

Unpuzzling Puzzles

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Principal Minion



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What We are Going to Talk About Today

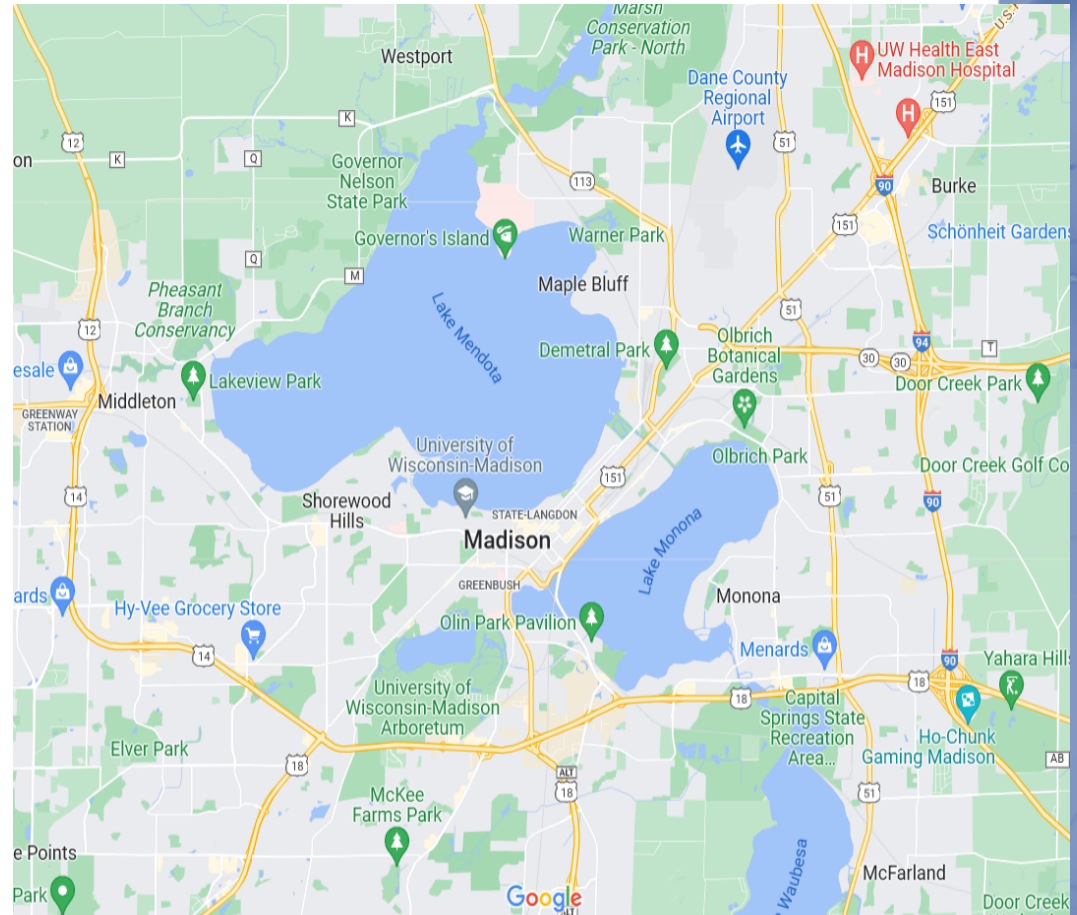
Why Puzzles
Customers
Brands
Stock levels



Diversification
or
You gotta sell something

Madison Area

- 6 Board Game Stores- and they are all good
- 3 Comic Shops
- 2 Used Video Game
- Best Disc Golf in Midwest



A Pandemic you say?

Puzzle demand hit an all-time high during Covid but has been growing for years.

Year	Total sold	% of sales
2012	691	3%
2019	2795	4%
2020	3048	7%
2021	3177	4.5%

2022 January to May
719 puzzles 2.5% of sales

Puzzles are for Q4?

- Yes, 50% of puzzles sales are in Q4-October, November or December
- But, when are customers in your store?



