Colour Renovation: Fond Farewell

Now that you've seen the new colour collections, you probably have a favorite colour—or several—that you're sad to see go. But look at the bright side: with any retiring product, you have a fantastic opportunity to contact your customers to make sure they have what they want before they're gone!

Incorporate the retiring colours over the next few months in your workshops and events for Make & Takes or project demonstrations. This should help you deplete any inventory you might have of those colours to make room for the new! Also, as a demonstrator, you know how effective a limited-time offering can be—make sure to take the opportunity to encourage your customers to get all the ink and paper they think they'll need before their favorite colours are gone. New products can infuse your business with excitement, helping you increase your sales, and retiring, limited-time products can do the same!

The chart below shows which colours we will bid a fond farewell to at the end of June 2010.

Pink Passion	Almost Amethyst	Glorious Green	Barely Banana	Ruby Red
Pixie Pink	Bordering Blue	Handsome Hunter	Yoyo Yellow	Cameo Coral
Pale Plum	Brocade Blue	Sage Shadow	Summer Sun	Blush Blossom
Orchid Opulence	Ballet Blue	Mellow Moss	Apricot Appeal	Creamy Caramel
Lovely Lilac	Brilliant Blue	Green Galore	Only Orange	Close to Cocoa
Lavender Lace	Taken with Teal	Gable Green	Really Rust	Going Gray

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