

# Great Grizzly Times

#17 April 2013



## North Central Industries

**Corporate Office**  
1500 E Washington St  
Muncie, IN 47305

**Production Facility**  
2627 S Walnut  
Muncie, IN 47302

Phone 765-284-7122  
800-800-2264

Fax 765-284-5788

**GreatGrizzly.com**



### *A Message From The President*

The July 4th sales season is now rapidly approaching. We are finalizing all our promo and marketing materials along with our new products and summer price list.

First thing to do is to visit our website at [www.greatgrizzly.com](http://www.greatgrizzly.com). Please note that Nicole Werner of NCI has finished our first complete digital catalog so you can get info on any item that we carry. Furthermore, you should visit our website to get the newest fireworks industry information along with any event that NCI might be hosting in the coming months.

I am sure you are anxious to get back in to the retail sales mode which generates the majority of yearly profits for all us. Our inventories and shipments are arriving better than they were at this same period last year. In part to the fact we have placed some orders as early as May/June, 2012 and partly for the simple fact that the U.S. market has widespread drought and issues last season that increased inventories and reduced demand from Asian suppliers. With memories of last season becoming fainter with each passing day it is now time to seize the opportunity that each new season offers. Between Memorial Day and Labor Day holiday the Independence Day holiday is looked forward too by everyone for its Pomp, Parade and of course, Fireworks.

As is true with every business we all have competition. We wish to remind our old friends and new customers that NCI is truly your "Supplier" not your "Competitor".

On May 18th I hope you all will join us for our fireworks demo night. We will have special priced cash-and-carry items as we did last year, a free catered dinner, entertainment and of course fireworks at sundown. For more information visit our website and to register please give us a call so we can save a seat for you.

We wish you all a great fireworks season and look forward to earning your business!

Yours In Fireworks,

***Richard B. Shields***

# HOW TO GAIN YOUR CUSTOMERS TRUST (& LOYALTY)

As a general rule, customers won't buy from you unless they trust you. Unfortunately, many companies (and the people who sell for them) make fundamental errors that create immediate distrust. Here are the four ways to avoid the errors and build a customer base that trusts your company:

## 1. Don't make unbelievable claims.

It's amazing how many companies claim to have "the highest quality and the lowest price." While that's theoretically possible (if your competitors are conspiring to keep prices artificially high) but in practice it's almost never the case. Even on those rare occasions when such a statement might actually be true, customers are naturally skeptical. And rightly so. The Internet tends to make pricing transparent and (surprise) most customers have an Internet connection.

**Fix:** Find what's unique about your product and communicate what that uniqueness means to the customer, preferably in financial terms. If you don't have the lowest price, show how the extra cost, if any, is more than worth it or advertise that you will match competitors prices on identical items.

## 2. Rely on facts not opinions.

You may wholeheartedly believe your company is better than all the others, but that's only your opinion. And as one boss pointed out to me a while back, everybody in the world has two things: a sphincter and an opinion. Customers are suspicious when they hear a string of self-serving compliments and claims that don't seem to be tied to verifiable facts. They rightly assume big talk conceals the truth.

**Fix:** Don't praise your own offerings. If you feel you must include a glowing opinion, get some existing, highly-satisfied customer to provide the praise for you--on the record. Warning: customers know that anonymous testimonials are pure BS.

## 3. Focus on the customer, not just closing the deal.

Customers sense it, and resent it, when your sole motivation is making a sale. Even if they wouldn't be in your store if they were looking to make a purchase, you must keep the customer's interests a priority. Don't get me wrong. Customers expect you to want to make a sale. However, they also expect you to put your needs aside and tell the truth when it's not in their interest to buy from you.

**Fix:** Think of every customer contact as a long-term investment rather than a short term opportunity. There's no better way to prove you're trustworthy--and build a relationship--than telling a customer that this isn't the right time to buy, as most of us found out with last years drought and burn ban.



