

The Triple Dip Times

VOLUME #1 • 2023 - 2024 • PRICELESS

EXTRA! EXTRA!

Sticker Cabana Introduces: Triple Dip Industries

Since the early 2000s, we have been at the forefront of perfecting the sticker game, delivering creativity and innovation to enthusiasts worldwide. Over a decade ago we brought you Sticker Cabana, a brand that has redefined vinyl sticker manufacturing and established its reputation as the premier sticker choice in the United States.

Sticker Cabana has stood as a testament to our unwavering commitment to quality and innovation. Every sticker we produce is a tribute to our dedication to craftsmanship and excellence. What sets us apart is not just our products, but the trust we've built within the industry.

Operating right here in the United States, our journey has been fueled by years of experience in both the retail and wholesale trade. With this expertise, we have honed our skills in product development, enabling us to create a pipeline of the most extraordinary new products set to delight you over the coming years. As we evolve and grow into new product lines in both the US and European markets we have decided to create Triple Dip Industries which will be the umbrella company for all of our brands.

At Triple Dip Industries, we understand that your success is our success. A major cornerstone of our company is our unwavering dedication to helping you achieve strong margins. Our product roadmap is a testament to this commitment; every item is crafted with precision to provide you the flexibility to mark it up a minimum of 3 times. We believe in empowering you to thrive in a competitive market, and our products are designed to do just that.

With Triple Dip Industries, you're not just getting products; you're getting a partner invested in your growth and success. Join us as we continue to push boundaries, explore new horizons, and create a future that's as vibrant and colorful as the products we proudly craft.

Welcome to the world of Triple Dip Industries, where innovation, quality, and profitability converge to redefine the retail experience.



IN THE SPOTLIGHT FOR 2024: MARVEL MAGNETS

After a soft presale launch in late spring of 2023, our Marvel Magnet program created ripples of excitement within the gift & souvenir industry. Marvel Magnets quickly gained traction, captivating hearts and surfaces alike and they are now officially available for you to experience first hand post pre sale. Check out page 7 for a look at the magnet programs offered!



SIP SIP HOORAY! TDI INTRODUCES A HOT NEW COASTER LINE

Get ready to set your glasses down and let out a hearty chuckle because TDI is back with a coaster line that is filled with vibrant colors, witty graphics and hilarious sayings. Enjoy the remarkable margins that follow our iconic 3x markup principle. Presale spots for 2024 are filling up faster than a glass of spilled milk (don't worry the coasters have that covered.)

