

a.rainville11@gmail.com

(802) 349-4024

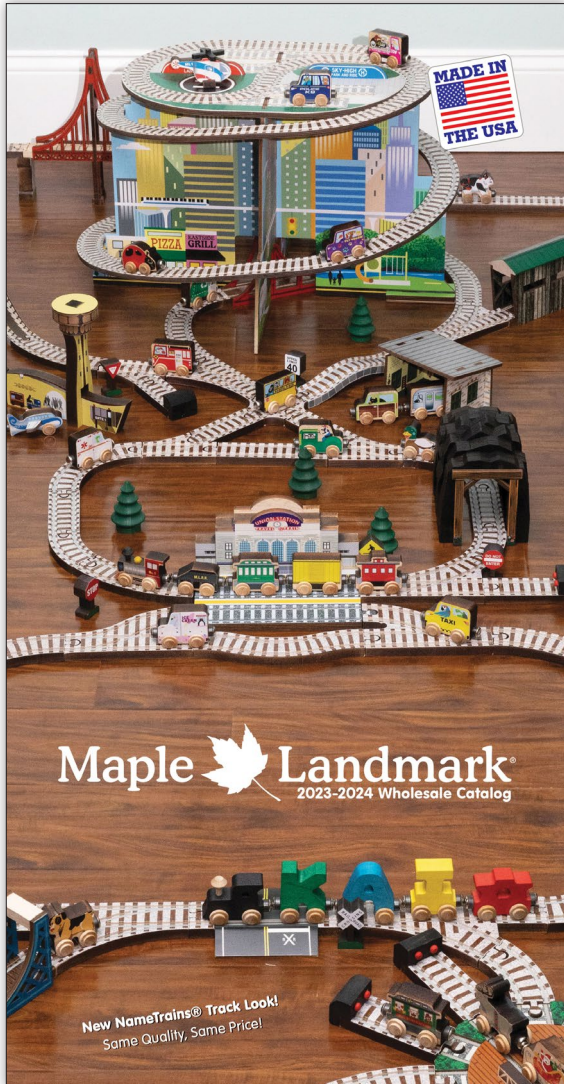
Hinesburg, VT

ANDREW RAINVILLE

Graphic Design Portfolio

Programs used: Adobe InDesign, Adobe Photoshop, CorelDRAW X6, Adobe Illustrator

A 72-page product catalog sent to wholesale customers (retailers, catalogs, etc.) annually, presenting new products, product changes, and other information about the company.



Cover

American Made by Maple Landmark www.maplelandmark.com • 802-389-0627

Ornaments

Made from hard maple. Approx. 4" long, 2.7" tall, and 0.2" thick. Two-sided printing. Tied with black cord and a gold foil tag. Available in all 13 bird designs. Hang on a tree, in a window, or anywhere else you crave a bit of nature!

Left-Right:
Hummingbird
Robin
Bald Eagle

Left-Right:
Blue Jay
Snowy Owl
Loon

Door Stops / Shelf Ornaments

Keep doors propped open with this guaranteed conversation starter! Also great as shelf and mantelpiece decorations. Made from unfinished hard maple and printed with non-toxic ink. Available in all 13 bird designs. See below for SKUs and pricing. Approx. 4.5" long, 2.75" tall, and 1.6" thick. Two-sided printing.

Left-Right:
Cardinal
Barred Owl
Bluebird
Chickadee

Left-Right:
Goldfinch
Mallard
Woodpecker

Door Stop	Ornament	Bookmark	Trinket Box	Cribbage	Coat Hook	Cutting Bd.	Wind Spin.
4.50 ea	4.20 ea	2.80 ea	4.45 ea	13.60 ea	4.30 ea	7.85 ea	14.80 ea
Cardinal	61302	61322	65451	41042	50671	61362	63002
Hummingbird	61311	61331	65453	41051	50675		63007
Woodpecker	61305	61325	65456				63005
Chickadee	61306	61326	65452	41046	50673	61366	63006
Blue Jay	61301	61321				61361	
Goldfinch	61303	61323				61363	
Snowy Owl	61304	61324	65454	41044	50677		
Loon	61315	61335	65455	41052			
Barred Owl	61308	61328					
Bald Eagle	61309	61329					
Bluebird	61313	61333					
Robin	61314	61334					
Mallard	61316	61336					

MORE!

Page 5

STACKING TOYS

Stacking Dudes New!