**Have you heard of the fireworks documentary that is currently under production?** On March 1st 2013, Veverka Bros. successfully finished fundraising for the production of **Passfire**, a feature documentary about fireworks, the people who make them and the cultures behind them. It's more than a fireworks movie full of fireworks videos showing fireworks people - it's the story of how our collective passion for fireworks is passed around the world.

"Passfire" is a pyrotechnics term that means passing a flame from one part of a firework to another, but it's also a metaphor for passing the knowledge and love of fireworks from one generation to another. From Thai rice farmers who build giant pyrotechnic girandolas (helicopters) to rocket wars between churches in Greece, they will explore why people are so fascinated with fireworks.

Passfire actually started production in October 2012. So far they have filmed the huge fireworks factories of China and artisanal workshops in Japan that make the world's biggest aerial ball shells. China and Japan are just the tip of the iceberg: they will show stories from other countries that even experienced pyro professionals have never seen before.

Passfire is being planned for a global release, including theatrical, TV, digital, and DVD. In other words this film is going to be BIG. So keep an eye out for it and follow its progress on their webpage for the release date:

<http://www.veverkabros.com/Passfire.html>

## DOT Shipping Compliance

The key element on a hazmat shipping paper is the basic description. Effective January 2, 2013 your shipping documents must list the shipping description in this order exactly:

- 1 - Identification #
- 2 - Proper Shipping Name
- 3 - Hazard Class or Division
- 4 - Packing Group

**UN0336, Fireworks, 1.4G, PGII**





## BIGGER BADDER BETTER

3" Tube 9 Shot

Item # 1765

Pack 2-1

6 huge red, green, yellow and purple to silver sunflowers with a 3-Shot finale of red, yellow and purple to silver sunflowers.

It really is Bigger, Badder, Better !

## BOUND FOR GLORY 12 Shot

500 Gram Cake

Item # 1767

Pack 6-1

Georgous gold palms with multi color strobe, Huge brocade crown with assorted color stars, Fantastic crackling showers will fill the night sky!

All with silver tail in V- shape



## HOLY MOLY!

4" Tubes 5 Shot

Item # 1774

Pack 2-1

Unbelievable huge colorful waves with loud crackling pistils! Last shot ends with double changing peonies and full sky time rain chrysanthemum!

These HUGE bursts will leave you saying HOLY... COW!



**NEON TORCH**  
**Novelties Item**  
**Item # 1730**  
**Pack 48-1**



**PYRO SWORDS**  
**Novelties Item**  
**Item # 1074**  
**Pack 16-2**



**CONTINUUM 24 SHELLS**  
**Item # 1780**  
**Pack 4-24**

Continuum contains 24 different effects  
 4 launch tubes per kit!  
 Each shell is loaded with 60 grams of powder,  
 the maximum allowed by law!



**NEON SPARKLERS 20"**  
**Sparkler Item**  
**Item # 1024**  
**Pack 48-4**

Neon Sparklers are totally the sizzle!  
 Unique, colorful and extremely entertaining,  
 you'll light up any evening with these one-of-a-  
 kind sparklers, the fun just won't fizzle.  
 These aren't your old-fashioned sparklers!





**KNOW WHAT YOU'RE LIGHTING**

**InfoFuse** provides an enticing visual display of the fireworks' effects *instantly* with a user friendly scan-and-see system.

**InfoFuse** is the first product to use UPC codes for instant in-store presentation and the best part is...  
No Internet connections is needed!

