

# Selling Pewter

[Home](#)

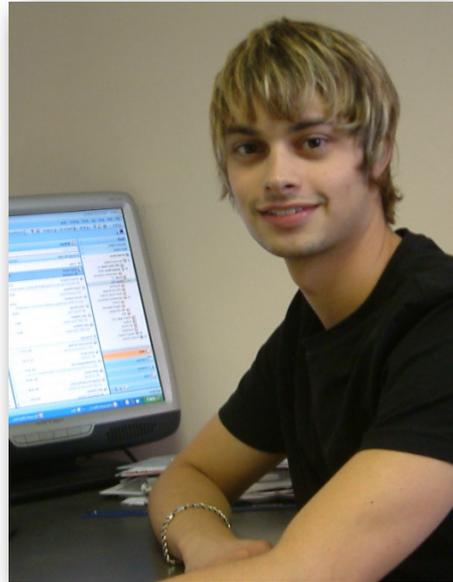
Sam Williams, of AE Williams of Birmingham, reports on two Shows he has recently attended:

## Ireland Show Secaucus, New Jersey

We decided to exhibit at the Ireland Show Secaucus, 2013 in New Jersey in April. We had previously exhibited, successfully, at its sister show in Lombard, Illinois.

The Ireland Show Secaucus has some of the finest range of Irish, Scottish and Welsh gifts available from the UK. You can find anything, from t-shirts and novelty apparel right the way through to whisky and shortbread!

The one other pewter company exhibiting at this particular show was Mullingar Pewter, of County Westmeath, Ireland. Small niche as the Show was, there was just enough footfall and area space for both of us to be present without stepping on each other's toes!



The Show gave us a very good idea both of the demand for high quality pewter products in North America and also the typical buying trends of the customers. These latter seem to differ from the English market. For example, we noticed that, on average, the starting orders seemed to be slightly larger than what you would expect with a similar customer in this country. Now, this could be a coincidence, or it could be a good representation of the giftware economy in North America.

We also noticed that customers would not shy away from asking for a discount to help with the increasing shipment costs that we have when sending abroad; and that they were very focused on exactly the type of item they wanted for their shop, knowing which products would sell and which would not.

I am sure we shall be back next year!

## The Worshipful Company of Pewterers' Competition, *Pewter Live 2013*, at Pewterers' Hall

I think that *Pewter Live* is not only getting bigger, but more successful each year. This year I was delighted at what seemed like an even larger turn out of people on the Tuesday and Wednesday evenings.

Although our actual sales on the event nights this year were not as great as last year, the contracts we picked up were very good and made the journey worthwhile.

What a lovely addition the printed *Pewter Live* gift bags made, the perfect final touch! And the marquee this year worked fantastically well, particularly on the Thursday; after the Prize Giving, it was lovely to be able to enjoy a light lunch and *Pimm's* with the beautiful weather outside.

The hard work of all of the staff and organisers definitely showed once again, and I am already looking forward to coming back next year!



[Home](#)