

Best Selling Prisms Report

An aid to help insure the best selling prisms are in your inventory

International Crystal Exchange (ICE) is the **largest distributor of crystal prisms** to retailers in the USA. In fact, our prism assortment is so large that the next 4 largest distributors combined still do not distribute as many prisms to the retail market as ICE. We have **7 distinct prism assortments** that are geared to the retail market! All at **ultra-competitive prices!!**

To better serve our customers, ICE has analyzed sales of all prisms over the last 20 months. What follows is a summary of our findings. We hope this assists you in determining if you are maximizing your prisms sales. Should you see prisms on this list that you currently do not carry, we encourage you to evaluate if they should be added to your assortment. With Holiday sales fast approaching, now is the time to **add proven great selling prisms to your assortment** to insure increased profitability.



7204 See Art 7204 on page 2 of ICE's catalog

This is the #1 Best Seller in the 7200 series. Why? It has excellent brilliance, an absolutely **mesmerizing facet structure** with a price structure that begs for retailers to get **extra mark-up!!** It is truly is a beautiful prism. See it on **page 4** of our catalog piece of crystal. **Comes in 4 sizes.** The large 60mm size sells very well for such a big piece because the price is so attractive. Even our most discerning customers swear by this piece.

The password to view the entire catalog online is: **ice4you** (lower case). Go to the "VIEW CATALOG" tab at the top of the home page to enter the password.



7214 See Art 7214 on page 2 of ICE's catalog

A very unique piece at an excellent price. If sat on a flat surface, it will rock back and forth. With the sales this will provide, you won't be off your "rocker" selling the wonderful prism.

Generally speaking, ICE's Fantastic 7200 series prisms are a terrific bargain...Unique, interesting designs with price structures that blow away other Famous Makers when you consider Quality, Design and Fantastic Prices.

See Art 8745 on page 11 of ICE's catalog



8745

A Swarovski favorite since almost the dawn of time! The exquisite marquis cut coupled with a relatively attractive price (at least by Swarovski standards) and the flawless Swarovski quality makes this gem (seriously, it looks like a gem) a guaranteed best seller.



7500 Balls See Art 7500 on page 4 of ICE's catalog

Facet Balls will always be great selling prisms. ICE has facet balls in 6 of our prism lines and they are among the best selling in each assortment. The 7500 facet ball from our **Preciosa** assortment seems to be the "Best of the Best". These are full lead, machine cut to the highest quality standards making them as perfect and brilliant as any other famous maker. Only **at 1/2 the price of other famous makers!!** And, you should see their colored crystal. Its as if there is an "aura" of color on each clear crystal piece. You must see to believe!!

We recommend that you carry at least the 20, 30 and 40mm size in a ratio of 5:3:2 for every 10 pieces sold. Give serious consideration to carrying a 50mm size as well.



7242 Shamrock!!

The 7242 Shamrock sells very well year round. Seriously, anyone with an Irish heritage just loves this Shamrock. And, 6 weeks before **St. Paddy's Day...your sales will explode!!** It comes in Clear and Emerald Green with Emerald outselling the clear at about a 4:1 ratio. Also, it **makes an excellent bold statement as a pendant on a chain.** For just \$0.85 we'll put it on an elegant 18" Cobra chain.

See Art 7242 on page 3 of ICE's catalog



7985 Mr. Sunshine

Art 7985 has been a favorite for many years. Its a big 50mm in diameter and is just flat out cute! Mr. Sunshine brightens up just about any room with his smile. In the AB effect, it looks like the rays of the sun are radiating out from his face. Cool effect!

Imagine Mr. Sunshine hanging in an east facing kitchen window and welcoming you to breakfast with his smile!! Then you look around and see all the rainbows he's making! A start to a perfect day!

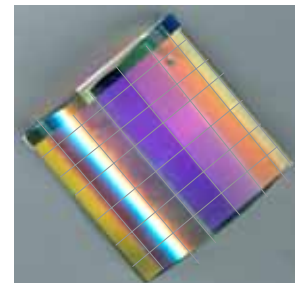
See Art 7985 on page 17 of ICE's catalog



7901-World's Most Beautiful Crystal Heart!

This heart is a stunner!. A huge 50mm size with the most beautiful facet structure. We'll tell you a little secret about this heart. At one time, it wasn't that good of a selling prism. Then we started to promote it and took a good picture and presto!...its now a terrific seller. Don't forget this heart for Valentine's Day sales!!

See art 7901 on page 16 of ICE's catalog



7229...3-D Chess Board

Introduced last year, this article has quickly become a **top 10 seller**. It's simple, yet very intriguing design fascinates everyone!. **Excellent optics and brilliance.** Comes in **3 sizes** (30, 35, and 40mm) it actually is larger than its published size as the length from top to bottom is 25% longer than when measured from side to side. The price is outstanding for the size and quality...**as low as \$2.77**

See art 7229 on page 2 of ICE's catalog

A great looking prism in clear crystal and looks even better in AB!