Types of Puzzle Clientele

- The Casual
- The Gifter
- The Hobbyist

The Casual

- Already your customer
- Not brand loyal
- More likely to prefer “geekier” or licensed images
- Impulse buyers



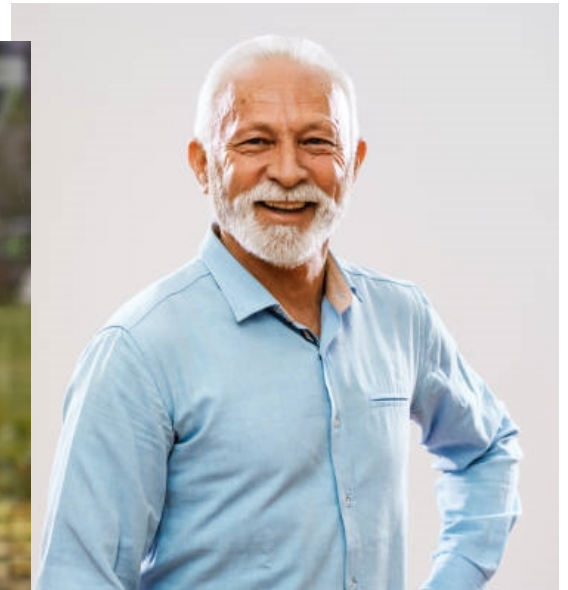
The Gifter

- Exactly like it sounds
- Usually for Grandma or Mom
- Mostly Q4
- Traditional Images but not picky



The Hobbyist

- Very Brand Loyal
- Purchases throughout the year
- Part of the “secret underground puzzle cabal”
- You want their approval

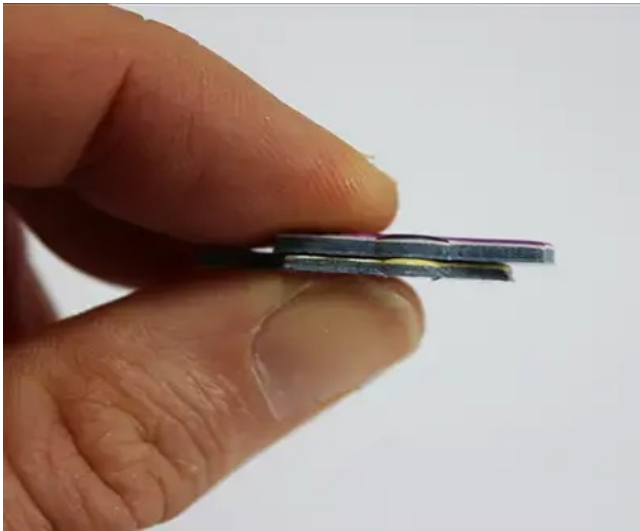


What does the Hobbyist look for?

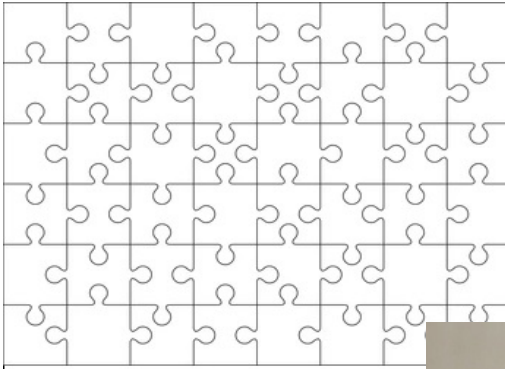
- Puzzle Quality
- Image & Artwork
- Puzzle Finish and Glare
- Puzzle Box & Extras
- Die Cut

Puzzle Quality

- Pieces fit together well
- Thickness of the pieces
- Minimal puzzle lift
- Minimal puzzle dust



Die Cut



Brands

- So many good brands: Ask your customers their favorites!
- Look for regional or local brands and images
- <https://www.puzzlewarehouse.com/blog/brand-comparison-overview/>
- <https://www.honestbrandreviews.com/reviews/best-puzzle-brands/>
- <https://crazypuzzlady.com/jigsaw-puzzle-brands/>

