Halloween is on a Saturday in 2020!

Seasonal Distribution is excited that Halloween is on a Saturday this year. Why? Because that means there are TWO weekend days of celebration, Friday and Saturday which means TWICE the sales opportunities! To help you capture those sales, we have added 16 New Items that are sure to excite shoppers.

History

Seasonal Distribution, Inc.’s President Josh Crosier founded Seasonal Distribution, Inc. (SDI) in 2006. In 1999 Josh became the National Sales Manager at Pumpkin Masters and he has continued working in seasonal sales ever since. With over 20 years of experience in Holiday product sales, Josh has made sure that every employee at SDI understands the unique needs that Holiday/Seasonal retailers face. SDI strives to affordably and efficiently provide quality seasonal products to retailers, and looks forward to meeting all of your seasonal wholesale needs.

Brands

We offer quality products from name brands to help ensure your customer satisfaction.

Creating the first Halloween Pumpkin Carving Kit in 1986, Pumpkin Masters is the brand that started it all. The Pumpkin Masters product line now reaches every level of carver keeping pumpkin decorating fun and safe.

Starting new Family traditions is Hoppy Paws’ goal. With fun footprints and magical pillowcases Christmas memories will last a lifetime.

For 33 years Windy City has offered a variety of Holiday and Special Occasion themed items and Seasonal Distribution is happy to now carry their wonderful and fun Glow items. Practical as well as fun this line is sure to make mazes, hayrides, haunted houses and trick-or-treating even more exciting, safe and Fun!

Mrs. Wages offers a line of delicious prepackaged seasoning that is the perfect companion to farm fresh fruits and vegetables. Most are packed in convenient Floor Displays makes it easy to place where Point of Purchase sales will be best. Now available in smaller open stock case packs.

Fun World has been doing Halloween since 1981 and with a leading name in make-up it will help increase sales with its brand recognition.

Creating new ways to Light-Up Halloween! This family owed company has used its newly launched Light Casting Kits to create a new and exciting way to decorate. Already popular in California, these items have proven sales throughout California pumpkin farms and stands.
Why do Consumers buy Carving Kits?

SOURCE: Nielsen, XAOC 52 week ending 11.24.17

70% - Tools make it easier to carve
52% - Carving process goes smoother
49% - Convenient
48% - Contains Patterns
44% - Safer than Knives
34% - Family Tradition

Consumer Buying Habits

51% of Consumers carve or decorate pumpkins
52% of carvers buy a kit
56% Sales happen on Halloween Week
47% Buy Pumpkin and Kit at the same time

Order what Consumers are Buying!

2017 Top 20 SKU’s Nationally

SOURCE: Nielsen, XAOC 52 week ending 11.24.17

The list of 2017 Top 20 shows products from multiple categories:
- Pumpkin Carving
- Specialty Carving Kits
- Kid’s Carving Kits
- Accessories
- Lights
- 3 were NEW ITEMS!

<table>
<thead>
<tr>
<th>Rank</th>
<th>Description</th>
<th>$</th>
<th>% Share</th>
<th>Item Number</th>
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<tbody>
<tr>
<td>1</td>
<td>PM Pumpkin Carving Kit (Page 6)</td>
<td>$7,211,209</td>
<td>25%</td>
<td>105016/105017</td>
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<td>4</td>
<td>PM Carving Party (Page 7)</td>
<td>$1,733,288</td>
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<td>5</td>
<td>PM Power Saw (Page 10)</td>
<td>$1,599,087</td>
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<td>6</td>
<td>PM All In One Kit (Page 6)</td>
<td>$1,187,146</td>
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<td>PM Masters Collection (Page 6)</td>
<td>$1,052,063</td>
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<td>107893</td>
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<td>8</td>
<td>PM Bare Bones (Page 11)</td>
<td>$814,547</td>
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<td>9</td>
<td>PM All In One Carving Party Kit (Page 7)</td>
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<td>10</td>
<td>PM Kids Carving Kit (Page 8)</td>
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<td>11</td>
<td>PM 3 in 1 Light (Page 12)</td>
<td>$386,055</td>
<td>1%</td>
<td>106267</td>
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<td>12</td>
<td>PM Jack O’Ripper Scoop (Page 10)</td>
<td>$351,100</td>
<td>1%</td>
<td>106245</td>
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<td>13</td>
<td>PM LED Light (Page 12)</td>
<td>$345,287</td>
<td>1%</td>
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<td>17</td>
<td>PM Pumpkin Pal Stake (Page 12)</td>
<td>$293,155</td>
<td>1%</td>
<td>107910/109800</td>
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<td>18</td>
<td>PM Pumpkin Gutting Tool (Page 11)</td>
<td>$265,360</td>
<td>1%</td>
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<td>19</td>
<td>PM Deluxe Scraper Scoop 2017</td>
<td>$258,624</td>
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<td>20</td>
<td>360 Carving Kit (Page 6)</td>
<td>$241,523</td>
<td>1%</td>
<td>105018</td>
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</table>

