



WHOLESALE
PERSONALIZED GIFTS





Choices and variety make up great business strategies. Without variety life would take up a bland and boring existence. Spices were sought after because of their ability to satisfy a diverse collection of palates. The want of a quicker rout forged America as we know it today.

The invention of the internet forged a new way for businesses to grow, to offer their wares to a greater public. Before the internet small business owners were left to word of mouth and paper advertisements.

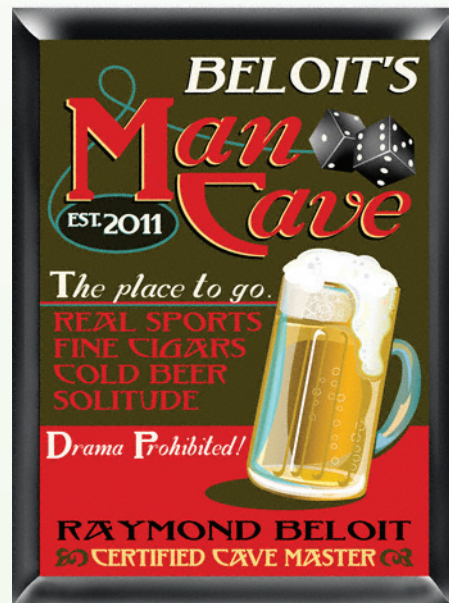
The dawn of the information highway was the dawn of a new era for suppliers to spread their customer base past their region. JDS Marketing and Sales, Inc. is the epitome of the American dream. Starting from a small offering they have grown, thanks to early internet adapting businesses, to a huge selection.

PERSISTENCE AND PATIENCE

JDS is a wholesale supplier of per-

sonalized and non-personalized (blank) gifts. The company markets these gifts under the Engravable Gift Collection and Tower Trading Company brand.

The collection is distributed



nationally through retailers in the wedding industry including Men's Wearhouse and David's Bridal. The line also caters to other special occasion gifting retailers who focus on Valentine's Day, Mother's

Day, Father's Day, birthdays and holiday gift giving.

Recently, JDS Marketing & Sales has begun marketing to trophy shops, engravers and awards retailers. Its wide choice of personalized gifts fit any personality. This extensive selection includes glassware, keepsakes, cufflinks, jewelry, flasks, coolers, money clips, pub signs, tote bags, personalized sport prints and frames.

Everything can be personalized or ordered without personalization. For the complete catalog, please visit www.jdsmarketing.net.

ORIGINS

JDS's first customer was a small chain of formal wear stores owned by a Minnesota company. "My Dad was the president so the sale was easier," says Steve Deters, co-founder. "The idea for our company actually came from him. His company was looking for a wedding party gift supplier and there were few options."

In the spring of 1992, Deters

wrote the business plan and by October 1992 opened JDS Marketing & Sales, Inc. Shareholders were Jeff, John, Julie, Judy and Steve Deters. "The family garage was the warehouse and the den was our office," Deters commented. Judy Deters, Steve's



mother, was the first and only employee.

The company started with a small brochure. After working his day job, Deters would call primarily formalwear stores in the evenings for prospective customers. Business was slow but the family saw the potential. In the summer of 1993 he quit his regular job to focus on the fledg-

ling company.

"We had 16 gifts in our line. We purchased from domestic suppliers who were distributors not importers," Says Deters. "Our selection was small and our margins were smaller. We were just trying to create a niche and pay our bills." The company grew slowly and was just happy to survive. Business began to pick up steam in 1997. "Our business changed dramatically with the arrival of the internet," Deters mentioned. "We were fortunate to find customers who were early internet adopters."

J D S moved from the garage to a se -





ries of office/warehouses ranging from 550 sq. ft. to their existing location. The supplier currently decorates and ships from a 12,500 sq. ft. company owned building, renting additional warehouse space for overflow. With hundreds of items to choose from it is a long way from the original 16.

CUSTOM SERVICE

Personalized or non-personalized, JDS gives their customers the choice. Sometimes it is more convenient to take the order and allow JDS to handle the decorating/personalization. The company can drop ship the order directly to shop customers at no charge.

The personalization processes include diamond engraving, laser engraving, sublimation, screen printing and embroidery. To improve margins and profits, businesses can order blank merchandise and take care of the decorating internally.

“Our people make all the difference,” says Deters “The individuals here at JDS Marketing & Sales are smart, hardworking and they care. We have great customers and we work hard to provide them with a great selection of quality products and terrific service.”



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