	RECOMMENDED																														NOT		
	Ravensburger (Germany)	Hey e (Germany) (triangle boxes)	Hey e (Germany) (triangle boxes)	Schmidt - Premium (Germany)	White Mountain (US)	Wasgij (owned by Jumbo)	Jumbo (Netherlands)	Eurographics (Canada)	Schmidt (Germany)	Gibson (UK)	Vermont Christmas Company (I	House of Puzzles (Scotland)	D-Toys ("wide variety" sticker)	Bits and Pieces (US)	Falcon (Jumbo/Netherlands)	Yanoman (Japan)	Piatnik (Austria)	Pomegranate (US)	New York Puzzle Co (US)	Buffalo Games (US)	Trefl (Poland)	Puzzlelife (Korea)	Springbok (US)	Sunsout (US)	Cobble Hill (Canadian)	Clementoni (Italy)	Educa (Spain)	Anatolian (Turkey)	Castorland (Poland)	Lafayette (US)	Master Pieces (US)	Ceaco (US)	D-Toys (2 piece shapes)
Box	11	12	10	8	10	10	10	9	9	10	5	7	6	7	9	8	8	10	6	9	7	7	7	6	8	7	9	8	7	7	10	7	7
Inside the Box	11	10	10	7	8	8	8	7	8	9	9	9	5	9	8	7	8	7	8	7	10	7	6	8	7	7	9	8	8	8	7	2	6
Piece Thickness	10	10	10	11	8	9	10	10	9	10	9	8	8	9	10	10	9	10	10	9	9	8	10	9	9	9	8	9	8	7	7	3	1
Piece Size & Shape	9	9	9	9	10	8	8	10	9	7	10	10	8	10	8	8	8	8	10	8	8	8	9	8	8	8	7	8	6	8	8	7	2
Piece Fit	10	9	9	12	11	9	9	9	9	7	8	9	8	10	9	9	9	8	6	8	7	7	10	9	7	8	7	7	8	9	7	6	2
Image Reproduction	10	10	10	11	8	10	10	7	9	10	9	10	9	9	7	9	10	8	9	8	10	7	7	10	9	10	10	8	9	8	7	7	8
Image Variety & Quality	15	14	14	11	14	10	9	11	9	9	12	8	12	9	7	7	7	6	10	7	9	9	6	8	7	7	8	7	8	7	8	9	7
Total Score	76	74	72	69	69	64	64	63	62	62	62	61	60	59	59	59	58	58	58	57	57	56	56	56	56	56	56	56	54	54	54	41	33
Price (new 1000 piece US)	\$19.99	\$25.99	\$25.99	\$17.99	\$16.95	\$18.99	\$20.00	\$19.99	\$21.99	\$19.99	\$15.99	\$29.99	\$17.99	\$18.99	\$24.00	\$39.00	\$16.99	\$18.95	\$18.99	\$14.99	\$17.99	\$36.00	\$17.95	\$14.99	\$17.95	\$18.99	\$19.99	\$19.99	\$14.95	\$10.99	\$14.99	\$11.99	\$17.99
Price (new 1000 piece UK)	£11.99	£14.95	£14.95	£11.00		£12.99	£11.99	£12.99	£12.00	£12.99		£14.49		£13.00	£11.99	£35.00	£18.57				£9.99					£15.94	£13.99	£11.99	£16.00				£12.99

