



Squire Boone Village

**Wholesale Supplier
and Manufacturer**

A photograph of a woman and a young girl in an aquarium. The woman, seen from the side, has her hand on the girl's shoulder. The girl, wearing a yellow dress, is pointing her finger at a large shark swimming in a massive blue tank. Other sharks and fish are visible in the background. The scene is lit with a deep blue light, creating an underwater atmosphere.

AQUARIUM ATTRACTION LOOKBOOK

**SHOP OUR COMPLETE WHOLESALE CATALOGS AT:
SQUIREBOONE.COM**

AQUARIUM GIFT SHOP BEST-SELLERS

WICKSTONE™ COASTERS

WHY SELL SQUIRE BOONE VILLAGE WICKSTONE™ COASTERS

- Made of natural sandstone that wicks moisture and condensation from the outside of drinking glasses.
- Custom screen printed in our own in-house print shop in vivid, full process color using your supplied photos, illustrations, and logo.
- Up to 12 designs for one low MOQ of \$300 and a low one-time design and set-up fee of \$50.
- Handmade poplar wood display, made in our wood shop, beautifully merchandises 72 coasters.



THE SOUVENIR CENTER

WHY SELL SQUIRE BOONE VILLAGE SOUVENIR CENTER

- The Souvenir Center holds all of our innovative and best-selling souvenirs: Bumper Stickers, Weatherproof Stickers, Magnets, Postcards, Key Rings, Puzzles, Posters, Playing Cards, Temporary Tattoos and Shot Glasses.
- We use photos that you provide of your aquarium and animals to create custom souvenirs specifically for your location!
- Custom Souvenirs sell better than stock or standard souvenirs.
- No set up or plate fees after your first order!
- The Souvenir Center includes Free Product Offset that pays you back for the display when sold at retail!
- Create multiple versions within our low minimums to feature your guests' favorite animals!



**We use
your photos
to create
Custom
Souvenirs!**

CUSTOM SOUVENIR CENTER OPTIONS



Custom Temporary Tattoos
Pack: 11" x 4 1/4" Singles: 2" x 2"
Generates free advertising
when posted on social media!



SooStix™ & Bumper SooStix™
Weatherproof, fade resistant



Custom Printed Souvenir Shot Glasses & Candles
Sell your Shot Glasses empty or filled with
neon colored candles with electric fragrances!



SOOBUBS®
Magnets, Keys Rings, and Jewelry
made with heavy glass bubbles



Picture Postcards
5 3/4" x 4 1/4"
Available with Vintage Scalloped
Edge or Smooth Edge



Mini Posters
8 1/2" x 13"
Collectible works of art provide
guests with a memento of their visit!



WICKSTONE™ COASTERS
 Custom printed natural sandstone coasters wick condensation to keep surfaces dry in style!

Playing Cards
 Go Fish!: Fun animal facts on each card!
 Custom Imprinted with your logo



Jigsaw Puzzle
 Comes packed in a Custom Printed box



Puzzle Decks
 Your image is printed on the back of a deck of cards to create a puzzle!
 It's two games in one!



Get Your Cray On!® Puzzle
 Zoo and Aquarium stock scenes printed with your logo incorporated on the puzzle.
 Comes with a pack of crayons!



Restickers®
 Stick over and over again!

AQUARIUM GIFT SHOP BEST-SELLERS

HITCHERS® ON TWISTER POPS

WHY SELL SQUIRE BOONE VILLAGE HITCHERS® WITH TWISTER POPS

- Over 60 high-quality plush animals kids love!
- Hook-and-loop fasteners on the arms and legs allow Hitchers® to be wrapped around anything, like bike handles or backpack straps after the candy is all gone.
- Posable tails and necks give Hitchers® additional play value.



Ocean Animals Collection



Holds on with hook & loop arms and legs!

Long tail can be shaped for hanging and holding on!

Posable necks & tails to put in any position!

Hitchers® with Twister Pops provide a two-in-one treat... Candy and a toy, doubling the value!