Sticker
Cabana™

CABANA
COLLECTION

MARVEL
MAGNETS





Holds 88 styles of large stickers

- 12 per hook (1056 pieces)
- \$1.35 W/S | \$3.99-\$4.99 SRP

- **Product \$1425**
- Display \$200 (offset)
- **Total \$1625**

Return on investment off of **one** turn at \$3.99 retail

- Invest \$1425.00
- **Make \$4211.00**

Return on investment off of **one** turn at \$4.99 retail

- Invest \$1425.00
- **Make \$5267.00**



AND THEN READ SOME MORE STUFF

PROGRAM C THE BEST SELLER

Holds 72 styles of large stickers

- 12 per hook (864 pieces)
- \$1.35 W/S | \$3.99-\$4.99 SRP

Holds 80 styles of cell phone stickers

- 12 per hook (960 pieces)
- \$0.59 W/S | \$1.99-\$2.99 SRP

Program Cost

- **Product \$1733**
- Display \$200 (offset)
- Total \$1933

PROGRAM D

Holds 72 styles of large stickers

- 6 per hook (432 pieces)
- \$1.35 W/S | \$3.99-\$4.99 SRP

Holds 80 styles of cell phone stickers

- 12 per hook (960 pieces)
- \$0.59 W/S | \$1.99-\$2.99 SRP

Program Cost

- **Product \$1150**
- Display \$200 (offset)
- Total \$1350

Suggested Retail:
Large stickers \$4.99 | Cell Phone stickers \$2.99

\$
ROI

ROI PROGRAM C

Return on investment off of **one** turn at \$2.99 & \$4.99 retail

- Invest \$1733.00 | **Make \$7181.76**

ROI PROGRAM D

Return on investment off of one turn at \$2.99 & \$4.99 retail

- Invest \$1150.00 | **Make \$5026.08**





THE BIG KAHUNAS

PROGRAM E

Holds 108 styles of large stickers

- 6 per hook (648 pieces)
- \$1.35 W/S | \$3.99-\$4.99 SRP

Holds 112 styles of cell phone stickers

- 12 per hook (1344 pieces)
- \$0.59 W/S | \$1.99-\$2.99 SRP

Program Cost
Product \$1668
Display \$250 (offset)
Total \$1918

PROGRAM F

Holds 108 styles of large stickers

- 12 per hook (1296 pieces)
- \$1.35 W/S | \$3.99-\$4.99 SRP

Holds 112 styles of cell phone stickers

- 12 per hook (1344 pieces)
- \$0.59 W/S | \$1.99-\$2.99 SRP

Program Cost
Product \$2543
Display \$250 (offset)
Total \$2793

\$
ROI

ROI PROGRAM E

Return on investment off of **one** turn at \$2.99 & \$4.99 retail

- Invest \$1668.00 | **Make \$7252.00**

ROI PROGRAM F

Return on investment off of one turn at \$2.99 & \$4.99 retail

- Invest \$2543.00 | **Make \$10,485.00**

BE INFLUENTIAL IN YOUR — MARKETPLACE



CABANA COLLECTION

PROGRAM H

88 styles of kit styles

- 6 per hook (528 pieces)
- \$2.19 W/S | \$6.99-\$8.99 SRP

- **Product \$1156**
- Display \$200 (offset)
- Total \$1356

PROGRAM I

88 styles of kit styles

- 12 per hook (1056 pieces)
- \$2.19 W/S | \$6.99-\$8.99 SRP

- **Product \$2312**
- Display \$200 (offset)
- Total \$2512

PROGRAM J

132 styles of kit styles

- 6 per hook (792 pieces)
- \$2.19 W/S | \$6.99-\$8.99 SRP

- **Product \$1734**
- Display \$250 (offset)
- Total \$1984

PROGRAM K

132 styles of kit styles

- 12 per hook (1584 pieces)
- \$2.19 W/S | \$6.99-\$8.99 SRP

- **Product \$3468**
- Display \$250 (offset)
- Total \$3718

\$
ROI

Suggested Retail: \$6.99 ea

ROI PROGRAM H

Return on investment off of **one** turn at \$6.99 retail

- Invest \$1156.00 | **Make \$3690.00**

ROI PROGRAM I

Return on investment off of **one** turn at \$6.99 retail

- Invest \$2312.00 | **Make \$7381.00**





ROI PROGRAM J

Return on investment off of **one** turn at \$6.99 retail

- Invest \$1734.00 | **Make \$5536.00**

ROI PROGRAM K

Return on investment off of **one** turn at \$6.99 retail

- Invest \$3468.00 | **Make \$11,072.00**

BREAKING NEWS

MARVEL MAGNETS CREATES SHOCKWAVES

The latest and greatest addition to the Triple Dip program lineup.

- Vibrant, eye catching designs
- Two different sizes: 5" & 3" magnets
- Effortlessly compliments the current TDI product lineup
- High sell-through rates
- Remarkable versatility: Cars, trucks, refrigerators, lockers & anything with a smooth metal surface
- Sleek and professional packaging
- 100% weather resistant | high quality
- Made in the USA
- Great impulse item

M.

O.



N.

P.