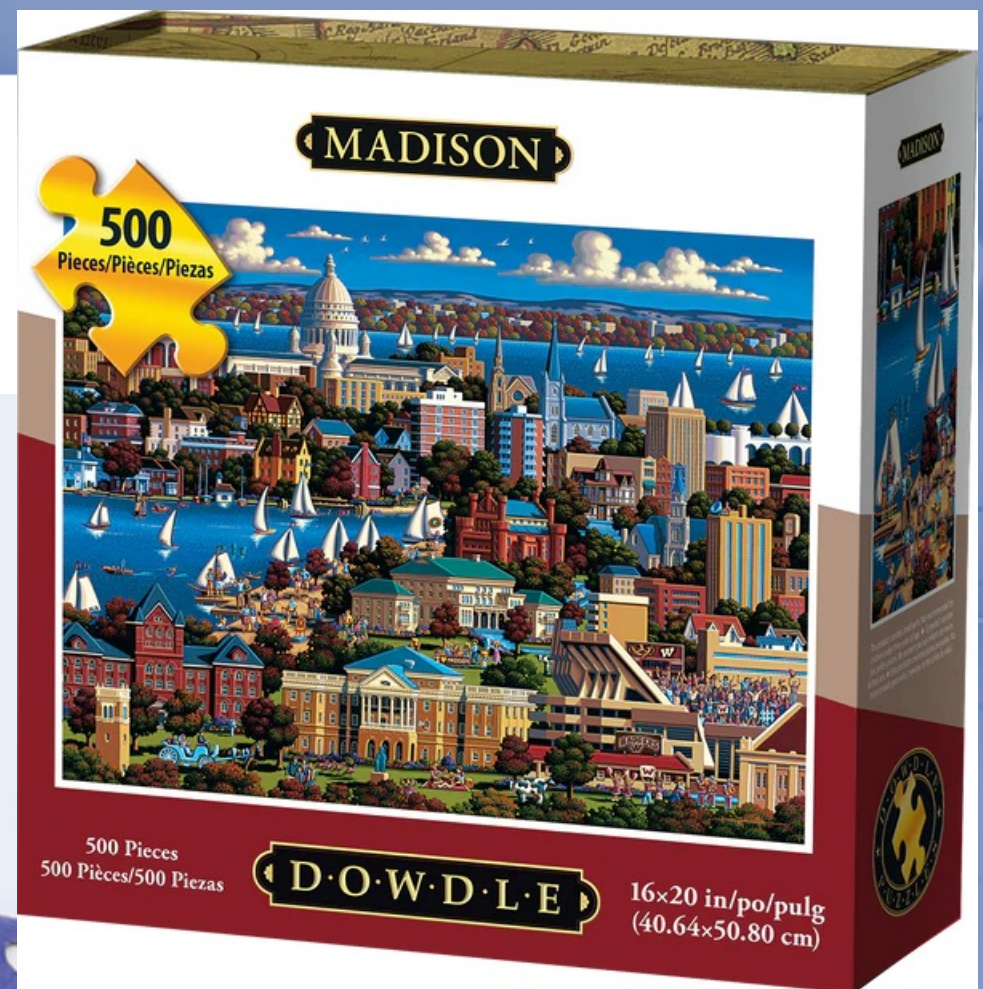
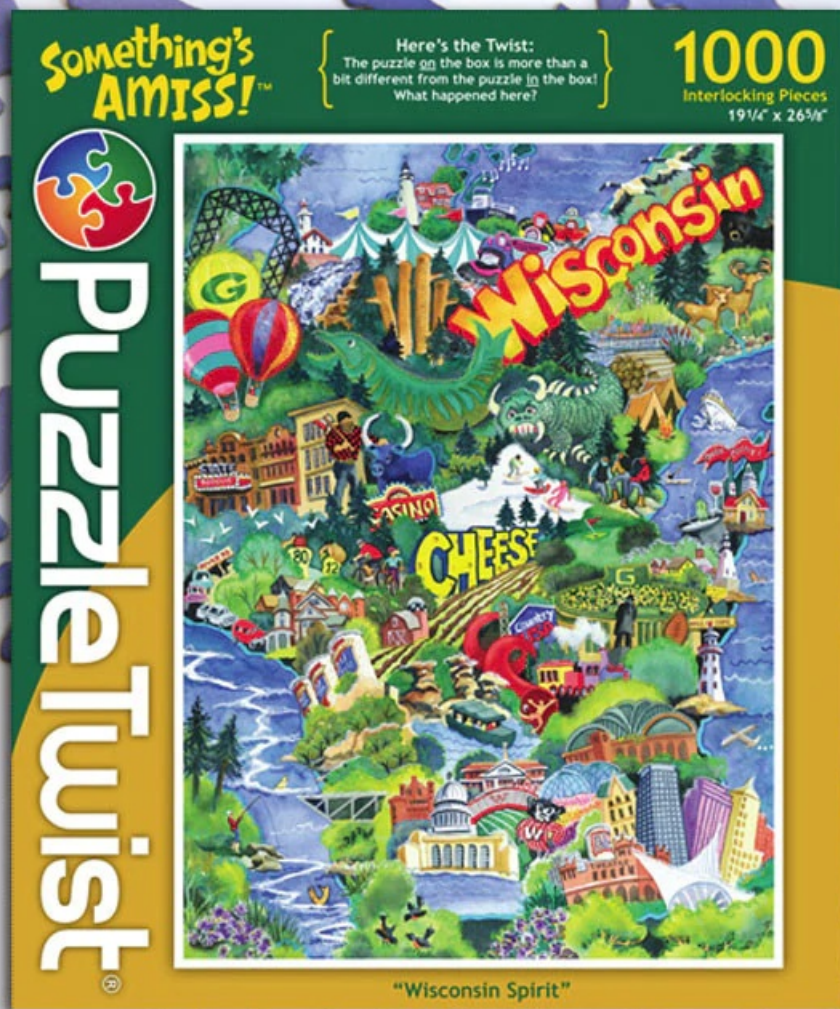
Sizes so many sizes

- 1000 Most popular
- 500
- Large Piece
- Kids
- Family size (Cobble Hill)
- 1500
- 2000
- 5000 (I have 1 or 2 in stock year round)