ROCK CRYSTAL CANDY

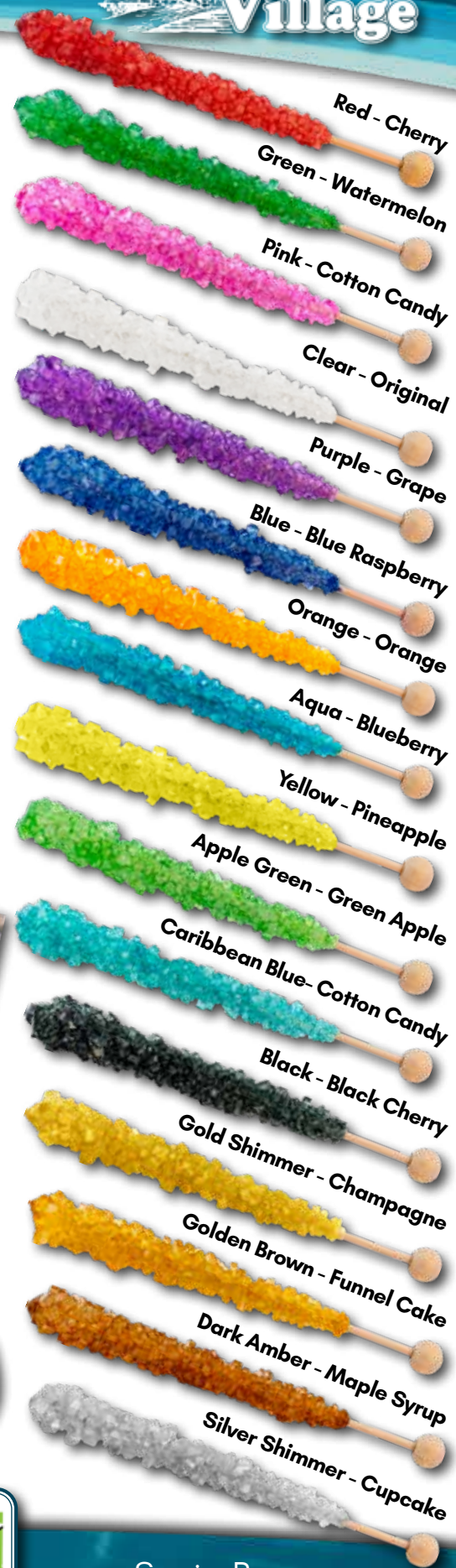
WHY SELL SQUIRE BOONE VILLAGE ROCK CRYSTAL CANDY

- A nostalgic, Americana favorite, Rock Crystal Candy is the best-selling, most profitable candy in Aquariums!
- 16 delicious flavors! Colors that sparkle and grab customers' attention!
- Rock Crystal Candy doesn't melt on a hot day.
- Made with 100% pure cane sugar grown by American farmers on American farms.
- Safe Quality Food Certified.
- GMO free and Biodegradable.
- Easy triple mark-up.



Neatly organized wrapped
Rock Crystal Candy
for sale in the back!

Vibrant & sparkling unwrapped
Rock Crystal Candy
in the false front!



Rock Crystal
Candy Animal Legs
are perfect to snap
apart and share with
a friend!



“The taste
of childhood
right here.”

-Nichol

“This is by far
the best rock
candy we've ever
purchased.”

-Steve

“Amazing
flavor that
lasts the
entire stick.”

-Bree

“Love this
product. These
people really love
what they do.”

-Rachel



AQUARIUM GIFT SHOP BEST-SELLERS

LOLLIPOPS

WHY SELL SQUIRE BOONE VILLAGE LOLLIPOPS, LOLLISTICKS®, AND RESTICKERS®

- Our proprietary Lollipop products will set you apart and deliver consistent sales!
- Resticker® Lollipops are customized with photos of your aquarium's animals! Collectible Restickers® stick over and over again, and are shrink-banded to the lollipop, ensuring they can't be removed until after purchase.
- All flavors are made in the USA.
- Squire Boone Village Lollipop Displays are designed to showcase our Lollipops' vibrant, whimsical, and irresistible colors and shapes!



Lollisticks® are a long-time favorite across all retail. With 12 delicious flavors, there's a stick for every customer!