**InfoFuse** comes in three distinct packages as shown in the chart below.

**InfoFuse** loves fireworks as much as you & your customers!



**Peek-a-Boom™  
Kiosk**



**Peek-a-Boom  
Spectator™  
with handheld  
scanner**

Features	Peek-A-Boom™ Spectator	Peek-A-Boom™ Spectator +	Peek-A-Boom™ Kiosk
Internet-free Access to Content			
Online Content Updates			
Fireworks Browser			
Loop Display Mode			
Instantly Play Videos using Manufacturer UPC			
User Reviews	Coming Soon	Coming Soon	Coming Soon
Audio/Video Support	HDMI & VGA output, 2.1 Digital Sound for customer provided audio/video	HDMI & VGA output, 2.1 Digital Sound for customer provided audio/video	Built-in 15" Touch Screen, Built-in speakers
Barcode Scanner	2D Hand-held	2D Omnidirectional Hand-held/counter top	Built-in 2D Omnidirectional
Kiosk Monitoring*			
Scan Reporting & Export Logs to Excel*			
Warranty	1 year	1 year	3 years
License	1 year	3 years	1 year
*Optional-special terms & conditions apply- please inquire			



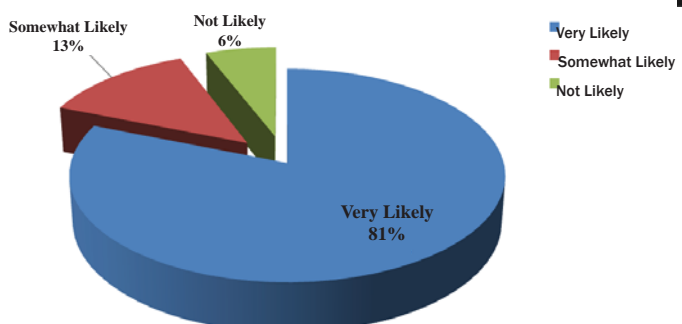


Do your customers want to  
*know what they're lighting?*

Do you want a  
*competitive advantage?*

Do you want to be a leader in  
*service & innovation?*

If you answered YES  
then you Need *InfoFuse!*



% of CUSTOMERS LIKELY TO  
CHOOSE FIREWORKS RETAILER  
WITH A KIOSK VS. WITHOUT A KIOSK

*Immerse your customers  
in sight & sound*



*Makes shopping for fireworks  
exciting and interactive*



*Happy customers are **Loyal** customers*



*Improved customer experience means  
increased sales & less hand-holding*



*Track the **interests** in your area*

For more information contact :  
Rick Feiner (Sr.)  
rfeiner2@infofusesolutions.com  
#573-270-7361  
[www.infofusesolutions.com](http://www.infofusesolutions.com)

## GEORGIA - 1 STEP CLOSER

The Georgia night sky could come to life if a piece of legislation becomes state law. Currently, nothing with more pop than a sparkler can be sold in this state. An expansion would allow the sale of more high-powered fireworks, such as rockets, firecrackers and Roman candles.

The Senate Resolution 378, if approved, would allow revenue from the sale of consumer fireworks to be used to help fund trauma care and firefighter services in Georgia. The resolution would require a statewide voter referendum in November 2013.

One prominent sponsor of the bill, Sen. Jeff Mullis, said there's a practical reason for such a law. "We lose millions of dollars of revenue because people go out of state to buy fireworks."

Mullis, a former firefighter, said that his primary concern is Georgia is "failing to capitalize on a form of commerce that could add millions of dollars to our state's bottom line, as well as jobs which would be created as a result of new industry."

Sales could begin and tax collected just in time for Independence Day 2014 for any jurisdiction that approves the measure.

<http://www.politifact.com/georgia/statements/2013/mar/22/jeff-mullis>

## FIREWORKS TRIVIA

\*Historians believe that black powder (gunpowder), the explosive ingredient in fireworks, was invented in China about A.D. 1000.

\*The Italians were the first Europeans to develop fireworks into an art form.

\*During the Renaissance, when fireworks as we know them were invented, those who set off fireworks lit their creations with tissue paper rolled around a trail of gunpowder.

\*Thirty years ago a typical firework display lasted an hour, while today's shows rarely last more than 20 minutes.

\*Japan has perfected the daytime fireworks display, in which smoke effects predominate over light effects.