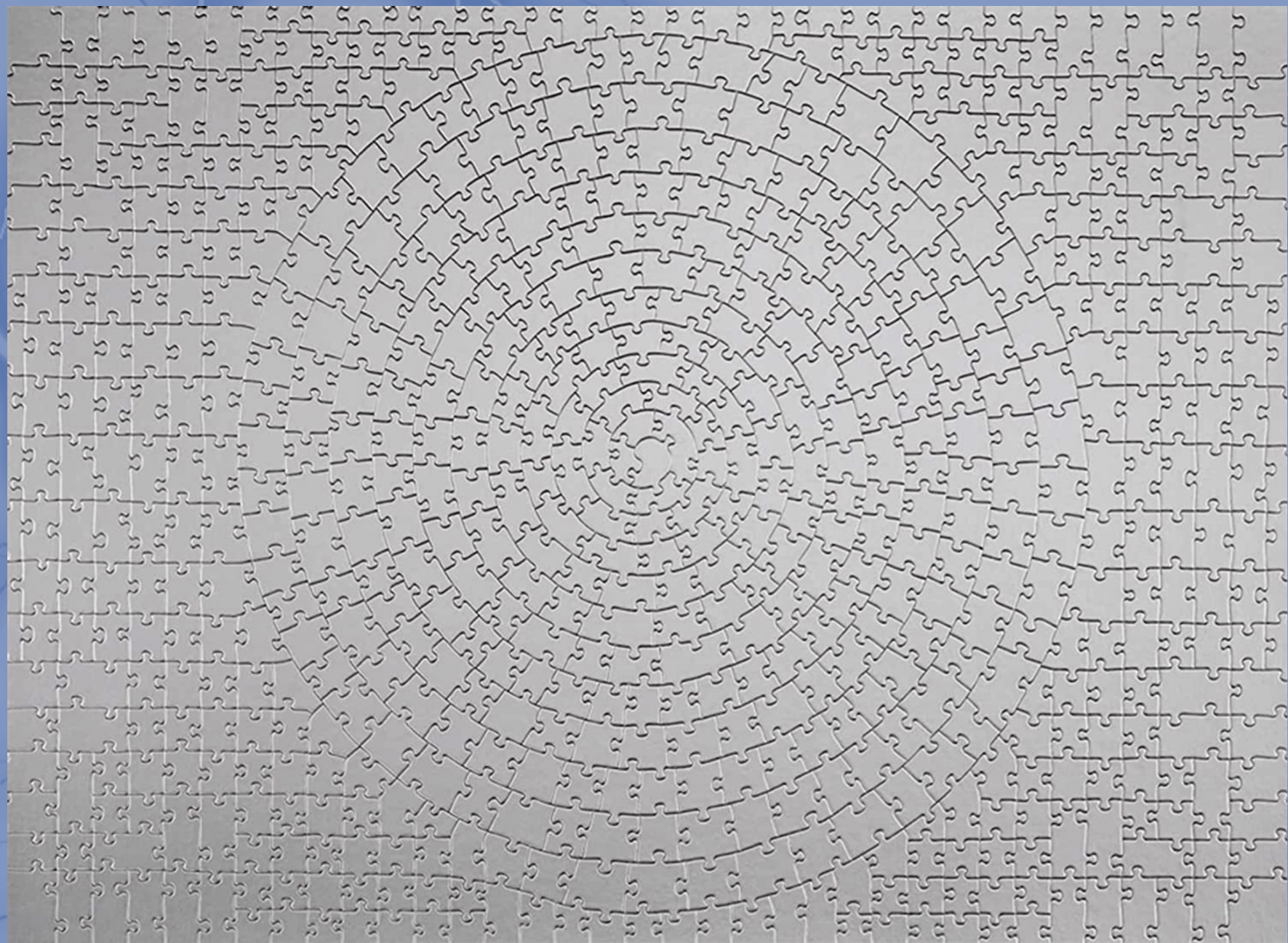
Categories of Images











So, how do I order?

- Many through ACD
- Gift trade- ask your current reps for their full line
- I don't order gift trade. Then what? Google it!
- Puzzle websites: contact us



Shhhh...!

**Don't tell anyone, but I'm going to
let you in on a little secret.**

Are you ready....?

Things are cheaper online.