Right side up, upside down, or sideways! There are so many ways to build up the Stacking Dudes that you'll never run out of options. The set includes 20, 45, or 100 'Dudes' with fun expressions (assortment of expressions varies). Each piece is 2.25" wide, 2.75" tall, and 0.75" thick. Crafted from solid cherry. No finishes are applied; graphics engraved in the wood. Packaged in a reusable corrugated storage box.

So many ways to stack!

Stacking Dudes (100pc) 75155 • 79.00

Stacking Dudes (20pc) 75151 • 19.00

Stacking Dudes (45pc) 75153 • 39.00

AGES 5+

28

Page 28


A 72-page product catalog sent to wholesale customers (retailers, catalogs, etc.) annually, presenting new products, product changes, and other information about the company.

MapleTrains
WOODEN RAILWAY SYSTEM


SEE THE WORLD

BRIDGE COLLECTION


A dozen unique bridges based on real-life equivalents with a wide variety of design styles! Taking you all across the United States, Europe, and Australia, this bridge collection is a robust enhancement to traditional wooden toy train sets.



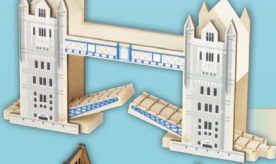
Sydney Harbour Bridge® (Sydney, Aus.)
14.5" long (12" track), 5" tall
10721 • 23.50




Bow Bridge (Central Park, New York, NY)
12.75" long (12" track), 1.75" tall
10722 • 17.75




Golden Gate Bridge® (San Francisco, CA)
18.75" long (18" track), 10.25" tall
10725 • 29.75



Tower Bridge (London, England)
12.75" long (12" track), 6.75" tall
10726 • 29.50



Roberto Clemente Bridge (Pittsburgh, PA)
12.75" long (12" track), 4.25" tall
10727 • 20.75



Brooklyn Bridge® (New York, NY)
13.5" long (12" track), 10" tall
10728 • 41.25

* Requires a full bridge set to ascend to and descend from bridge level (see 10500 on pg. 39).
§ Requires a bridge track pair to ascend to and descend from bridge level (see 10505 on pg. 39).

40

DECOR



Plain 63550 • 25.75



Apples 63551 • 28.60



Birds 63552 • 28.60



Leaves 63554 • 28.60



Train 63555 • 28.60



Lighthouse 63556 • 28.60

Lazy Susans

Our spin on the classic table centerpiece. An 11.5" maple round atop a bearing swivel and base. Stits 1.5" tall; base piece measures 6" in diameter. Black felt pads applied to the bottom for easy tabletop use.



Recessed base for floating aesthetic

Custom Village Block Sets

Re-create your town or museum! Send us photos and we'll work up the designs. We can do any piece count. Blocks measure 1" thick for stable displaying. Contact us for more information and a quote!

As low as \$7 per set! (excludes initial set-up cost and samples)



60

CLOSING THOUGHTS

New Rails, Coming Down The Track!

After 30 years of making wooden track much like everyone else has for the last 50 years, it was time for someone to step it up. We decided that would be us, and with our increased technology, now is the right time.

The new track is substantially upgraded with high precision laser cutting. This leaves an attractive dark edge, and the process is very efficient in wood usage, cutting the lumber waste by 20-50% depending on the item.

Once we tested out these parts, the next question was "How would it look printed?" We have been direct digital printing on wood since 2006. Upgrades to UV inks and better machines have improved the print quality and durability. We spent a great amount of attention to develop the track bed artwork and found that it did look good.

The resulting combination of the laser cutting and digital printing creates a premium product, not found elsewhere.

Not to worry –

- This new track is still compatible with our past track and the similar track of other companies.
- It remains all child safe.
- The print is very durable.
- All track shapes are available, and it will be easy for us to introduce new ones.
- Kids are going to love it!

Best of all – the cost remains at the 2022 prices (no price increase!)

Availability: This is a complete swap as of the effective date of this catalog, using the same SKUs. At that time, we will be likely to have some old style left on request. However, to avoid confusion, we have no plans of keeping it available for long. This is a big change for us too! There will be a few track uses that will not change right away – wall mount (pg. 42), Color Me Car sets (pg. 34), and See The World bridges (pgs 40-41).

New Track Quick Reference:
Car Sets - Pgs 34-35
Boxed Sets - Pgs 36-37
Track Sets - Pg 38
By The Piece - Pgs 38-39



More efficient wood usage, resulting in less wood waste.

Dark wood-burned edge from precision laser cutting.

Still compatible with our past track and most other major wooden railway systems.

Colorful, realistic graphics, printed in durable, non-toxic ink.



