line should surely make it one of the season's most popular.

The floral bouquet on this Worcester vase was the source of inspiration for the new grouping of products from C. R. Gibson.



A Warm Blanket

"Just wanted to tell you how pleased we are with the Goodwin Weavers' lap blankets and pillows! . . . all the colors are popular . . . prices are reasonable . . . well made . . . always shipped within a week or two . . . We are so pleased to be able to carry them in our store along with all the other Williamsburg folk art products. Congratulations on a great Williamsburg product.

(Excerpts from a letter written by Cathy Billington of the Valley Furniture Shop, Inc.)

It is always a pleasure to receive kudos for work well done or a product grouping that is successful. Goodwin Weavers has been the recipient of just such praise for their Williamsburg lap blankets and pillows. They have not only produced a line of six new products in a combination of five colors (30 SKUs in all) in record time, but Goodwin Weavers has managed to meet the tremendous demand their attrac-

tive product grouping has stimulated. At a time when the interest in woven products for the home is at an all-time high, it has been especially gratifying to the Williamsburg Shops to have a strong woven product grouping.

The line offers endless opportunities for creative display. Mixing the Goodwin Weavers' products with blue decorated stoneware from Rowe Pottery, windsors from Eldred Wheeler, less formal pewter pieces from Kirk Stieff, and tin from Virginia Metalcrafters could prove tempting to customers looking for bridal shower or wedding gifts.

Williamsburg Interior Design Shops may want to consider displaying a blanket thrown over the back of a couch or chair or placed at the foot of a bed. The bold lap blanket and pillow designs—Geometric Check, Ohio Grapevine, and Tyler Lion—coordinate well with the checks, resists, and stripes in Schumacher's collection of Williamsburg fabrics.

Why not do a window display using the Ohio Grapevine lap blanket as

a picnic cloth with baskets, pottery, and a bottle of wine? If you think this is rushing the season, hold that idea until May and create an indoor party display using the Tyler Lion lap blanket to cover a table laden with food and beverages served in the slipware pie plates and blue decorated stoneware mugs from the Williamsburg Pottery.

With Goodwin Weavers' strong product line, the display possibilities are not only unlimited, they are fun to contemplate!

NEW BOOK— A SUCCESS

"the most interesting and enjoyable book on the restoration of Williamsburg that I have seen"

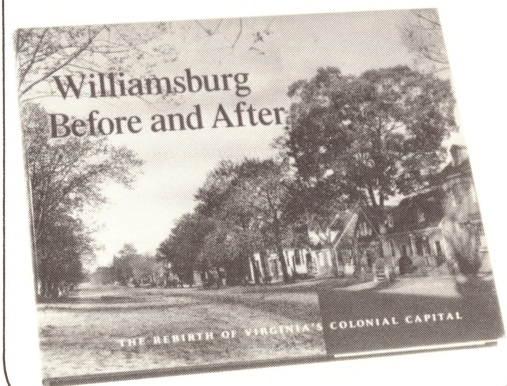
"a wonderful addition to my library"

"not only am I enjoying reading it now, I will enjoy browsing through it and referring to it for years to come"

"a spectacular production"

These are comments made by a few of the more than 5,000 people who have purchased the Foundation's newest publication since its November introduction. *Williamsburg Before and After: The Rebirth of Virginia's Colonial Capital* traces the history of the town from its founding in 1699, through its gradual decline after 1780, to its restoration. The 208-page large format book contains stories of people who lived in Williamsburg during the Foundation's early years and fascinating "pre-restoration" photographs of the Historic Area.