Teeny Lollipops can't be found anywhere else, and provide great impulse sales.



Free Logo Imprint with a one-time \$30 setup fee makes reorders a breeze!

TWISTER POP LOLLISTRAWS®

WHY SELL SQUIRE BOONE VILLAGE TWISTER POP LOLLISTRAWS® AT YOUR CONCESSION STAND

- Create a premium milkshake with Twister Pop Lollistraws®!
- No plastic - High-quality, eco-friendly paper straw with a Twister Pop top.
- Heavy paper core straw won't get soggy.
- Twister Pops add delicious Rainbow Cherry flavor to sodas, milkshakes, slushies, and ice cream floats!



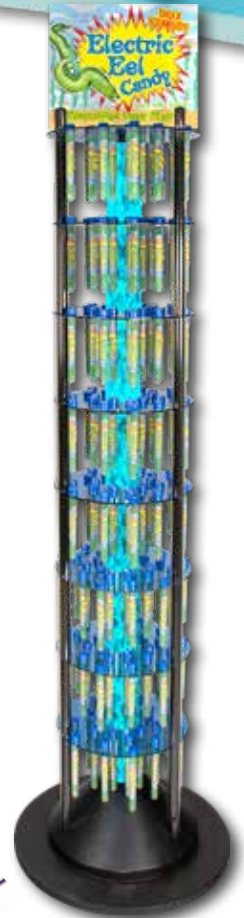
Twister Pop Lollistraws® are available in bulk singles or 5 ct. Party Packs!

FORMULA SOUR® & BUBBLE ACTION DISPLAYS

- Our Formula Sour® Liquid Candy is sure to make everyone show off their sour face and laugh with their friends.
- Squire Boone Village's famous Formula Sour® Bubble Action Floor Display, with edge-glow shelves, bright LED lights, and eye-catching bubbles makes Formula Sour® hard to resist.
- One of our top selling candies for more than 20 years!



**POPPING CANDY
THAT ELECTRIFIES!
YOUR MOUTH!**



SLOBBER JAWBBERS®

- Slobber Jawbbers® are giant, colorful jawbreakers on a stick that are a huge 1.75" diameter, and Monster Slobber Jawbbers® are a whopping 2.25" diameter! Each Slobber Jawbber® changes 12 times through these flavors as you lick your way to the candy center:
 - » Strawberry
 - » Green Apple
 - » Orange
 - » Banana
 - » Blueberry
 - » Watermelon
 - » Grape



Custom printed flag labels and display sign are free using your logo and the jawbreaker name that you choose. LOW MOQ!



AQUARIUM GIFT SHOP BEST-SELLERS

MARINE BIOLOGIST HELMETS

- Walking along the beach at low tide before dawn looking for shells with a Marine Biologist Helmet can be relaxing as well as rewarding. An hour before to an hour after low tide, especially when there is a new or a full moon, is the very best time to find the most beautiful shells. Get out early before others beat you to the best shells.
- Marine Biologist Helmets light up your space on the beach at night while listening and watching the waves roll in or while relaxing and visiting with friends.
- Dependable and trouble free on/off toggle switch.



Mix or match
Helmet &
Lantern colors!

MARINE BIOLOGIST LANTERNS

- Crabbing at night is the best because crabs are nocturnal and are drawn to light. For catch n' cook crabs on the beach at night, be sure to have your beach lanterns and helmets at the ready.
- Ship lanterns served a very important role in maritime history. Before the time of electricity lanterns provided light for sailors out to sea at night so they could see the sails and rigging as they worked. Sailors installed lanterns on the bows of their ships to light the way ahead and to prevent a collision with another ship. Lanterns were used to provide light in ship compartments, holds, and to see a compass for navigation.



Bright LED bulbs that illuminate from a candle-light glow up to a super bright light!



MARINE BIOLOGIST HELMETS & LANTERNS DISPLAY

- Kids can mix or match Helmet and Lantern colors when they are displayed together on the Marine Biologist Helmet and Lantern Combination Floor Display.
- Marine Biologist Helmets and Lanterns provide hours of fun that will create memories for your visitors that will last a lifetime.