PROGRAM M

Holds 60 styles of 3" magnets

- 6 per hook (360 pieces)
- \$1.25 W/S | \$3.99-\$4.99 SRP

Holds 56 styles of 5" magnets

- 6 per hook (336 pieces)
- \$1.80 W/S | \$5.99-\$6.99 SRP

Product \$1054

Display \$200 (offset)

Total \$1254

ROI off of **one** turn at \$3.99 & \$5.99 retail
Invest \$1054.00 | **Make \$3449.00**

PROGRAM N

Holds 60 styles of 3" magnets

- 12 per hook (720 pieces)
- \$1.25 W/S | \$3.99-\$4.99 SRP

Holds 56 styles of 5" magnets

- 12 per hook (672 pieces)
- \$1.80 W/S | \$5.99-\$6.99 SRP

Product \$2109

Display \$200 (offset)

Total \$2309

ROI off of **one** turn at \$3.99 & \$5.99 retail
Invest \$2109 | **Make \$6898.00**

PROGRAM O

Holds 100 styles of 3" magnets

- 6 per hook (600 pieces)
- \$1.25 W/S | \$3.99-\$4.99 SRP

Holds 84 styles of 5" magnets

- 6 per hook (504 pieces)
- \$1.80 W/S | \$5.99-\$6.99 SRP

Product \$1657

Display \$250 (offset)

Total \$1907

ROI off of **one** turn at \$3.99 & \$5.99 retail
Invest \$1657.00 | **Make \$5412.00**

PROGRAM P

Holds 100 styles of 3" magnets

- 12 per hook (1200 pieces)
- \$1.25 W/S | \$3.99-\$4.99 SRP

Holds 84 styles of 5" magnets

- 12 per hook (1008 pieces)
- \$1.80 W/S | \$5.99-\$6.99 SRP

Product \$3314

Display \$250 (offset)

Total \$3564

ROI off of **one** turn at \$3.99 & \$5.99 retail
Invest \$3314 | **Make \$10,825.00**

CAN YOU FEEL THE ATTRACTION?

CABANA COLLECTION
STICKER X CABANA

54 styles of large stickers : 12 per hook (648 pcs) - \$1.35 ea

Product \$3005 | Display \$250 (offset) | Total \$3255

MARVEL MAGNETS
CABANA COLLECTION

42 styles of 5" magnets : 12 per hook (504 pcs) - \$1.80 ea

Product \$3391 | Display \$250 (offset) | Total \$3641

MARVEL MAGNETS
STICKER X CABANA

54 styles of large stickers : 12 per hook (648 pcs) - \$1.35 ea

Product \$2928 | Display \$250 (offset) | Total \$3178



\$ ROI

ROI PROGRAM L

Return on investment off of **one** turn at suggested retail

- Invest \$3005.00 | **Make \$10,778.00**

Q.



R.



MIX & MATCH

ROI PROGRAM Q

Return on investment off of **one** turn at suggested retail

- Invest \$3391.00 | Make \$10,949.00

ROI PROGRAM R

Return on investment off of **one** turn at suggested retail

- Invest \$2928.00 | Make \$10,655.00

CHEERS TO SUCCESS

“Our stores story wouldn't be complete without mentioning Sticker Cabana. They've helped us achieve great margins and high sell-through rates. We couldn't be happier.”

“Sticker Cabana and TDI as a whole have become the heart of our gift shop. The high profit per square foot they bring in is remarkable. The fact that their displays take up so little floor space yet packs a big punch is amazing. Our customers love the variety they offer.”

“Working with Triple Dip has been a game-changer for our store. Their product line expansion and amazing designs have enriched our inventory. All of their display programs and great impulse products keep our customers engaged and excited.”

“Sticker Cabana is a powerhouse! As a sales rep, I have seen a lot of rack programs over the years and none of them compare to the excellence and attention to detail that you get from Sticker Cabana. My customers are absolutely blown away by the superb designs and high quality of their products and racks. Not only are their products great but also every single employee I have dealt with has been phenomenal. They are always there for me when I need assistance and are some of the most pleasant people I've ever worked with. I'm so happy to work for Sticker Cabana, and I am so grateful for the opportunity to represent them.”