What Consumers are Buying

SOURCE: Nielsen, XAOC 52 week ending 11.24.17

66%

Who’s Carving?

SOURCE: Nielsen, XAOC 52 week ending 11.24.17

61%

39%
**America’s #1 Carving Kit**

**New Patterns for 2020!**

- Market leader for over 30 years with the best-selling Pumpkin Carving Kit
- Easy to use kits that provide expert results w/ little investment

#105015 [24 piece case pack]
#105017 [36 piece case pack]
#105027 [24 piece counter display] Page 13
#105028 [72 piece floor display] Page 13

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**TOP 20**

**All in One Carving Kit**  
#107892 [12 piece case pack]  
Unique tools, specialty patterns

**TOP 20**

**Masters Collection Carving Kit**  
#107933 [12 piece case pack]  
Premium tools allow for professional level carving

**TOP 20**

**Jumbo Carving Kit w/ Easy Grip Scoop**  
#108997 [12 piece case pack]  
Perfect for large pumpkins

**TOP 20**

**360° Carving Kit**  
#105018 [12 piece case pack]  
Pop the top and carve all around

www.seasonal_distribution.com
NEW FOR 2020!

Funny Bones
#110722 [12 piece case pack]
Everything needed to turn a pumpkin into a skeleton

Wicked Witch
#109656 [12 piece case pack]
Sets a mood quickly and easily. Scoop, carve hole, insert, BOO!

New for 2020!

Brain Transplant
#110720 [12 piece case pack]
Easy and fun way to carve a pumpkin

Sculpt & Carve
#105737 [12 piece case pack]
Carving and sculpting creates depth

Party Kits
Nobody carves alone, sell them a party!

New Patterns!

All in One Carving Party Kit
#106262 [12 piece case pack]
Unique tools, specialty patterns
New Patterns for 2020

TOP 20

Carving Party Kit
#101521 [12 piece case pack]
Both kids and adult tools and patterns
New Patterns for 2020

www.seasonaldistribution.com
Kid’s Kits

Kids love to carve, don’t miss their sales

Top 20
Kids Carving Kit
#100234 [12 piece case pack]
Easy color-on patterns &
Kids tools. Ages 6+
New Patterns for 2020

Kid’s Fright Lights™
#100236 [12 piece case pack]
Lights and pegs = Bright FUN
Age 5+
Batteries not included

New for 2020!
3D T-Rex Pumpkin Kit
(Pumpkin Not Included)
#101530 [12 piece case pack]
No carving needed!

New for 2020!
3D Unicorn Pumpkin Kit
#94827 [12 piece case pack]
No carving needed!

Kid’s Pumpkin Sticker Kit
#107904 [12 piece case pack]
This no carve kit allows 2 kit sales
for one pumpkin.
Decorate now, carve later

Emoji Decorating Kit
#107904 [12 piece case pack]
63 full color stickers to mix
and match. Ages 3+

Pumpkin Magic
Paint Kit
PPBCD [24 piece case pack]
Acrylic non-toxic paints. Ages 3+
SELL THEM SOMETHING THEY DON’T SEE EVERY DAY.
HALLOWEEN IS ALL ABOUT CREATIVITY AND EXPRESSING YOURSELF.
THESE ITEMS ARE EXCITING AND ALLOW CONSUMERS TO DO JUST THAT!

