

For Immediate Release  
February 2010  
Subject: New Stocking Dealer Program  
**PRESS RELEASE**



*Going into all the world... through Art!*

Contact: Tapestry Talent Management • Talent@tapprod.com • 877.827.7763 ext. 305

***Announcing a new Stocking Dealer Program for all Retail Accounts***

**Temecula, CA** – Tapestry Productions is pleased to announce a new Stocking Dealer sales and discount program for its retail/wholesale accounts. This new programs streamlines discounts, clarifies expectations and, most importantly, creates a partnership between Tapestry and its accounts.

Tapestry Productions President, Grant DiCianni said “In the past, we really relied on the stores to drive the relationship. That was a mistake. Today’s stores are overwhelmed trying to manage many lines with vastly differing quality, discounts and incentives”. He went on to say “Our goal here is to hold out an opportunity for partnership. We have a shared purpose; we want the same thing as our accounts - For the Gospel of Jesus Christ to be proclaimed and for the product to sell through. What we’ve found is the stores that partner with us by bringing in a good representation of our line are the stores that are calling us with incredible stories of ministry and powerful reports of how God used the prints to touch lives. Those are the stores that are seeing turns of the product line every 30-90 days. When you’re selling through thousands of dollars of art every month, that makes a huge increase in the bottom line.”

This new Stocking Dealer Program will have two levels and will resource the accounts with increased incentives and discounts. To officially announce this to the stores, a personal letter from Tapestry’s President has been sent out to each of our retail/wholesale accounts. Each account will also receive a personal call from Mr. DiCianni asking them to partner with Tapestry as a Stocking Dealer.

Mr. DiCianni went on to say: “We’re trying to be the best stewards of what God has given us, and part of that means holding out a strong hand of partnership to the stores. In a day and age when most vendors are disengaging, we want to be there with the stores, on the front lines, proclaiming Christ in every sku. The truth is that we have partner stores who, in their worst months, are selling more than our average non-partner store sells all year. That just proves how effective the partnership model is.”

Tapestry’s Stocking Dealer program will, effective immediately, replace all previous discount levels for the marketplace. Please contact Tapestry Corporate Sales directly at 877.827.7763 menu option 2.



*Only the Cross   Simeon’s Moment   Spiritual Warfare   Under His Wings   In the Wilderness*

Paintings above by Ron DiCianni © 2010. All Rights Reserved.

**Tapestry Productions is the only authorized art publisher of Ron DiCianni’s work**

**About Tapestry:**

Tapestry Productions is the nation’s only dedicated Christian Fine Art Publisher. Representing the top tier of Christian Artists including Ron DiCianni, Chris Hopkins and Michael Dudash; Tapestry’s mission is to *Go into all the world... through Art*. In execution that means products that strongly proclaim Christ and are of excellent craftsmanship, most crafted by hand here in the USA.

To find out more please visit us on the web at: [www.TapestryProductions.com](http://www.TapestryProductions.com)