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PRODUCT INTELLIGENCE

# Giftware

Send giftware news to >>> [ksamuelson@cbaonline.org](mailto:ksamuelson@cbaonline.org)

New Products

Enesco's Gregg Gift and GUND divisions offer new VeggieTales products.

## A Bushel of Fresh Veggies

>>> **Bushels of new VeggieTales products are available** this month to retailers from the Gregg Gift and GUND divisions of Enesco, LLC. The new collection made its debut at the summer gift shows, with the release of almost 60 new items. From plush toys to mealtime sets, backpacks to umbrellas, these products have been created with attention to all the meaningful values and fun-loving aspects of the VeggieTales cast. New plush toys capture the quality and design for which GUND is famous, made with care and attention to detail. The new collection also offers a number of items that support the recent release of the newest VeggieTales DVD from Big Idea, *Sweetpea Beauty*.

This collection of merchandise encompasses a variety of formats including plush toys, mealtime sets, totes, coin purses, book and Bible covers, backpacks, Christmas stockings and ornaments, photo albums, magnets, photo frames, kid-friendly jewelry, iron-on patches, aprons, umbrellas, and banks. Retail prices range from \$2.99 to \$19.99.



Enesco, LLC, is a global leader in the giftware and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains, and direct-mail retailers. For more information, visit [www.ensco.com](http://www.ensco.com).