



SELLING, PROMOTING & SANDART INFORMATION

Here we offer information, ideas and inspiration on ways to sell and promote Sandart. Some may not apply to you, but you might also find something that you haven't thought of before. We will update this document with new material when we receive it and encourage you to please share with us what works for you.

SANDART HISTORY

The Sandart story began in 2002 in a beautiful coastal town known as Wilderness, found along the Garden Route in South Africa. After taking part in a local craft market, Henry and Carolyn Joubert realised that kids' activities were sorely lacking. In response to this obvious need they started experimenting with sand in a small spare-room at their home. Undeterred by failure, they were eventually able to take a few sticky designs and some coloured sand back to the market. Their product was an instant hit and soon they had requests from vendors wanting to offer Sandart at other markets.

After endless tests and a fair amount of blood, sweat and tears they were able to produce higher quantities and excellent quality. They outgrew the spare room moving to a wooden shed in their backyard and eventually their own factory in George. Now, twenty years later, they employ eight fulltime staff members and supply over 150 local and international distributors.

WHY SANDART?

Sandart is a fun and educational activity. It is perfect for those rainy days at home as well as for children parties. The product is ideal for developing fine motor skills and assists with concentration, mid-line crossing, confidence and logical thinking.

The kids can get creative for hours, just what you need to get them away from the screens. It is not only for the young ones; many people use it as a hobby or for self-therapy and stress release. The products are of high quality with attention to detail, and can be a wonderful gift as well.

EQUIPMENT NEEDED TO OFFER THE ACTIVITY

You can use the Family Kit to start with, it has all the tools for a small group of Sand artists. For bigger events and a more professional set-up, we suggest the following:

- lightweight foldable table with 12 bottles
- 12 plastic trays (preferably deep round/square bowls)
- plastic lifters
- large funnel
- 4 plastic containers/bins for paper (wastage)
- paintbrush (for cleaning the bowls when you pour the sand back onto the bottles)
- container for cards



- design sheets and price list (laminated and enlarged)
- branding (signage, business cards/pamphlets)
- display boxes

WAYS TO SELL

CHILDREN'S PARTIES

- Host the activity - Total package price depends on the size of the group including tables, sand, equipment, cards for specific number of kids, thereafter price per card (For example - £80 for 20 children which includes all equipment, travel and one card per child).
- Hire out the equipment - Hire out a table with sand, cards will be charged separately (fixed rate for table e.g. £35) and normal prices for cards (£1 per postcard), delivery charge extra or collect for free.
- Always take a range of extra products with you, parents often want to see what other Sandart products you have available.

EVENTS

- Shopping centres often have events for children. Get in touch with the event manager at your local shopping centre to see what they have planned for the year.
- School fete's / Fairs and sport events can be very successful and help you expanding your customer base.
- Be prepared with enough stock and the correct equipment to cater for large groups.

CRAFT MARKETS

- Do your research and make sure there is no other Sandart stockist at the same venue.
- Have a range of products available on display (Family Kits and Packs).
- Offer the activity - parents can browse around while kids are entertained. Physically seeing how the kids enjoy Sandart is a very powerful "selling tool".
- It would be good to join local Facebook groups like 'Dorset Stallholders' which have invites to craft fairs, school fete's and large summer events.
- Demonstrate the product if you don't have space to host the activity. Ask us for reject cards - we sometimes have cards available that can't be sold, these are perfect for demos.
- Be consistent and you will get regular customers.
- Rates: Postcards - average £5 per card, Bookmarks £3.50 and Fridge Magnets £2.50 per card.

CHRISTMAS / EASTER / WINTER MARKETS

- Research the various markets in your region.
- Book a table/space.
- Display a variety of the products (make it inviting to draw buyers to your display/table).



- Pricing a bit different (can be slightly more expensive) – must make provision for table and commission fees.

THERAPISTS / MEDICAL SERVICES

- Sandart is used with great success by occupational therapists and physiotherapists.
- The product is perfect to keep the seniors in retirement villages and old age homes busy and stimulated.
- It has been used in clinics for people who suffer from depression (from young to old).
- Psychologists can use the products for their sessions with patients.

CORPORATES / BRANDING

- Most companies have a marketing budget and are always exploring alternative advertising media.
- Sandart can accomplish this function and provide them with a good alternative. The cards will not disappear like printed media and colouring in the card is also an interactive process that will ensure the artist remembers the specific brand.
- There are numerous opportunities - you will find more ideas in the stockist zone.

RESTAURANTS and TEA GARDENS

- Arts and Craft Shops, Toy Shops, Hotels/Resorts, Dentist waiting room, etc.
- Use counter display boxes for small areas.
- Restaurants use Sandart as an activity to entertain kids. They normally host the activity themselves and you can supply them. Make sure to show them the whole range as they might have customers that want to buy Sandart.

WAYS TO PROMOTE

SOCIAL MEDIA / EMAIL

- Join your local Facebook groups – you can share a post quickly through the groups to enable maximum views (also WhatsApp groups and Instagram).
- Share your content (photos, stories) with us, we can then post it on our Facebook page.
- Have a signature at the bottom of your email with the Sandart contact details.

YOUR CONTACT DETAILS

- Add a sticker on the back of the products with your contact details.
- We offer business card templates and can customize it with your details.
- Make sure customers can reach you via phone or email. A customer always remembers good service.



LOCAL PRINT

- Use your local newspaper, library, school to advertise Sandart.
- We also have flyers available – please contact us for more info.

PHOTOS AND VIDEOS

- You will be amazed with the beautiful creations kids can come up with. Take many photos and videos (easy with a cellphone) and share it on social media.
- There is also a shared online folder with images and videos you may use. Please see the “Photo & Video doc” in the stockist zone.

OWN WEB PAGE

- Having a website today has become easier and it doesn't have to cost much. Often a simple one-page website is all you need. Register your business / personal domain name and secure it for your website and email.
- A website portrays a professional image and will attract loyal customers.
- Share your website address on social media and in your email.

FAQ'S (YOU MIGHT GET FROM YOUR CUSTOMERS)

WHAT KIND OF SAND? IS IT SAFE?

We use natural sand that is not too coarse or too fine. It gets washed, dried, coloured, and filtered through strong magnets to have a consistent size. The products are all tested at established laboratories in the UK to meet the EU safety standards. You can be assured that the products are completely safe for the kids.

IS IT MESSY?

Sandart is an art and craft activity which can become messy when left unsupervised or used incorrectly. It is important though that kids take a break from the screens and mess a bit – it stimulates their senses by touching and working with different materials. The products are designed with extra features to prevent or minimize any mess.

HOW MANY CARDS CAN YOU MAKE?

You will use approximately 5 grams sand per card. We always supply more than enough sand. The sand in a Family Kit is enough for about 150 cards, the Mini Pack for 6 cards, and the Six Pack for 10 cards.

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WILL IT KEEP THE KIDS BUSY?

Yes, definitely – especially on rainy days and at birthday parties (whilst you take a break!). The kids can express their creativity while they develop their fine motor skills and stimulate their concentration. It will give them immense satisfaction for what they have accomplished and improve their self-esteem in the process.