NEW FOR 2020!
Brain Transplant
#110720 [12 piece case pack]
Easy and fun way to carve a pumpkin

NEW FOR 2020!
Funny Bones
#110722 [12 piece case pack]
Everything needed to turn a pumpkin into a skeleton

Boojector Flying Witch Kit
#12-FWBJ [12 piece case pack]
Easy to use, carve hole in back of pumpkin,
Place disk in and point to wall indoor/outdoor
FREE poster to help display

Boojector Scary Jack Kit
#12-JKBJ [12 piece case pack]
Easy to use, carve hole in back of pumpkin,
Place disk in and point to wall indoor/outdoor
FREE poster to help display
LOWER PRICE!

Brookster Artificial Pumpkin
#BrookFun [1 piece case pack]
Fun-kins brand 8”x8”
Smooth exterior

www.seasonaldistribution.com
Accessories

4 of the Top 20 SKU’s sold nationally are accessories! They easily bump-up consumer sales.

Top 20

Jack-O-Ripper Scoop
#106245 [12 piece case pack]
The scoop that sells!
Scoops large pumpkins quickly

Easy Grip Scoop
#108912 [12 piece case pack]
Fits in hand, and pumpkin
LOWER PRICE!

Top 20

Power Saw
#107908 [12 piece case pack]
America’s #1 selling carving accessory

Luminary Power Drill
#107909 [12 piece case pack]
The perfect drill for the creative carver. Make designs, faces or words.
LOWER PRICE!

Jack-o’lantern Teeth
#107912 [12 piece case pack]

www.seasonaldistribution.com
**NEW FOR 2020!**

**Grim Reaper Tools**

#110724 [12 piece case pack]
Two curved blades to shred through pumpkins

**4-in-1 Carving Tool**

#100248 [36 piece case pack]
Perfect for carvers who don’t use patterns
Tool with 2 carving blades and 2 sculpting tools. Pairs with either scoop

**TOP 20**

**Gutting Tool w/ Lid Cutter Saw**

#110253 [12 piece case pack]
Removes seeds and strings in seconds
Use with conventional power drill

**4-in-1 Carving Tool w/ Scraper Scoop™**

#100249 [24 piece case pack]
Perfect for freestyle carvers or to pair with Pattern Books

**TOP 20**

**Bare Bones® Carving Tools**

#106241 [12 piece case pack]
Just the basics, perfect for freestyle carvers or to pair with Pattern Books

www.seasonaldistribution.com
Battery operated lights are a safe alternative to candles. Wide range of lighting effects to choose from.

**New for 2020!**

**Flickering Pumpkin Lights (2 Pack)**

#110726 [12 piece case pack]
Last up to 80 hours.

**Battery-Operated Tea Lights**

Batteries included

#100342 [12 piece case pack]
Two pack flickering tealights for pumpkins or setting a spooky mood. LOWER PRICE!

**TOP 20**

**Color Changing Light - Batteries included**

Two styles to choose from

#108900 Cat [12 piece case pack] (LEFT)
#107910 Bat [12 piece case pack] (RIGHT)
Fun LED color changing light has multiple settings and can be used for pumpkin lighting or trick-or-treating.
LOWER PRICE!

**Xtreme Strobe Light – Batteries included**

Two styles to choose from

#104298 Multicolored [12 piece case pack] (LEFT)
#105974 White [12 piece case pack] (RIGHT)
Bright strobe lights light up pumpkins or set a mood.

**TOP 20**

**3-in-1 Light**

#106267 [12 piece case pack]
Three light settings to choose from:
White Strobe, Glowing or Color Changing

www.seasonaldistribution.com
Displays allow you to mix and match your best sellers for your consumers and place those items where you want!

24 America’s #1 Pumpkin Carving Kit
#105027 [prepacked 24 piece counter display]
New Patterns for 2020

78 piece 2019 Floor Display
#107918 [78 assorted prepacked pieces]
- 48 Pumpkin Carving Kit
- 12 Kids Carving Kit
- 6 Choice Words Pattern Book
- 6 Spooks & Spells Pattern Book
- 6 Jack Attack Pattern Book
LOWER PRICE!

Pattern Books allow consumers to carve outside of the kit. Perfect to pair with Bare Bones or 4-in-1 Tools. All NEW for 2020!