Maple Landmark Woodcraft | @maplelandmark

70

An 11" x 17" two-sided mailer, folded in half and then tri-folded. Sent to prospective customers, introducing them to the product line.

Don't skip out on the
NameTrains
WOODEN RAILWAY SYSTEM

Take it from Fran

LEARN MORE

“ The Gift Hut has carried NameTrains® for many years with much success. Customers always have a great time selecting the letters for a special person. It is easy to keep track of the best-selling letters and reorder as needed. Maple Landmark is always helpful and responds quickly. Best of all they are Made in the USA which is the most important part to my customers.”

- Fran Farnorotto, The Gift Hut



NameTrains
WOODEN RAILWAY SYSTEM

Greetings from Middlebury, Vermont!

We hope that your year is off to a strong start. Here at Maple Landmark, we wanted to reach out to you and share a little about our ever-popular NameTrains® line, entering its 30th year. Perhaps you've heard of it or maybe this is your first introduction. **In summary, the NameTrains® are a collection of magnetic train letter cars, track, accessories, and additional peripherals, all made of wood.** This toy train system is compatible with most other major wooden railway systems. So why should you consider the NameTrains®? Here are a few important points:

- **Made In The USA** - All of our products are made in our Middlebury factory-store. Stop by for a tour and we'll show you!
- **Fast Turn-Around Times** - We try to ship within a week, often the same or next day. This means that products reach your shelves sooner!
- **Straightforward Investment** - You can do a simple letter display, the full floor rack, some boxed sets or anything in between. We'll work with you to determine what is best for you!

Contact us at any time using the information below to learn more and get started. This is an opportunity that you won't want to miss!

5 REASONS TO CARRY THE NAME TRAINS®

The NameTrains® are...

- 1) A market-tested success with 30 years of continuous sales.
- 2) Made in Middlebury, VT daily. Products are kept in stock.
- 3) An "evergreen" product - expect repeat sales for each new child.
- 4) Multi-award winning for their rich play value.
- 5) Available with no piece minimums - you can buy 1 or 1000.

sales@maplelandmark.com • (802) 388-0627 • www.maplelandmark.com

INTRODUCED IN

1993

AVERAGE SALE

\$50+

NAMES SOLD

1,000,000+

Maple Landmark

sales@maplelandmark.com
(802) 388-0627
1297 Exchange St.
Middlebury, VT 05753

NameTrains
WOODEN RAILWAY SYSTEM®

PERMIT NO. 112
MIDDLEBURY, VT
PAID
US POSTAGE
PRESORTED

Maple Landmark
1297 Exchange Street, Middlebury, VT 05753

An 11" x 17" two-sided mailer, folded in half and then tri-folded. Sent to prospective customers, introducing them to the product line.

Alphabet Letters

The core of the NameTrains line. Available in three unique color pallets.



Bright Colors

\$3.40 each / \$3.10 in quantities of 10



Pastel Colors

\$3.40 each



Clear Finish

\$3.40 each

Accessories

Over 40 additional cars for an increased sales opportunity and greater uniqueness.



\$3.50 each / \$3.20 in quantities of 10; also available in car sets with track (ex: Camper Van Set includes a camper van & trailer and a moose on 8" straight track).

Train Track

Newly redesigned in 2023! Over 20 unique pieces, quantity pricing available; also available in pre-packed sets.



Train Sets

7 themed sets, ranging in complexity (11-62 pieces). Packaged in a reusable cardboard box with layout for easy display and storage.



Store Displays

A variety of point-of-purchase presentations to encourage purchases.



Prices and assortments vary by products purchased. Displays are typically free with initial minimum purchase.

Specialty Bridges & Decor

Dozens of unique additions - no piece minimums so try a few!



All listed prices are wholesale, effective June 19, 2023.

An 8.5" x 11" two-sided sheet to introduce potential rowers and families to the rowing club.



2

seasons, spring & fall

5

annual races

7

students per boat

15

years of MARC

Since 2008, the Mt. Abraham Rowing Club (MARC) has introduced students from the five-town area to Lake Champlain and Otter Creek like no other program could. Through regular weekly practices and occasional races against local and regional teams, rowers gain a profound appreciation for the often-ignored aquatic recreation in their "backyard". Along the journey, skills of teamwork, persistence and seamanship are developed, thanks to the demanding but rewarding qualities of the sport. No experience is necessary to join the club - whether a student has extensive on-water experience or none at all, they are equally welcome. A variety of leadership opportunities are also available from the very beginning to those that seek them.