“Their products are the highest profit per square foot items in our store. The great customer service and attention to detail they provide have solidified our trust in them.”

“We have been loyal customers of Sticker Cabana for years. Our customers love the stickers and always buy more than one. Their customer service is the best and super responsive. We have built a fantastic relationship with them over the years and look forward to our continued growth with the company!”

“Our partnership with TDI has been a true blessing. The way they customize each one of their display programs tailored to our store's needs have made a world of difference. The great turn around time and their great impulse products have kept our customers happy and our profits high.”

“We are having such a great success with the new stickers, it's like it became the epicenter of our store! They read and laugh, and most importantly purchase! We have sold over several hundred in just the first few days they have been on the floor! We are thrilled to say the least!”

“Their programs and unique designs have drawn customers in, and the professionally packed products practically sell themselves. It's been a fantastic journey with them and we are looking forward to expand into their new products!”

“We have a small 700 sq ft gift shop in a great tourist location and are able to do more than \$100k a year off of just one of TDI's displays. I never would have believed that until we tried it ourselves. It has been amazing!”

“Having had the luck and pleasure to represent Sticker Cabana for almost 5 years now, I can say these type of lines come to Sales Rep's once in a great while, if ever. One of our best lines that we represent, Sticker Cabana is a fun, creative on trend sticker company which we consider to be #1 in the sticker world. A well run company, fabulously designed products, 100% sell through on initial orders and re-orders. We have fun every time we present this company. We love selling Sticker Cabana to our customers and they love us for that. We look forward to many more years of partnership with Sticker Cabana. You must try this line in your stores, you will not regret you did!”



SIP IN STYLE

SAY CHEERS TO YOUR HOT NEW PRODUCT LINE: SIP SIP HOORAY!

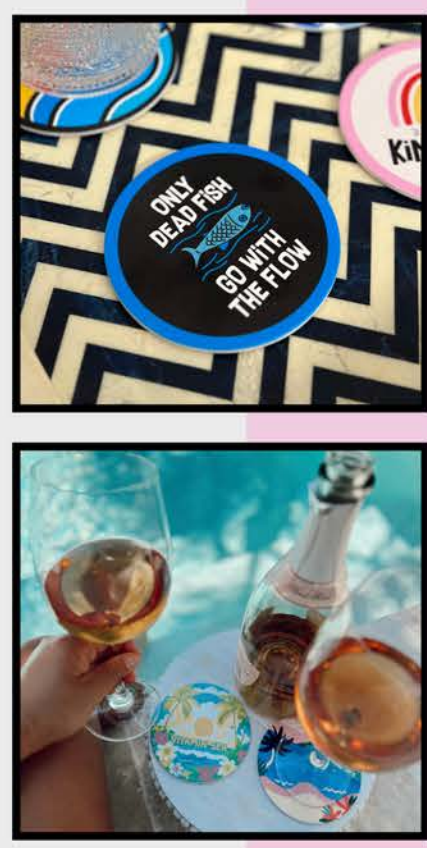
All coasters are proudly made in the USA, ensuring top-notch quality, each coaster is crafted with precision using a robust 3mm durable resin and cork backer. They measure 4" in diameter and are individually packaged to optimize retail sales.