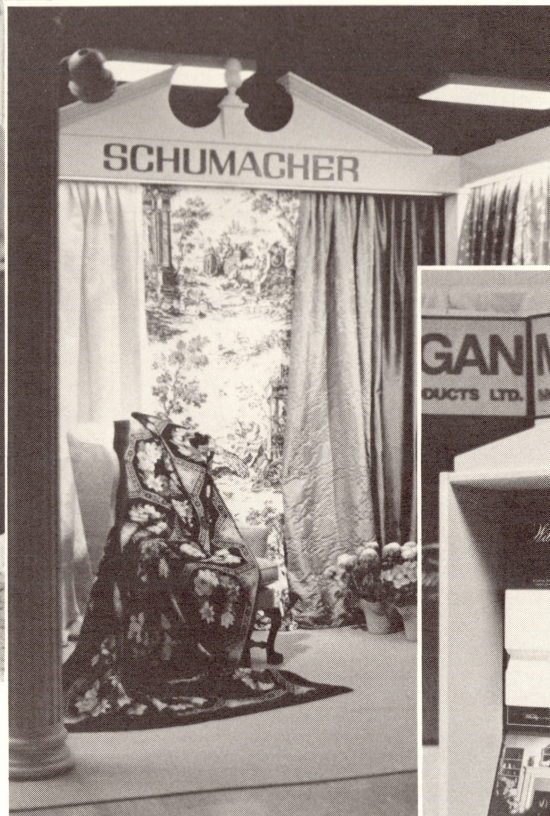
The book, which retails for \$24.95 (\$14.97 cost), is available through the wholesale department at Colonial Williamsburg, P. O. Box C, Williamsburg, VA 23187.



From left to right, Tyler Lion, Geometric Check, and Ohio Grapevine pillows from Goodwin Weavers.



Individual booths sponsored by Schumacher, Morgan Products, and Stulb complemented the display organized by the Colonial Williamsburg Foundation.



Building Products Promoted

Williamsburg licensed products appropriate for new construction, renovation, and decorating were featured in a booth at the Interiors Exposition for Historic Buildings held in Philadelphia from December 7 through December 9, 1988.

The Exposition coincided with the Interiors Conference for Historic Buildings, a three-day meeting sponsored by the National Park Service, the General Services Administration, and a number of state preservation commissions. The conference was held to address critical issues in restoration and rehabilitation work, including how manufacturers meet preservationists' needs for historical building products.

Over fifty suppliers with products

and services useful to architects, designers, contractors and developers, and others involved in historic preservation were represented.

The booth organized by the Colonial Williamsburg Foundation showcased *Williamsburg* branded products that are appropriate for historic buildings. Products from Focal Point, Karastan, Martin-Senour, Morgan Products, Schumacher, Stulb, and Virginia Metalcrafters were promoted. With over 1,500 registrants for the conference, *Williamsburg* building products received excellent exposure.

The Interiors Exposition provided an ideal opportunity to promote the building components portion of the *Williamsburg* Reproductions Program.



Williamsburg SHOP NEWS

The appointment of three new Williamsburg Shops strengthens the representation of Williamsburg products in the Northeast. The newest Gift and Accessory Shop is Traditions, an imposing shop located in a suburban mansion in Allentown, Pennsylvania.

Two Interior Design Shops have been approved, Connecticut Home Interiors in West Hartford and Jarrettsville Furniture, a large store in the heart of the Maryland hunt country. The number of Williamsburg Shops now stands at ninety-five and is growing.

New and veteran Shops managers, mark your calendars. The Williamsburg Shops Seminar will be held May 7 and 8, 1989. An exciting project will be unveiled. Plan to attend!

The Stulb Company— A New Licensee

This past fall, the Colonial Williamsburg Foundation granted the Stulb Company a license to produce and market paints that replicate the look of traditional buttermilk paints. The Stulb Company hopes to convey their concern for authenticity and quality when the introductory offering of fourteen colors is made available in the spring of 1989. Colors in the line were identified by noted historic paint consultant Frank Welsh from painted furniture and accessories at the Abby Aldrich Rockefeller Folk Art Center.

"Our entrance to the Colonial Williamsburg educational program is an exciting new avenue for us. We have made a commitment to the national restoration and preservation scene to bring quality products to this very special market. As far as we know," says company Chairman Edwin Stulb III,

"no one has offered a complete line of original eighteenth- and nineteenth-century paint colors from decorative furnishings such as this. They are quite a departure from what has been accepted as the norm for early American colors."


Vivid blues, deep reds, bold yellows, and salmon pink are typical of the line that will be attractively packaged in quarts and pints. The water-based paints are suitable for painting furniture, stenciling, and embellishing interior architectural elements. A sampler box, with a few ounces of each color, will be offered for customers who want to decorate small objects.