SQUIRE BOONE VILLAGE HELMETS & LANTERNS:

- Eye-catching, attention getting colors!
- Free custom imprint with the name of your aquarium creates a connection with your customers! May combine Helmets and Lanterns for imprint minimum.
- AAA batteries installation optional.
- Made of impact resistant plastic that doesn't crack when dropped on the floor.
- Bright LED Bulbs.
- CPSIA, ASTM and Prop 65 tested and approved
 - » Safe for ages 3+
 - » All colors and components pass heavy metals and phthalates testing
 - » Safety screw holds the battery compartment lid closed
 - » No sharp edges or holes
 - » No exposed circuitry
 - » No glass

MARINE BIOLOGIST HELMETS & LANTERNS



Free Product Offset
included with every display!

AQUARIUM GIFT SHOP BEST-SELLERS

ADD A NEW ACTIVITY WITH A GEM MINING SLUICE

- **FREE** \$3,500 Gem Mining Sluice for your aquarium with your agreement to purchase \$3,000 per year of any Squire Boone Village merchandise for resale including Economy and High-grade Mine Rough, Collector Rocks, Candy, Gemstone Jewelry, Souvenirs, Toys and Carved Wood.
- Kids love to mine for gems! It doesn't matter if they've mined for gems one time or ten, you'll feel their excitement when you bring a Gem-Mining Sluice to your aquarium! Kids will line up to discover fossils, amethyst, and fool's gold with this unique hands-on educational activity.



Get a **FREE** Gem Mining Sluice to create a new activity at your location!

MINE ROUGH

Regular & Hi-Grade
Mine Rough in
Custom Printed
Drawstring Bags



Economy Mine rough with
Custom Printed Label

MINE ROUGH BUCKETS

WHY SELL SQUIRE BOONE VILLAGE MINE ROUGH BUCKETS

- Mine Rough Buckets filled with big chunks of gems, crystals, and fossils elevate your gem mining sluice experience in-store.
- Kids will have a handy bucket to carry their treasures home.
- A custom printed label comes free on each bucket and gives kids a souvenir of their sluicing adventure.
- Translucent plastic allows customers a sneak peek of the pieces inside!



Add a sluicing screen to make a fun gift for gem mining at home.



AQUARIUM GIFT SHOP BEST-SELLERS

GEM MINING ADD-ONS FOR YOUR GIFT SHOP

- Create a Rock Shop around your Gem-Mining Sluice with an extensive line of gem mining accessories to increase spending, including Custom Printed Bags, Buckets, and Miner Helmets.
- Add Gemstone Super Mix By-the-Bagful, Collector Rocks, Crack Open Geodes...anything from our extensive Earth Science catalog that creates an interactive and profitable Rock Shop within your waterpark store.



Selling Tip!
Sell Gem Mining Kits on your website to bring in extra revenue.



GEMSTONE SUPER MIX BY-THE-BAGFUL

WHY SELL SQUIRE BOONE VILLAGE BY-THE-BAGFUL

- The Gemstone Super Mix Ore Cart Display with flickering lanterns will become a focal point in your gift shop. The Ore Cart draws attention and drives sales of our colorful, high-quality Gemstone Super-Mix. Compartments neatly hold imprinted drawstring bags and information booklets so kids can read about the stones they choose.
- 100% Real Gemstones in bright colors that fascinate kids as they search for the perfect stones to fill their bag.
- Fast-selling and high-profit.
- Imprinted Drawstring Bags build your brand by creating a souvenir of your guest's visit to the Aquarium.



By-the-Bagful makes retail easier....customers fill up a bag, you charge one price and you're done!
The customer gets to hand select their stones and you don't have to weigh, measure or count!