PROGRAM S

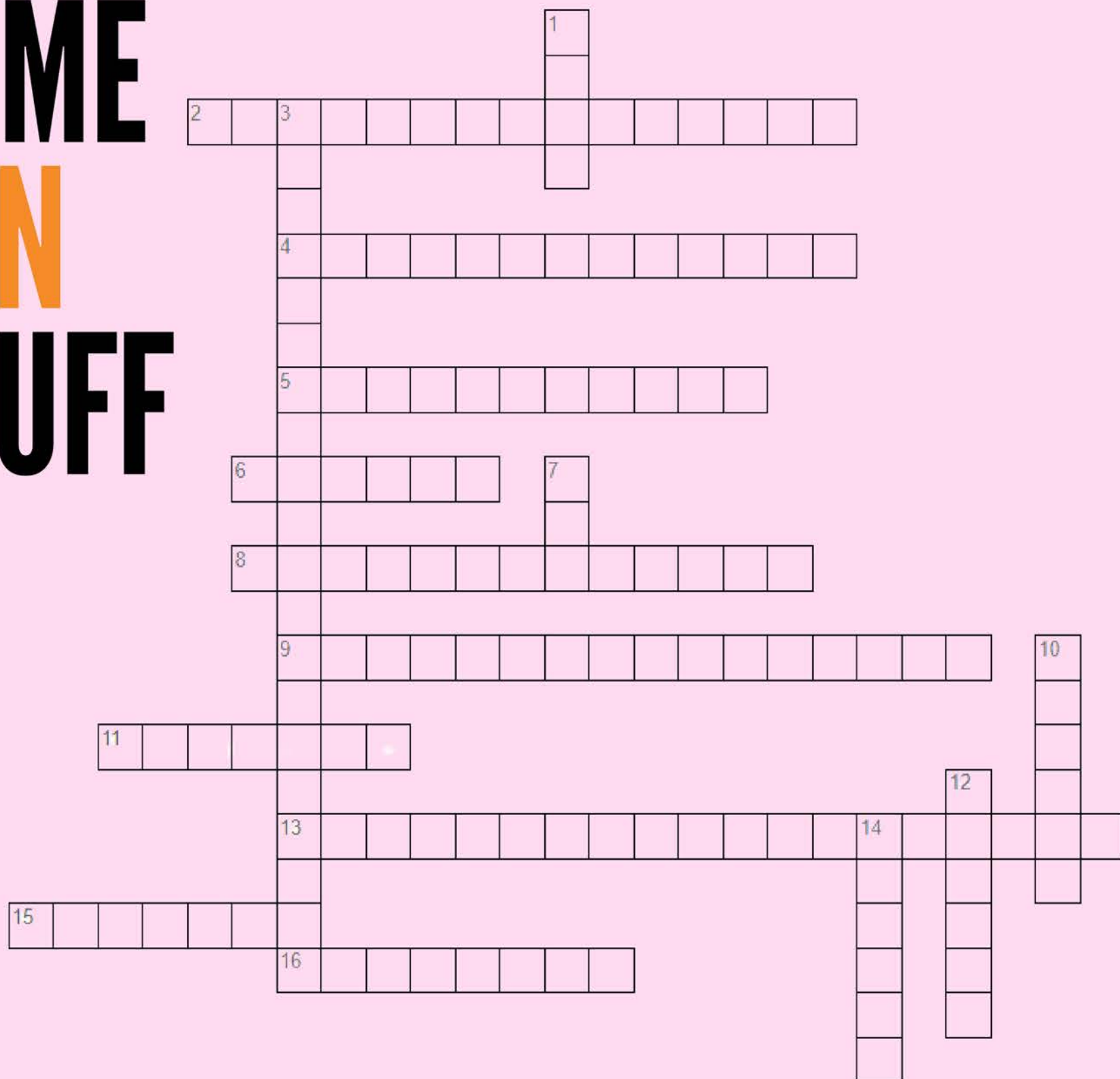
- | | |
|--|---|
| Display Breakdown <ul style="list-style-type: none"> • Holds 96 styles of coasters • 8 per hook (768 pieces) • \$1.65 W/S \$4.99 SRP | Program Cost <ul style="list-style-type: none"> • Product \$1267 • Display \$200 (offset) • Total \$1467 |
|--|---|



ROI PROGRAM S
 Return on investment off of one turn at retail.
 Invest \$1267 | Make \$3832



