

Participating Dealers Explain...

Why You Should Be a Revell® Preferred Partner!

Your plastic model business thrives on attracting hobbyists with a steady supply of irresistible new releases. Every month, Revell Preferred Partners are the first retailers to receive new releases — and Revell provides the tools you need to make sure they get noticed.

Hundreds of dealers already rely on Revell Preferred Partners to simplify ordering, improve exposure and increase sales of plastic models. But don't take our word for it. Listen to what *they're* saying:

“Our plastics business is up by almost 20%, and Revell Preferred Partners is largely responsible. Customers know that they can come here each month to get the new models first.”

— *Hobbytown USA, Whitehall, PA*

“Revell Preferred Partners models have all been hits. Plastics regulars now come in more often — at least once a month — to see the new ones on display. Almost all of them are sold out before the next month's new models arrive. We don't have to guess which new releases will be good sellers.”

— *Hobby Barn, Jefferson, NC*

“We really like the Revell Preferred Partners program. The display is located on the first end cap in our model section so everyone sees it. It's easy to maintain and takes the pressure off keeping up with new releases. The display is almost always empty before the next shipment arrives.”

— *RC Hobbies and More, Winsted, CT*

“The Revell Preferred Partners display attracts a lot of attention, with customers stopping by each month to see what's new. It also helps to generate pre-orders.”

— *Hobbytown USA, Fresno, CA*

Among other advantages, the Revell Preferred Partners program provides you with a monthly assortment of key new plastic models, automatically drop-shipped directly from Revell...an endcap-style rack with plan-o-grams to establish a traffic-stopping “new model” center... an easy-to-use e-mail template for alerting customers to new arrivals... colorful signage...upcoming release announcements...and much more.

Learn more about Revell Preferred Partners at www.revellretailer.com.