Halloween Horrors
#110646 [18 piece case pack]

Contest Winners
#110639 [18 piece case pack]

Master’s Challenge
#110641 [18 piece case pack]

2020 Pattern Book Assortment
#110953 [18 piece case pack]

www.seasonaldistribution.com
New for 2020
LED String Lights
#94701PDQ [24 piece case pack]
LED String Light Assortment 7

New for 2020
20" Hairy Spiders
#9891 [12 piece case pack]
20" Hairy Spider

22" Foam Tombstones - 2 Pack
#W89055 [6 piece case pack]

Creepy Bottle Stickers (6 stickers per item pack)
#218677 [24 piece case pack]
Takes plain bottles and makes them spooky

16" Hanging Skeletons
#W80158 [12 piece case pack]
Nothing says Halloween like a skeleton

Spider Web - 60 grams
#SW602 [24 piece case pack]

www.seasonalidistribution.com
New for 2020!

Glitter Party Makeup Kit
#9836C [12 piece case pack]
- 4 Makeup Pods
- 5 Glitter Crayons
- 1 Tube Glitter
- 3 Sponges
- 1 Brush

Face Painting Makeup Kit
#9621 [12 piece case pack]
- 4 Makeup Pods
- 5 Makeup Crayons
- 1 Tube White Cream
- 1 Tube Black
- 1 Tube Glitter Gel
- 1 Black Pencil

New for 2020!

Glitter Makeup Crayons
#9509C [24 piece case pack]
- 6 Glitter Makeup Crayons

Pearlescent Makeup Crayons
#9510C [24 piece case pack]
- 5 Pearlescent Makeup Crayons

Tattoos

Fantasy Tattoos
#WT-09
[12 piece case pack]
12 tattoos per pack

Pretty Tattoo
#WT-04
[12 piece case pack]
Perfect Point of Purchase

Pirate Tattoo
#WT-05
[12 piece case pack]
Perfect Point of Purchase

Cuts Tattoo
#WT-02
[12 piece case pack]

Stitches Tattoo
#WT-01
[12 piece case pack]
**Costume Lights**

**New for 2020!**

**LED Light Up Unicorn Headband**
#HAT530EA [12 piece case pack]

**Light-up 28” LED Saber Sword**
Floor Display
#WEO24UN [12 piece floor display]
Perfect for costumes
Red/Blue/Green

**LED Halloween Trick or Treat Bags**
#HB15012 [24 piece case pack]
12 Pumpkin and 12 Skull w/ light-up eyes
12”x10.5”x2.75” batteries included

**Winter Princess**

**Light-up LED Snowflake Headband/Bopper**
#HAT216EA [12 piece case pack]
Perfect for Winter/Frozen costumes

**Light-up Snowflake Wand Counter Display**
#RCL211UN [12 piece counter display]
Perfect for Winter/Frozen costumes
5 light settings.
Wearable Brights

22" Glow Necklace Halloween Counter Display
#RCG109UN [48 piece counter display]
Green/orange/purple

8" Glow Bracelet Halloween Counter Display
#RGC303UN [48 piece counter display]
3 bracelets per pack in Green, Orange or Purple

Light-up Orange Rings w/ BOO! Counter Display
#LIT078UN [24 piece counter display]

New for 2020!
LED Light up Spider Jelly Rings Counter Display
#LIT667UN [24 piece case pack]

Light-up Halloween Necklace
#ET16003 [24 piece case pack]
Green Spiders/Orange Pumpkins/Purple Bats

Light-up Green LED Bracelet Counter Display
#RCL020UN [12 piece counter display]
Snaps off and on wrist

www.seasonaldistribution.com
10” Glow Wands and Swords Assorted Counter Display
#RCG058UN [25 piece counter display]
Blue Swords - Green Swords - Yellow Stars - Pink Butterflies - Red Hearts

6” Glow Stick Halloween Counter Display
#RCG115UN [48 piece counter display]
Green/orange/purple (includes hook necklace)

4” Pumpkin Light & Stand
#9-99327 [36 piece w/ clip strip]
Christmas Items

Welcome to Christmas! New and unique items to make shopping easier, stocking stuffing simpler and decorating spectacular!