SOME FUN STUFF



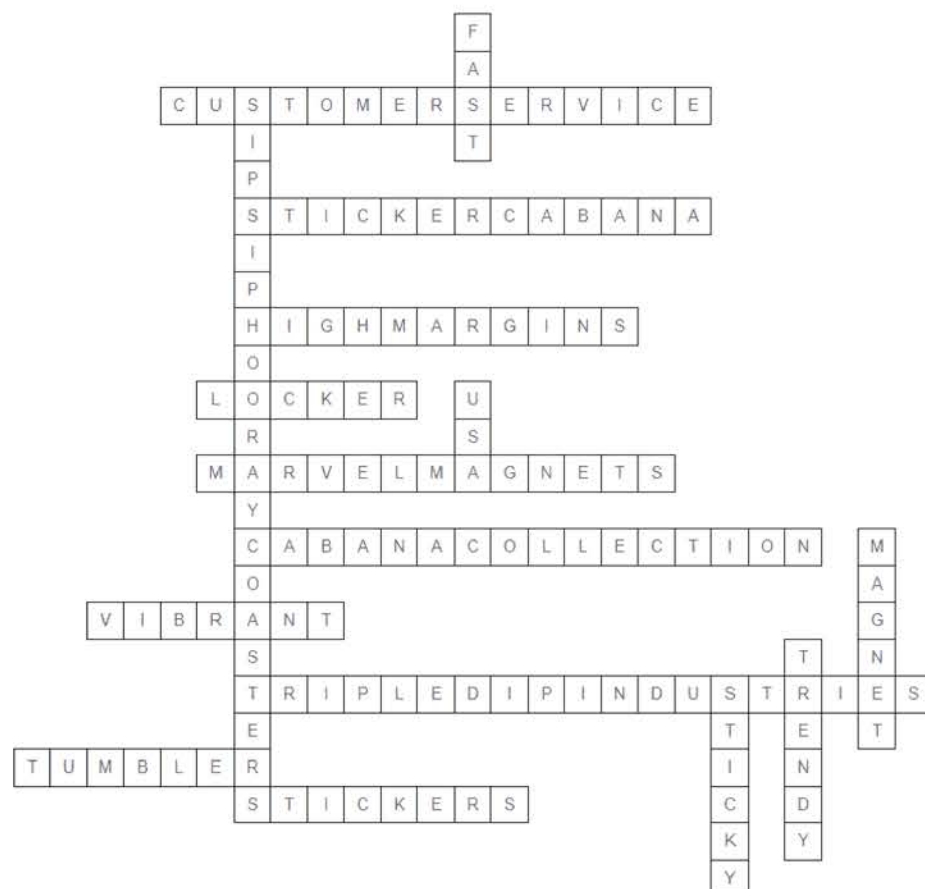
ACROSS

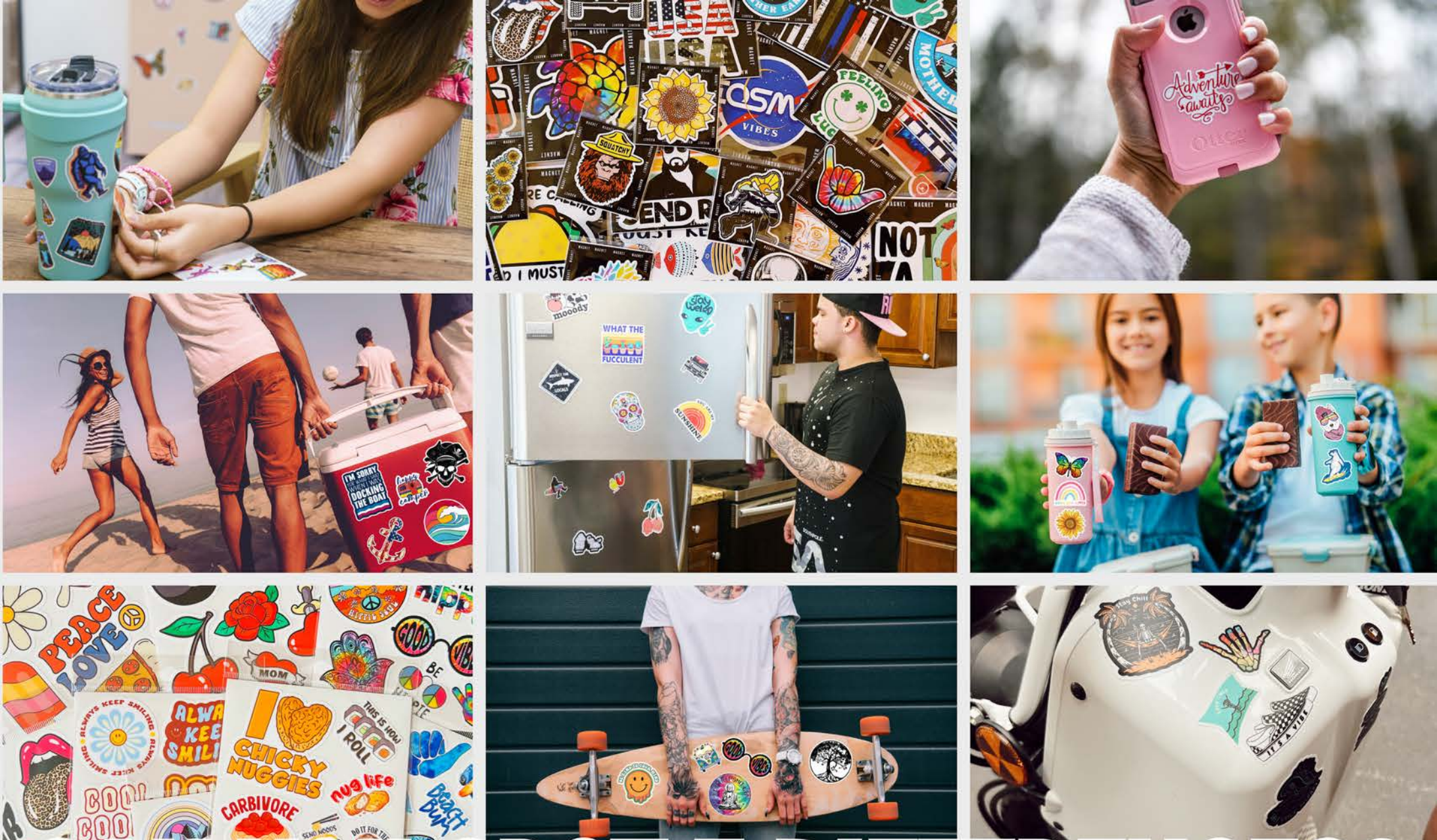
2. TDI's _____ is top notch and always there to lend a helping hand.
4. The world's best sticker line
5. What every retailer looks for when purchasing product.
6. You can stick a magnet to it and find it in a school
8. The best magnet line in the industry
9. Creative sticker kits
11. A descriptive word used to describe TDI's designs
13. 'We are not successful unless you are!' What company stands by that motto?
15. You can drink from it and decorate it with Sticker Cabana and Cabana Collection
16. What do people use that is adhesive and used to decorate smooth surfaces?

