



Art Business Innovation Awards 2011

The International Art Materials Trade Association (NAMTA)

Phoenix, AZ, April 14, 2011

2nd Annual Awards Presented by

India Hart Wood, President, Hart Business Research

John Bolton, Senior Vice President, Interweave (*American Artist*)

Awards sponsored by NAMTA, *American Artist*, and Hart Business Research





Art Business Innovation Awards

Retail winner prizes

- \$1,000 CASH from *American Artist*
- One-year's inventory of *American Artist* magazines and books

Supplier winner prize

- One-year complete advertising package from *American Artist* magazine (value \$7,500)





Art Business Innovation Awards

- Goal: Encourage innovation and disseminate great ideas
- Four judges
 - NAMTA president
 - NAMTA immediate past president
 - Hart Business Research president
 - Publisher of *American Artist*
- Criteria: Each judge awarded 1-30 points per application
 - Business impact
 - Innovativeness
 - Usefulness as example for others
- Highest total scores won. AND the first winner is....



Art Business Innovation Awards



BINDERS
ART SUPPLIES AND FRAMES

CASH BACK

BINDERS
ART SUPPLIES AND FRAMES
GIFTING PROGRAM

April 14, 2011





Art Business Innovation Awards

Retail winner: Binders Art Supplies, GA

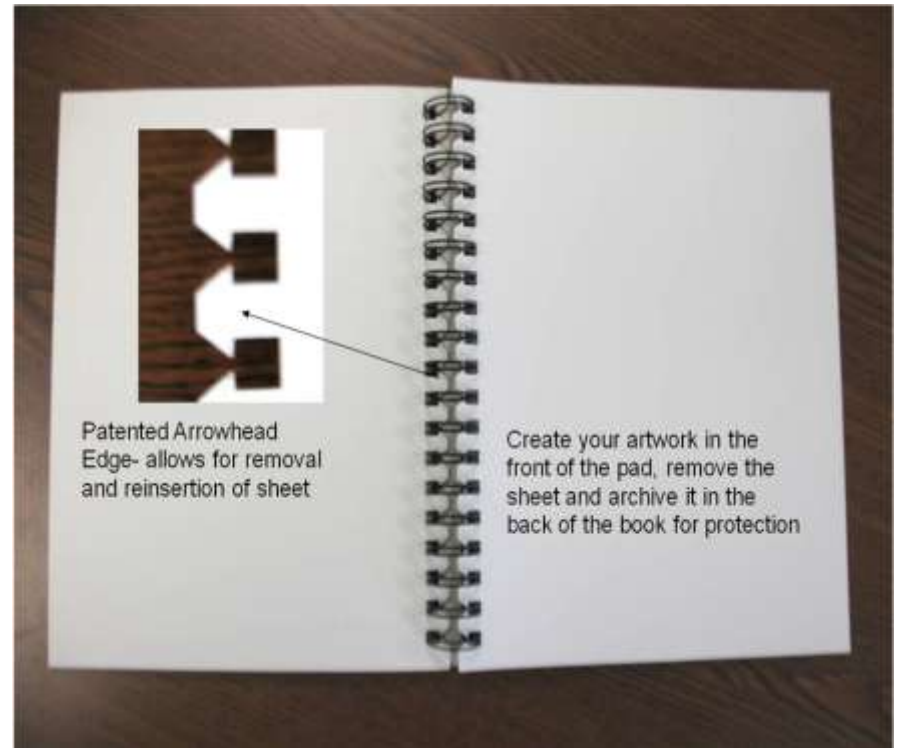
- Team: Howard Krinsky, Stuart Shapiro, Cindy Klein
- Innovation: Binders Give Back group loyalty program

Build sales growth through schools and groups

1. Ask each customer at checkout “What school or group are you with?”
 2. Track sales by group.
 3. Give back a fixed percentage of each group’s sales.
 4. Award the check or credit at a special festive event.
- Impact on business: increased group purchases by 15%-20%



Art Business Innovation Awards





Art Business Innovation Awards

Supplier runner-up: Canson, Inc.

- Team: Jon Martensson and Jim Larrow
- Innovation: Canson Wire Bound Repositionable Paper Pads

Brand new product innovation to revolutionize the wire bound pad market

1. Reviewed market research and collected consumer feedback.
 2. Developed and patented an arrowhead edge that allows pages to be removed and reinserted.
 3. Included micro-perforation for a clean final edge to artwork.
- Impact on business: Just launched at NAMTA 2011!



Art Business Innovation Awards



April 14, 2011





Art Business Innovation Awards

Supplier runner-up: American Custom Canvas

- Team: Jim Gillespie, Kirk Gillespie, Dale Fahnstrom, David Van den Branden
- Innovation: Canvas Jack

Innovative new tensioning device for artist canvas

1. Examined strengths and weaknesses of existing products and technologies.
 2. Developed, tested, and refined prototypes to easily tighten a stretched canvas by hand using a wing nut at each corner.
 3. Registered trademark and completed patent application.
 4. Finalized component production methods, completed test marketing.
- Impact on business: Opening new markets and product opportunities



Art Business Innovation Awards

The screenshot shows the Strathmore ONLINE WORKSHOPS website. At the top right, it says "Jeanette G Sign Out Search Strat". The main header features the Strathmore logo and "ONLINE WORKSHOPS" in large, colorful letters. Below the header is a navigation menu with links for Home, Workshops, Photos, Blogs, Instructors, FAQ, Policies, and My Page. The main content area is divided into three columns. The left column, titled "Students", displays a grid of student profile pictures, some of which are blue silhouettes, and a "View All" link. The middle column, titled "Welcome to our Virtual Classroom!", features a large image of a hand drawing in a spiral notebook, with the text "Visual Journal ONLINE WORKSHOP SERIES" overlaid. Below the image is a caption: "Journal page from instructor Roz Stendahl". The right column, titled "Jeanette G", shows user profile information including "Sign Out", "Inbox", "Friends", "Settings", and a "Quick Add..." dropdown menu. Below this is a "Learn More About Strathmore" section with links for "Strathmore Artist Papers", "Artist Newsletter", "Contact Strathmore", and "Facebook". At the bottom right of the page, there is a "Strathmore Artist Papers" logo with a "Like" button and the number "2,292".



Art Business Innovation Awards

Supplier winner: Strathmore Artist Papers

- Team: Strathmore Artist Papers leadership, marketing, customer service; instructors Pam Carriker, Linda Blinn, Roz Stendahl; Stevens 470 creative
- Innovation: Beyond Products to Experiences
 - Strathmore Visual Journal Online Workshop Series**
 1. Used consumer research and trends to guide development of online promotions: Focus on consumer desire to buy experiences and develop skills.
 2. Selected existing online classroom provider, designed the social experience, collaborated with already-online art instructors.
 3. Promoted program using magazine ads, tear-off flyer on Visual Journals; Strathmore Web site, Facebook, blog, e-newsletter; retailer marketing
- Impact on business: 5,900 online art students, highest-selling product launch in four years, attracted new artists to Strathmore



Art Business Innovation Awards

Win your own award in
2012!

- Valuable prizes
- Award plaque
- Great PR from the 2012 awards presentation
- Featured online as a winner
- Bragging rights to add to your Web site, products, or store