Don't Be Afraid of the Internet

- Everyone knows it's there.
- Everyone buys from Amazon. You do!
- Yep, some people only care about price.
- If you think you need to compete on price, or are actively doing so, then you are only inviting customers who are looking for price.
They are the worst customers.
- Customers want to buy local or want it now

Margins

Hobbyists will pay premium prices for premium product

Puzzles	54%
CCGs	38%

Don't Be Afraid of Target

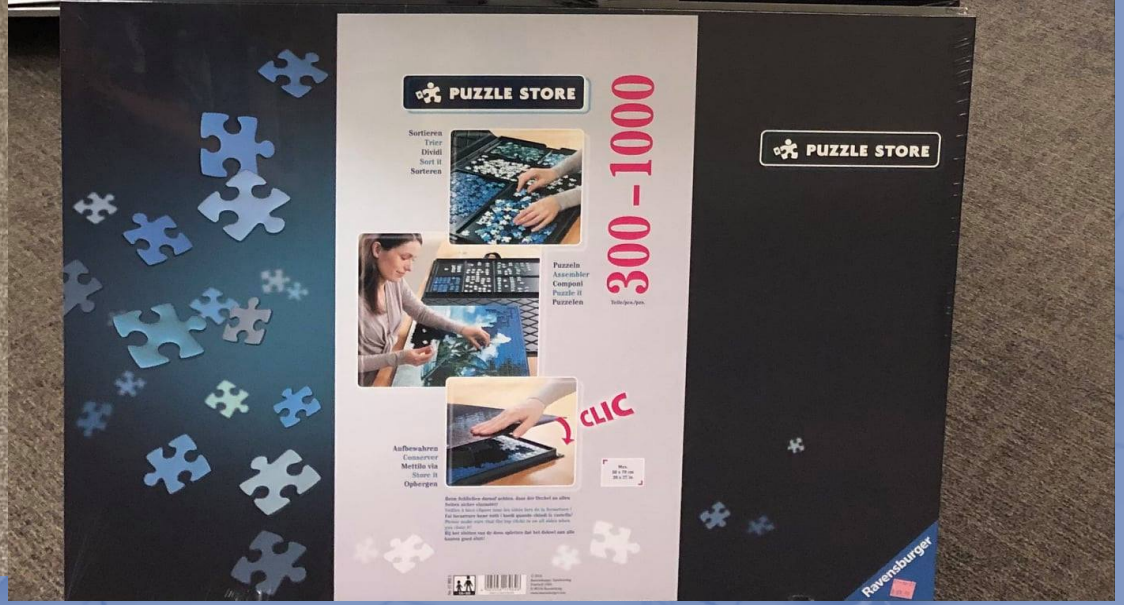
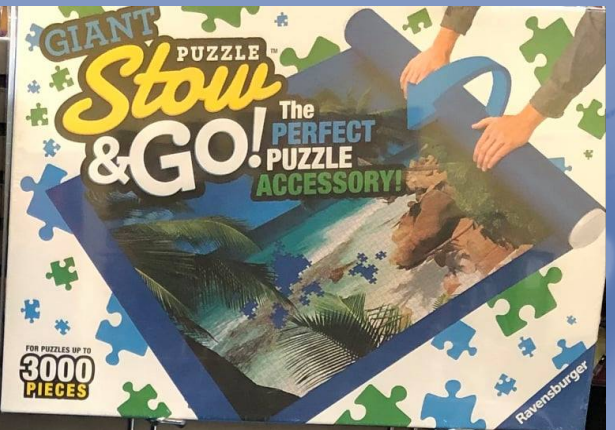
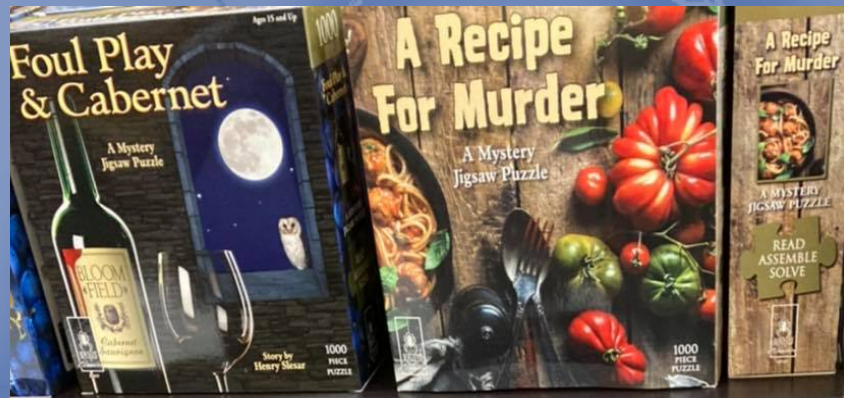
- If your local Target or Barnes & Noble is selling puzzles, that's a good thing for you.
- Their employees don't have the knowledge. You should be ***their*** first referral.
- A specialty or boutique store is expected to have higher quality products at a higher price.
- Have unique brands

Embrace your quality. Celebrate it. Be elite.









Thanks!

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