This beauty is just not a home run ...it's a grand slam!!



7884-Hanging Crystal Bouquet of Prisms

Wow! **14 crystal prisms** designed so as to appear as if it's a beautiful bouquet. **100mm in size!** Imagine it in a sunny window. Actually, quit imagining...stock it with your prism assortment (and maybe take one home for yourself!)

See art 7884 on page 16 of ICE's online catalog



7236-Starburst Prism

Just introduced this past August, over the last 2 months it has become the #3 best selling prism. We expect it to go #1 as more prism sellers learn of it. Very **high brilliance with excellent optical purity**, the design is fantastic. The starburst etched into the middle actually creates a continuous flash of light (starburst) when hung in a sunny window. **This is an amazing prism.**

We like this prism so well that around Nov 20, we will have it in the beautiful **Alexandrite (lavendar) color and Topaz/AB.** Your won't believe your eyes when you see this on these 2 colors/effects. Be looking for the announcement that they have arrived.

See Art 7236 and its sister prisms (7235, 7237, 7238) on page 30 of ICE's catalog

Also, introduced at the same time, were **3 other equally fascinating prisms** which are selling almost as well as art 7236. All 4 of these are most assuredly going to be best sellers year in and year out.



8950-0011 A Swarovski "Sun" Beauty See 8950-0011 on page 11 of ICE's catalog

Art 8950-0011 has been around for about 5 years now and it continues to be a very top seller from Swarovski. A very mesmerizing piece and (by Swarovski standards) reasonably priced. While many of the prisms introduced by Swarovski over the last 5 years are priced so high as to make them cost prohibitive for retail sales, art 8950-0011 can be sold at a price that people won't think their getting ripped off.

Art 8950-0011 should definitely be carried in most retailers assortment.



7228...Fantasy Twist See 7228 page 2 of ICE's catalog

You can get lost in the design of this prism. This symmetrical twist design is just too cool. Introduced last year with art 7229, it too comes in 3 sizes and has excellent optics and clarity.

Add this one to your Holiday Assortment for increased sales



7976 & Other Etched Discs See 7976 page 17 of ICE's catalog

This etched disc prism has been an ICE best seller for years. But wait! There is a whole series of etched discs to choose. **12 different etched designs**, the other best sellers in this series are 7972 (Butterfly), 7974 (Jumping Dolphins), 7977 (Ange), and 7669 (Horse).

These etched discs come in clear and AB and a 35mm and 65mm size with the 35mm AB versions being the best sellers.



7910...ICE's "SILVER STAR" See 7910 page 18 of ICE's catalog

Just introduced in August, it is fast becoming the desired replacement for art 1415. Many of you know about art 1415. It was ICE's #1 best seller for many years. Regrettably, Preciosa kept increasing the price until it is almost cost prohibitive to carry it and still make any profit off of it.

So now, ICE has developed art 7910 as an excellent replacement. **It's 1/2 the price of art 1415!!** So far, the **sales have been very brisk** for art 7910. Comes in clear or AB and can be purchased for **as low as \$7.38.** Comes in an attractive **silver foil gift box.**



7286...Everyone Loves This Prism See 7286 page 3 of ICE's catalog

This is still another perennial best seller from our 7200 series. As you have probably already noted, many of our **best selling prisms now come from our 7200 series.** Why has the 7200 series become so popular? Unique designs, excellent optics, high brilliance and excellent prices at about **1/2 the price** of similar famous maker designs.

As an example, art 7286 featured here, is a simple yet very fascinating design. Looks really good in AB and can be had for as low as \$2.90 in a huge 63mm size. All these factors combined virtually guarantees this prism to be a top seller.



7940...Don't Try To Stick Your Finger Through it! See 7940 page 3 of ICE's catalog

This fluted slice has been one of our best selling prisms for 17 years! Really interesting because you'd swear by looking at it you could stick your finger right through the middle of it!

A Word About ICE's 7600 Series

The 7600 series is ICE's "Promotional" series of prisms. Made with "normal" glass, it does not have the luster of leaded crystal or even optical glass. With that said, ICE sells a high % of its entire crystal with the 7600 series because we have been proactive in developing certain appealing attributes for this series as follows:

1. ICE features many articles in this series in the VM, VL and BB effects. Differences in quality are muted by these effects resulting in a scintillating crystal at very low prices.
2. ICE offers many styles in this series in Colors/AB. Again, this mutes quality differences. Certain combinations like Aqua/AB, Rose/AB and Topaz/AB are especially attractive.
3. The 7600 series has some very unusual designs not featured in any other assortment.
4. The 7600 series has such attractive prices that they work well with discount type retailers. Also remember, prisms made with normal glass have the ability to make beautiful rainbows just like more expensive prisms.

See the 7600 series of prisms pages 16-18 of ICE's catalog