New for 2020!
- LED Light-up Reindeer Antlers Headband
  #HAT125EA [12 piece case pack]
- Snowflake Light-Up Headband Bopper
  #HAT216EA [12 piece case pack]
- Light-Up Snowflake Necklace
  #LIT861SNEA [12 piece case pack]

New for 2020!
- Snowman Spinner Wand
  #LIT092EA [12 piece case pack]
- Light-Up Snowflake Wand w/ 4 settings
  #RCL211UN [12 piece case pack]
- Tree Spinner Light-up Wand
  #LIT203EA [12 piece case pack]

New for 2020!
- Snowflake Glow Sticks
  (4 per pack)
  #GLS766UN [5 piece case pack]
- Candy Cane Glow Sticks
  (4 per packet)
  #GLS758UN [12 piece case pack]

HOPPY PAWS

New and lasting Christmas traditions

Santa's Boots Decals 9" x 4"
#HP58D05 [12 piece case pack]
- Life-size Santa’s Boots decals
- Easy to apply and remove
- 8 Decals per Pack

Kid’s Christmas Pillowcase
#HP5MP02 [12 piece case pack]
- Standard Size Pillowcase
- Machine Washable
- 300 Thread Count
- 100% Cotton

Reindeer Hoof Print Kit
#HPR12 [12 piece case pack]
- Easy to use
- Easy to clean up
- For use indoors or out
- LOWER PRICE!
Mrs. Wages has a spice for every harvest. Tomatoes, Avocados, Apples, Peaches, Pears, Cucumbers, Veggies and yes of course, Pumpkins. Easily add-on sales to your harvest items with pre-packaged mixes that are known for their delicious flavor.

Open Stock

Smaller Case Packs

Item # | Pickle Mixes | Case Pack
--- | --- | ---
W622-J7425 | Kosher Dill (6.5 oz) | 12
W660-J4425 | Sweet Pickle Relish (5.3 oz) | 12

MRS. WAGES MIXES

Item # | Mixes | Case Pack
--- | --- | ---
W579-H6425 | Classic Salsa (0.8 oz) | 12
W616-K7425 | Guacamole Seasoning (0.8 oz) | 12

MRS. WAGES CANNING

Item # | Mixes | Case Pack
--- | --- | ---
W664-J7425 | Mild Salsa (4 oz) | 12
W636-J7425 | Medium Salsa (4 oz) | 12
W692-H3425 | Mixed Pickling Spice (1.75 oz) | 12
W653-D6425 | Alum (1.9 oz) | 12

MRS. WAGES FRUIT

Item # | Mixes | Case Pack
--- | --- | ---
W800-J4425 | Spiced Apple Sauce Mix (5 oz) | 12
W801-J4425 | Fruit Pie Filling (3.9 oz) | 12
W805-J8425 | Pumpkin Pie Mix (1 oz) | 12
W806-D9425 | Pepper Jelly Kit (7.85 oz) | 6

Floor Displays

Fresh Fruit Preserver

#W594-98425 [60 piece]
Your customers can enjoy the fruits of your labor whenever they want with Fresh Fruit Preserver in a convenient floor display.

Includes:
- 60 / 6oz Fresh Fruit Preserver

Pickle Barrel

#W674-98425 [80 piece floor display]
Every Flavor a Customer could want in one Easy floor display.

Includes:
- 20 / 6.5oz Dill
- 20 / 6.5oz Kosher Dill
- 16 / 5.3oz Bread & Butter
- 12 / 6.5oz Medium Spicy Pickle
- 6 / 6.2oz Zesty Bread & Butter
- 6 / 3.9oz Pickle Relish

Vegetable Pickle

#W639-98425 [72 piece floor display]
Veggies for your customers to enjoy year round.

Includes:
- 24 Dilled Green Beans
- 24 Pickled Vegetables
- 24 Pickled Beets

Tomato Mix

#W598-98425 [96 piece floor display]
With 6 flavors to choose from, your customers will enjoy your tomatoes all year long.

Includes:
- 48 / 4oz Medium Salsa
- 18 / 5oz Pasta
- 12 / 4oz Hot Salsa
- 6 / 5oz Pizza
- 6 / 5oz Ketchup
- 6 / 5oz Chili

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