If you or someone you know is interested in rowing, please reach out to Head Coach Andrew Rainville at a.rainville11@gmail.com with an introduction. See you out on the water!

“This rowing season has been possibly the best team season I’ve ever had. I’ve created amazing connections with peers I would have otherwise never talked to. They had such a strong impact on my life and made me feel so much more confident in myself.”

Front

TEAM LOGISTICS

The team is officially known as the Mt. Abraham Rowing Club or MARC for short. We practice twice each week, Mondays and Thursdays immediately after school, and return to Mt. Abe around 5:30. With a limited number of practices, attendance is very important since this is something that you can't work on at home. We tend to rely on parent volunteer drivers to get us to and from practice since the school does not provide assistance with transportation. Practices are at Vergennes Falls and the Lake Champlain Maritime Museum (abbreviated LCMM, the organizing body for our whole inter-school rowing program, located on Lake Champlain) and are held rain or shine. Practice is only canceled for extremely inclement weather at the coaches' discretion. Cancellations are very rare so it's best to assume that practice is on unless you hear otherwise. The boats that we row are primarily 6-oared, 32-foot, 900-lb (empty), wooden pilot gigs. There are a few other types of boats but we try to stick to the pilot gigs when possible.

Races vary by season. Typically, we have one in the spring and three in the fall. There may be season and race fees, not including any transportation and overnights. We do have assistance available for those costs if needed - finances should never be a barrier to rowing.

The mantra of the entire LCMM rowing program is "You show, you row." Because of this model, we have a very broad and diverse team, spanning grades 7-12, and completely co-ed. There are no cuts; as long as someone is willing to put the time and energy in, they'll have a spot in a boat. Rowers are classified as "experienced", "intermediate", and "novice." A new rower starts in the novice boat but spots are primarily determined by ability, not seniority, so they could move up rapidly, depending on how well they pick it up. No matter the level, our more experienced rowers are extremely welcoming; it's truly a supportive and encouraging group.



MEET THE COACHES

Andrew Rainville
Head Coach

Kyle Dixon
Assistant Coach

Ed McGuire
Founder, Behind-The-Scenes


Nick Patch
LCMM Coordinator

Back


Product packaging labels, applied to the exterior
of white boxes. Printed on a glossy sticker.

STACKING DUDES

20 PIECES

 **MADE IN THE USA**

A set of open-ended stacking figures - with infinite stacking possibilities, what will you build?



Made from solid cherry with no inks or finishes

Open-ended, creative, and inspired play


Assortment of expressions varies

AGES 5+

Maple Landmark
1297 Exchange Street, Middlebury, VT 05753

American crafters of high-quality wooden toys, games, gifts, decor & more since 1979.

Stacking Dudes
20pcs • 07-23




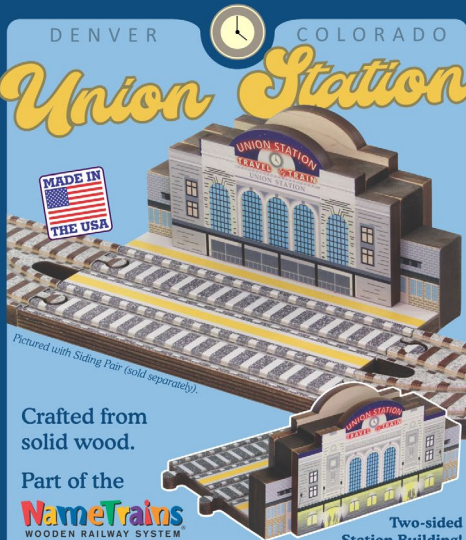
6 799521751511 5

8" x 7" Sticker Label

DENVER COLORADO

Union Station

 **MADE IN THE USA**



Pictured with Siding Pair (sold separately).

Crafted from solid wood.

Part of the **NameTrains** WOODEN RAILWAY SYSTEM


Two-sided Station Building!

- # Compatible with NameTrains® and other major wooden railway systems.
- # Two pieces with easy assembly. No other track included.
- # Colorful graphics in non-toxic ink.

AGES 3+

Maple Landmark
1297 Exchange Street, Middlebury, VT 05753

Den. Union Station



www.maplelandmark.com 06-23 6 799521106011 8

8" x 4" Sticker Label



Year: 2018

At the request of the Burnham Committee in Lincoln, VT, this logo was designed to be used in promotional materials for the centennial celebration of Burnham Hall.



Year: 2019

This logo was produced for the Mt. Abraham Rowing Club with rower input to be used on team uniform t-shirts and official team collateral materials.