AQUARIUM GIFT SHOP BEST-SELLERS

GLOW STONES® BY-THE-BAGFUL

WHY SQUIRE BOONE VILLAGE GLOW STONES®

- Kids love stuff that glows in the dark! Create a glowing trail to a secret treasure, decorate your room, or illuminate night time play!
- Glow Stones® are phosphorescent, meaning they glow in the dark after being exposed to light.
- Glow Stones® will glow in the dark for hours after being exposed to light for just 15 minutes.
- Squire Boone Village's Glow Stones® have been tested and certified by an independent laboratory and pass regulations by the U.S. Consumer Product Safety Improvement Act (CPSIA) and California's Prop 65.
- Glow Stones® are safe for kids!
 - » Non-toxic
 - » Non-radioactive



A Viewing Tube allows kids to see the stones glow before they buy and is included with every display deal!

Glow Stones®

232 Pieces per Pound!



Glow Stones® glow in the dark after being exposed to light!

MAGNET STONES® BY-THE-BAGFUL

WHY SELL SQUIRE BOONE VILLAGE BY-THE-BAGFUL

- Magnet Stones® attract more than just each other - it's nearly impossible to walk past without buying!
- Our powerful Magnet Stones® are made of iron ore shaped into stones that provide kids with hours of fun. Throw Magnet Stones® in the air close to each other to make noise or use them to perform magic tricks. See how close Magnet Stones® can get without slamming together or arrange them into an infinite number of patterns.
- Available in 8 shapes and colors.
- All displays include compartments to hold imprinted drawstring bags and information cards explaining how Magnet Stones® work.



AQUARIUM GIFT SHOP BEST-SELLERS

COLLECTOR ROCKS

WHY SELL SQUIRE BOONE VILLAGE COLLECTOR ROCKS

- Every kid has a rock collection, and we bet you still remember yours! Kids love to add to their rock collection when they visit new places!
- We supply rocks that fit any collection, from novice to experienced collector.
- No weighing, grading or individual pricing. Each different Collector Rock is hand selected by our experts to have the same perceived value, can be displayed in the same bin, and sold at the same price.
- Collector Rocks can be sold in a variety of ways to suit any retail environment:
 - » Individually for collectors
 - » Gallery-style Floating Frame
 - » Hand-carved poplar Tripod Stands
 - » Crate Boxes and Treasure Chests
- More than 300 Collector Rocks in our catalog, carefully selected from mines in over 10 different countries! Increase repeat business with a rotating assortment.



Each Collector Rock includes an Information Card about each specific rock: the origin, composition and interesting facts.



Agate Slice



Citrine Crystal



Trilobite Fossil



Amethyst Druse



Iron Pyrite



Bismuth

**GEMSTONES • MINERALS • CRYSTALS • FOSSILS
CUT • POLISHED • DRUSE • SLABS • CARVINGS**

COLLECTOR ROCK BOXES

WHY SELL SQUIRE BOONE VILLAGE COLLECTOR ROCK BOXES

- Over 40 collector quality gemstones, crystals, minerals and fossils in a collectible box with your full color logo.
- Packed in assorted flats, order a best sellers or choose your own.

Your full color logo here!



Barcodes on the bottom.



Geological information about each stone printed on the back of every box.



AQUARIUM GIFT SHOP BEST-SELLERS

CRACK OPEN GEODES

WHY SELL SQUIRE BOONE VILLAGE CRACK OPEN GEODES

- Create a fun activity with Crack Open Geodes! Guests choose their own geode and crack it open using a hammer and chisel to reveal gorgeous crystals that have never yet been seen before.
- Our Crack Open Geode Display holds four different sizes of geodes and information cards that explain how geodes are formed. Add our Geode Cracking Stump, Hammer, Chisel, and Safety Shield to create a cracking station.
- Just as fun as they are educational, Crack Open Geodes are an excellent activity for the whole family!



Crack Open Geodes include informational Geode Fossil Cystoid Fact Cards!