An eight-page brochure has been produced to accompany the paints. It explains techniques used on painted

furniture in the Abby Aldrich Rockefeller Folk Art Center, results of Mr. Welsh's paint research, and ways Williamsburg simulated buttermilk paint can be used today. The brochure, written in cooperation with the Colonial Williamsburg staff, should make the line even more appealing to the customer.

The Stulb family has been involved in the manufacture of high-quality paint products for specialty markets for five generations. Their manufacturing, warehouse, and sales operations are headquartered in Norristown, Pennsylvania.

The licensing of the Stulb Company bespeaks the Foundation's continued commitment to the reproduction and marketing of quality home decorating products.




THE STULB COMPANY
Manufacturers of
OLD VILLAGE PAINTS & OLD STURBRIDGE VILLAGE PAINTS
is pleased to announce
a new license agreement with
THE COLONIAL WILLIAMSBURG FOUNDATION
to market

Williamsburg
BUTTERMILK PAINT COLORS

Original colors are being researched from furniture and other artifacts from the Abby Aldrich Rockefeller Folk Art Collection. The color work is being done by Frank S. Welsh, noted historical paint color consultant.

There will be ten to twelve colors for furniture and woodwork painting, stencilling and folk art decorating.

The program should be at the distributor level by Spring, 1989.



T.M. Identifies trademark owned by The Colonial Williamsburg Foundation.

618 West Washington Street • Norristown, Pennsylvania 19404 • (215) 272-6660

Stulb's unique advertisement in the style of an eighteenth-century broadside announced the new paint line to the trade this past fall.

Jess Behringer Promoted

With the new year comes new responsibility for Jess Behringer. In January, Jess was promoted to director of the Williamsburg Shops Program reporting to Richard Schreiber. In his new capacity, Jess will oversee the Williamsburg Shops Program and the showrooms in Atlanta and High Point.

Jess assumes responsibilities previously held by Frank Cross. Frank was instrumental in establishing the Shops Program in the early sixties and since 1983 has been the driving force behind the expansion of the Shops Program and the creation of the Atlanta and High Point Showrooms.

Jess takes over as Bill Murphy prepares for his May 1989 retirement. "My plans," notes Jess, "are to first name a marketing representative to assume my former responsibilities. I will travel in Bill's territory so that by May, I will be familiar with the operation of every Williamsburg Shop. A second representative will then be named to complete our team. I look

forward to sharing with you our plans to expand the Shops Program with quality retailers in areas where we are not now represented."

Prior to joining Colonial Williamsburg in 1986, Jess owned a retail business in Annapolis, Maryland.

Morgan Products Holds Regional Sales Managers' Meeting in Williamsburg

Steve Riley, director of advertising and promotion for Morgan Products Ltd., arranged to have his company's three-day sales managers' meeting held at Colonial Williamsburg. "I wanted to instill in our salesmen a feeling for the tradition behind the new product we are attempting to promote and sell," said Riley. He feels that his mission was accomplished through an escorted tour of the Historic Area for his sales managers and simply by having them spend three days in Williamsburg. Morgan sells reproduction and adaptation wooden

doors and mantels that were introduced to the market last year.

When asked about working with personnel in the Office of Hotel Sales, Steve said he found the individual who made arrangements for his group, Sharon Garrison, to be "very accommodating." Sharon made arrangements for lodging, meeting rooms, lunches, one dinner, a tour, and leisure activities. "Everything about the meeting was superior, something I have come to expect from my associations with Williamsburg. The only low point was the afternoon the Golden Horseshoe (golf course) had to close because of the rain."

While in Williamsburg, Steve, product manager Tom Peotter, and marketing manager Gene Brewer took advantage of the opportunity to conduct a product training session for the Craft House and mail order staff.

Anyone interested in holding a meeting in Williamsburg should contact the director of Hotel Sales for the Colonial Williamsburg Foundation, Donald Bruce, by calling 804-220-7600 or by writing to him at Colonial Williamsburg, P. O. Box C, Williamsburg, VA 23187.

The Colonial Williamsburg Foundation
Product Management Department
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