## Cell Phone Ban

Remind your drivers that **hand-held cell phones** are **prohibited in commercial motor vehicles**.

Penalties can be expensive!

\$2,700+ for drivers and up to \$11,000 for employers for failure to require drivers to comply with the ban.

**Check state laws :**

[www.ghsa.org/html/stateinfo/laws/cellphone\\_laws.html](http://www.ghsa.org/html/stateinfo/laws/cellphone_laws.html)



## NCI's CRAFT CORNER

Fireworks in a Jar is a great and safe experiment to try with kids and introduce them to the concept of fireworks. Best of all, these Sfireworks can be enjoyed within the safety, comfort & warmth of your own home year round!

### You will need:

- 1) **A clear container** - the taller the better.
- 2) **Water** - fill the container up about 2/3rds of the way
- 3) **Oil** - it doesnt have to be extremely thick, just about 1/2 inch to an inch of oil poured on the top of the water in the container
- 4) **Liquid food coloring** - put tiny drops on top of the oil

The food coloring is water soluble, so it will not dissolve in the oil. Instead it will make its way through the oil into the water where it dissipates, coloring the water. I really like the drops of food coloring suspended in the oil.

The firework part comes in when it enters the water. The food coloring enters as a drop and then balloons out forming a shape similar to a fireworks burst.

Just keep adding colors until the water is completely colored. This is where the taller container comes in; the taller the column of water the longer it takes to color! Then rinse and repeat!

## Visit us online!

[www.greatgrizzly.com](http://www.greatgrizzly.com)

Check out our recently redesigned website at [www.greatgrizzly.com](http://www.greatgrizzly.com) and leave comments on your favorite item! When you leave 5 or more item comments on our website and you will receive a special **FREE** gift!

Don't forget to find North Central online:

<https://www.facebook.com/ncigreatgrizzly>

[https://twitter.com/North\\_Central](https://twitter.com/North_Central)

<http://www.youtube.com/user/northcentralfirework>



## INSURANCE

Don't take a risk and get left out in the cold!

### **PRODUCT**

Product policies are to cover your product, just as the name implies. Product insurance will cover some misuse claims or malfunctions that product items may have.

### **PREMISE**

Premise policies will cover a trip & fall type of claim that could happen at your establishment.

Make sure your business is protected!

### ROLL CALL! The NCI Staff:

Richard B Shields - President / Owner - 37th Season!

Lori Crespo - Editor/Drop Ships/AR - 9th Season!

Nicole Werner - Marketing Manager - 9th Season!

Kurt Cowgill - Product Specialist - 6th Season!

Charlie Phipps - Warehouse Manager - 28th Season!

Sean Alexander - Warehouse Asst. Mgr - 16th Season!

Jack Miller - Production Manager - 26th Season!

**HELLO**  
my name is

## *INDUSTRY EVENTS*

### Indiana Firework Distributors Association

The IFDA works to support your industry,  
**become a member today!**

Contact Executive Director Steve Graves  
(800) 535-7477.

### International Symposium on Fireworks Society

14th International Symposium  
on Fireworks will be held  
October 2013 in Changsha, China,  
[www.isfireworks.com](http://www.isfireworks.com)

### National Firework Association Trade Exposition

September 4 -7th 2013 in Sioux Falls, SD  
For information on NFA's Expo:  
[www.nationalfireworks.org](http://www.nationalfireworks.org)

### Pyrotechnics Guild International (PGI)

2013 Convention "Boom & a Blast"  
August 10th - 16th at Coopers Lake  
Campground in Slippery Rock, PA  
[www.pgi.org](http://www.pgi.org)

### American Pyrotechnics Association (APA)

#### **APA Convention**

September 17-20th, 2013 in Scottsdale, AZ

#### **APA Educational Conference**

Feb. 2014 in Las Vegas, Nevada

**For more info call (301)907-8181 or**

[www.americanpyro.com](http://www.americanpyro.com)