DOWN

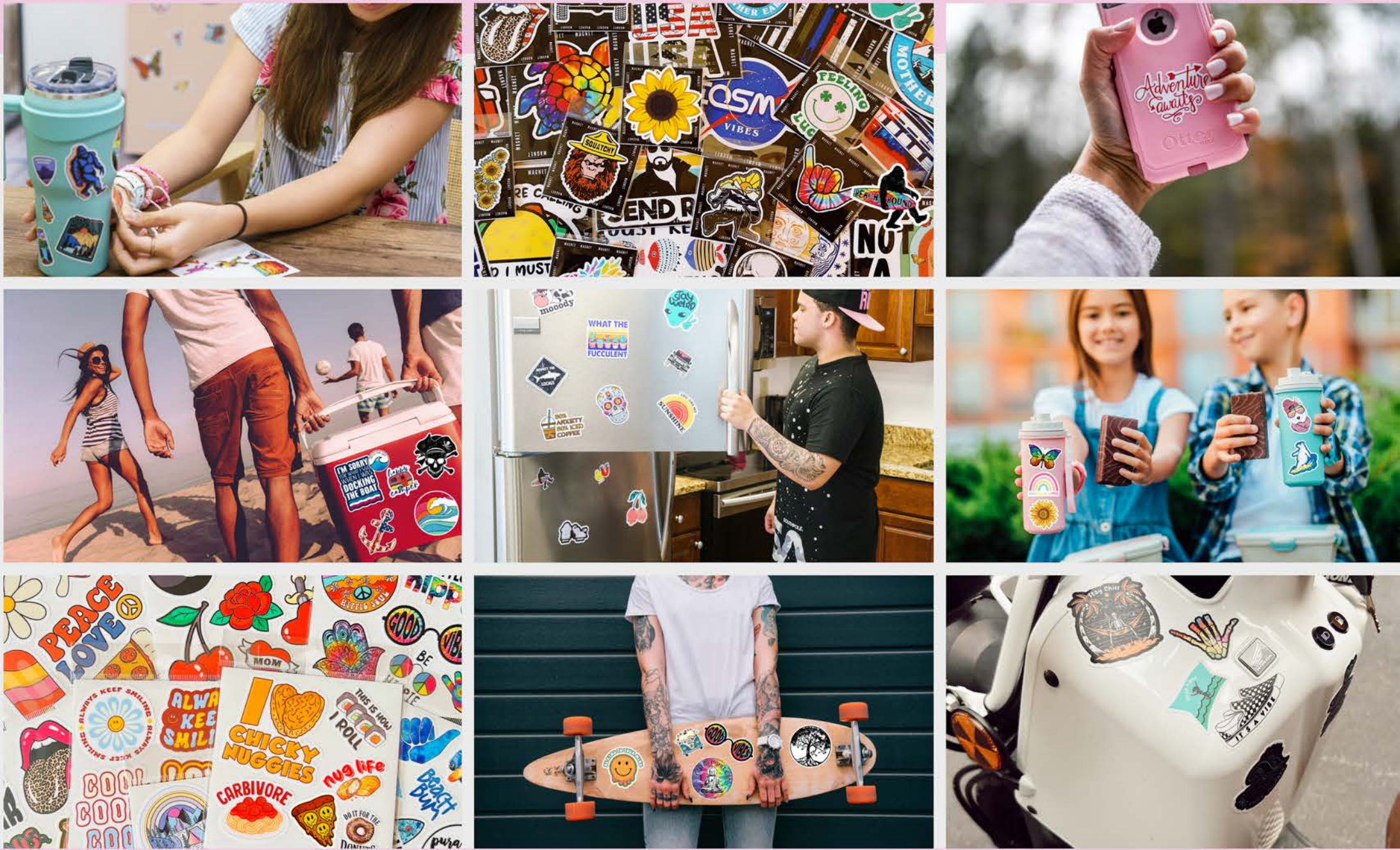
1. TDI's ship times and sell through speeds
3. The best coaster line in the business
7. The country where TDI proudly makes all of their product
10. What can you put on a car that can be taken on and off and repositioned anytime you like?
12. All of TDI's designs are creative and...
14. The back of all of the stickers are...

WE'LL LEAVE THIS HERE BUT DON'T CHEAT!





CAN YOU SPOT 5 DIFFERENCES?



1. In Image 2 there is an extra big foot | 2. In image 2 the sunflower magnet is different | 3. In image 4 there is a small seas the day sticker | 4. In image 5 there is a coffee magnet | 5. In image 7 there is a pizza sticker as part of the cabana collection



603.601.8569



INFO@STICKERCABANA.COM



WWW.STICKERCABANA.COM



603.658.7326



0 12345 67890 1