HAND CARVED WOOD

WHY SELL SQUIRE BOONE VILLAGE HAND CARVED WOOD

- Evoking the traditional carvings of indigenous peoples, inspired by the animals they encounter in their day to day lives, Hand Carved Wood continues to be a best seller year after year at aquariums across the country.
- Hand Carved Wood favorites include:
 - » Hiking Sticks
 - » Walking Sticks & Canes
 - » Book Marks
 - » Pencil Toppers
 - » Back Scratchers
 - » Ink Pens



AQUARIUM GIFT SHOP BEST-SELLERS

GEMSTONE NECKLACES

WHY SELL SQUIRE BOONE VILLAGE GEMSTONE NECKLACES & WINDSWEPT TREE

- Our exclusive display design was inspired by windswept trees in the tundra, and create a stunning presentation for our genuine Gemstone Necklaces. The first display of its kind, the Windswept Tree is one of the most popular displays across all of our catalogs.
- Real Gemstones are cut and polished by lapidary artists.
- Electroplated with 100% pure Gold or Silver.
- Pre-priced and barcoded at your specified markup. Hang on the tree and start selling!



We'll pre-print your retail price, just tell us your markup. Flag labels come attached to each necklace!



Chalcedony
Cabochon



Agate Slice
w/ Gold Dip
& Edge



Amethyst
Druse



Crystal Point
Gold



Amethyst
Bear Claw

DESIGN YOUR OWN GEMSTONE PENDANT NECKLACE

WHY SELL SQUIRE BOONE VILLAGE DESIGN YOUR OWN GEMSTONE PENDANT NECKLACE

- Kids love to choose a pendant and neck cord to create their own custom necklace.
- Choose from over 120 Pendants to fill your display.
- Choose either Clasp or Tie Necklaces
- Rough, Tumbled & Carved Gemstones and Fossils
- Each pendant is the same price, making retail pricing a breeze!
- Easy 3X mark-up!



AQUARIUM GIFT SHOP BEST-SELLERS

WILD ANIMAL POTTERY CHARMS

WHY SQUIRE BOONE VILLAGE WILD ANIMAL POTTERY CHARMS

- Wild Animal Pottery Charms are sculpted, fired, and painted by hand in the high elevations of the Andes Mountains, exclusively for Squire Boone Village.
- Our best-selling Design Your Own Necklace display allows kids to choose their favorite animal and a colorful cord to create their own necklace!
- Each pottery charm and neck cord is the same price, making retail pricing simple with an easy 3X mark-up!
- Display holds 20 different ocean, zoo, wildlife, or farm Wild Animal Pottery Charms.



20 Ocean Animal
Charms to choose from!



PIRATES

WHY CHOOSE SQUIRE BOONE VILLAGE FOR YOUR PIRATE THEMED LOCATION

- Pirate themes are definitely a Squire Boone specialty, with our wide range of Pirate Costumes, Toy Swords, Treasure Chests, and Gold Doubloons, just to name a few, we've got Pirate themed candy and souvenirs covered!
- Some other products that would fit the theme perfectly include Bullet Necklaces & Key Rings, Cannon Balls Jawbreakers, Hand Carved Pirate Necklaces and Pens.



SHARKS

WHY CHOOSE SQUIRE BOONE VILLAGE FOR YOUR AQUARIUM GIFT SHOP

- Squire Boone Village's wide range of Shark products includes Shark Teeth Souvenirs and Necklaces, Gummy Sharks, Custom Resticker® Lollipops, Shark Hitchers® with Twisterpop Lollistraws®, Shark "Throw-Me!" Friends, Magnets, and many, many more!



REPTILES



WHY SELL SQUIRE BOONE VILLAGE IN YOUR AQUARIUM GIFT SHOP

- Reptiles can be found slithering in all the Squire Boone Village catalogs, including Candy, Jewelry, Carved Wood, and Souvenir. Many can be custom printed with your illustrations, photos, and logo!
- Any of our Custom Printed Souvenirs, including Temporary Tattoos, Get Your Cray On!® Puzzles, Picture Postcards, Soobubs®, and SooStix™ can be customized with a reptile theme.



AQUARIUM BEST-SELLERS



WHY CHOOSE SQUIRE BOONE VILLAGE FOR YOUR AQUARIUM GIFT SHOP

- Our vibrant, eye catching products are sure to draw anyone into a gift shop, excited to find their favorite animal somewhere on the shelf.
- Our wide range of Ocean Hitchers® are just the thing to spark imagination and joy after a trip to the aquarium!
- The two-in-one card game and puzzle Go Fish! is an imaginative way to bring your aquarium trip home.

