



IslaOnline & Isla Catalog

A Newsletter For Our Suppliers

Issue # 2

June 2008

Thinking Ahead to the Next Isla!

The Fall & Holiday Isla Catalog 2008 will go to the press in September and begin mailing in October. We need to see your new product samples ASAP! Emailing information is great! It's a wonderful way to screen a large offering of products. Remember that we will need physical samples for photography. Deadline for this is August 8th! This is the time to show us your Holiday items, too!

We also need to know now about price changes and availability changes to the products we sell for you through THE CATALOG. Remember products sold only on the Internet can be modified at any time. Now is the time to alert us to price changes for the catalog because once we print our price, we have no choice but to honor it.

In This Issue

Other Advertising Opportunities

Will you be in the Next Isla?

Spring-Summer 2008 Re-Mail

Advertise on the Home Page

Quick Links

[IslaOnline](#)

[Isla Blog](#)

[Gerry](#)

[Elsa](#)

[Sheila](#)

[Betsy](#)

Other Advertising Opportunities

Promotional Material in Our Out-going boxes, Emails to our 9,000 subscribers, as well as advertising on the website are options always available to you. Reconsider them now. [Re-read last month's article...](#)

How Do We Choose Items for the Printed Catalog?

A Long Lead Article I hope is Useful!

I am often asked this question by customers, but rarely by you, our suppliers. Yet, the process is of great importance to you and only of curiosity to them.

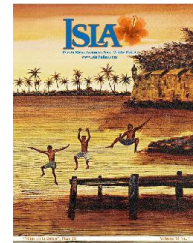
When we choose items for the first time, we consider similar things we have sold in other catalogs and how well those items sold. There are themes that sell well: Old San Juan, Coquis, flags and so on. We also look at quality and price. Naturally we want to have a reputation of selling good quality items and we want to be able to sell them at what our customers will perceive as good value. It is not a science - and we have made some big mistakes!

Products that generate a profit for Isla will appear in subsequent catalogs. [Read the full text....](#)

Spring-Summer 2008 Re-Mailed June 23

Distribution of 25,000 Catalogs now will be complete.

We just mailed the remaining 8,000 of the Spring and Summer 2008 Isla Catalog. Sales were pretty good for both Mother's and Father's Day. June and July are traditionally slower months, so hopefully mailing a catalog in this time frame will pick up the tempo a bit.



Have THE Perfect Summer Product?

Advertise it on the IslaOnline.com Home Page

Space is available and the timing is right (catalogs will be in-home by the middle of next week. Even with a catalog in hand, customers will order via the website, and the first page they see is our Home Page. **Just \$25 for 4 weeks of "Ads".** [\(Read more about this\)](#)

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