Year: 2019

This secondary logo was created for the Addison County Sugarmakers to be used on apparel merchandise and give-away stickers.



Year: 2021

This logo was designed as a submission for a t-shirt design contest by a business in Bristol. The result includes the town bell tower and the profile of the converging hills that Bristol sits between. One of two winners of the contest.

Project: Association & Initiative Logos

Medium: Various

Year: Various

Project: Maple Landmark
B/W Print Ads

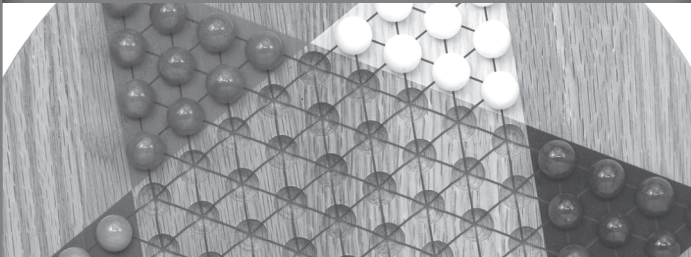
Medium: Newsprint

Year: Various

Ads run in a local newspaper to promote sales, specials,
and/or events. Height - 4.75", Width - 3.81"

CABIN FEVER SHOWROOM GAME SALE!

20% OFF all Chinese Checkers, Mancala &
Cribbage in our Middlebury showroom thru
March! Curbside available - contact us.



Maple  Landmark®

1297 Exchange St., Middlebury, VT 05753 • (802) 388-0627

www.maplelandmark.com

February 2021, Addison Independent

Birthdays • Easter • Mother's Day • Father's Day

GIVE A GIFT, GET A GIFT!



For every \$50 you spend in our Middlebury showroom,
you'll receive a coupon for a free pint of BEN & JERRY'S!



Gift certificates
excluded. While supplies
last. Offer valid until
June 30, 2023 only in
the Middlebury
showroom.



Maple  Landmark

1297 Exchange St., Middlebury • 388-0627 • maplelandmark.com

Factory store open Mon-Fri 8-5, Sat 9-4

March 2023, Addison Independent

Emails sent to respective customer bases to inform buyers about product changes and introductions. Platform used: Constant Contact.

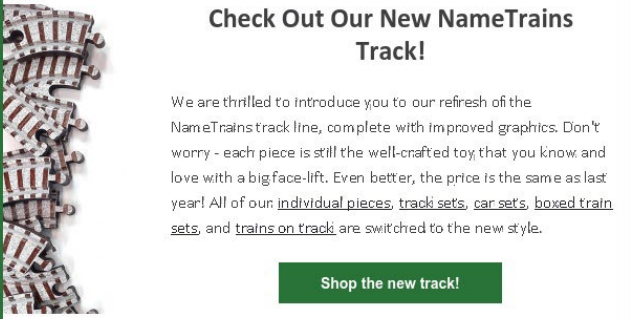


Check Out Our New NameTrains Track!

We are thrilled to introduce you to our refresh of the NameTrains track line, complete with improved graphics. Don't worry - each piece is still the well-crafted toy that you know and love with a big face-lift. Even better, the price is the same as last year! All of our [individual pieces](#), [track sets](#), [car sets](#), [boxed train sets](#), and [trains on track](#) are switched to the new style.

[Shop the new track!](#)


Select lines are not switching to the new track at this time: wall mount, Color Me Cars, and See The World bridges.



NameTrains Figure 8 Track Set
#11130 | \$64.60 | [Link](#)

NameTrains Town Set
#11240 | \$282.00 | [Link](#)

NameTrains Puddlejumper
#11130 | \$11.10 | [Link](#)



June Retail Blast Email



Temperatures are hot & these products are hotter!

Check out our latest releases listed below. There's something for toys, games & gifts:



MSR Table Top Spiral
Starting at \$70.00
Catalog Page 43
[Link To Retail Site](#)

NameTrains Helicopter
10170 | \$3.50
Catalog Page 33
[Link To Retail Site](#)

2024 Annual Engine
10275 | \$3.50
Catalog Page 33
[Link To Retail Site](#)



Holiday Pallet Signs
\$5.70 each
Catalog Page 54
[Link To Retail Site](#)

Lazy Susans
Starting at \$25.75
Catalog Page 60
[Link To Retail Site](#)

Bird Home Goods
Starting at \$2.80
Catalog Pages 4-6
[Link To Retail Site](#)

July Wholesale Blast Email