

Floor Staff: Know Your Store's Products!

Specialty Store Retail

Floor FAQs

about Minne-Mural™ Coloring Art Posters
from Kolling Cards and Things Made Here!.



Product Knowledge

is a big step toward improved sales and service by store staff.

Testing U 1,2,3...

Here are good reasons

for Store Staff to Use their Phone While at Work...

and even for Store Staff to Color While at Work!

Here is a Store Staffer's Quick Reference:

with Answers To Frequently Asked Questions Your Retail Customers Might Have:

FAQ's:

Q : What ages are Minne-Murals™ best suited for?

A: Minne-Murals™ were originally designed to meet a need for educational, creative activity gift-souvenir items for kids over 8 through mid teens. That proved to not be the limit of the market. Customers also bought them for older adults and then started coloring themselves.

Now, coloring Minne-Murals™ is eagerly anticipated by

- **children as young as about 3** much younger than the originally intended age of 8! (Minne-Murals™ are good for quiet time, learning about new or favorite subjects, and are encouraging for eye-hand and color development and they do make Awesome Wall Art!)
- **kids over 8 through mid teens.** (This was the initial age group the Minne-Murals™ were designed for. The subjects chosen for new designs, the interesting and unexpected details, and the experience enhancing extra information are all well-suited for this age group.)
- **older teens** (especially attractive and appreciated by those with an aptitude for art or interest in the specific featured subject.)
- **college-age and young working adults** (Minne-Murals™ are great for quiet relaxing alone time or for loud group gathering activities—many dorm Rooms and apartments are accessorized with colored Minne-Murals™!)
- **parents** (Minne-Murals™ are great for quiet relaxing time during toddler naps or as a wonderful “together-time” activity with a child of any age)
- **young retirees** (They, or their gifter, choose a design that reflects their personality or recent visiting experience.)
- **older adults** (Minne-Mural™ Coloring Art is a favorite activity among many older adults who have interests in particular topics. Because Minne-

Murals™ are so detailed and well researched; they are great tools to reminisce and use to share memories and heritage with new generations. They also offer good mental stimulation, hand-eye exercise and great general entertainment.)

Q: Do men ever color Minne-Murals™?

A: **Yes...** often, in fact. There definitely is a significant and growing number of men who report regularly coloring Minne-Murals™.

- The biggest dedicated group (of adult male coloring artists) might be older men who have discovered it to be a helpful exercise for their hands and fingers. They are delighted to find so many Minne-Mural™ subjects that are of real interest to them.
- Possibly the fastest growing group of men who color Minne-Murals™ are on a date. Yes you got it! Coloring is a great activity for both long-time couple date-nights and for those just getting to know each other. Minne-Murals™ offer hundreds of choices of fun, conversation provoking designs in carefully researched Nature, History, Heritage, Art and Science. The activity of coloring is a natural pair for stimulating conversation.
- A steady group of men that color Minne-Murals™ are fathers. They have found Minne-Mural™ Coloring Art is a wonderfully rewarding family activity and not just a gift for the kids. The activity of coloring is a natural pair for stimulating conversation, and is becoming a dedicated screen-free family together-time.
- Boys from 3 to about 14 are very active and enthusiastic Minne-Mural™ Coloring Artists. The interesting subjects, detailed designs and potential for Awesome Wall Art make Minne-Mural™ Coloring Art a very attractive activity to that group. The activity of coloring is a natural pair for stimulating conversation. They “Learn Stuff While They Have Fun”.

- Except those with already developing strong artistic aptitude, male teens from about 15 to 19 are possibly the least active coloring artists. Between about 20 and 30, as their confidence grows and their schedules get more demanding, the desire for this creative quiet, stress free, creative activity slowly becomes attractive again.

Q: Why do people color Minne-Mural™ Coloring Art Posters?

A: There are many reasons for choosing to color a Minne-Mural™.

- **Learn Stuff while you Have Fun!** Coloring Minne-Murals™ is a great extension to an activity or visit to a certain place. The designs are carefully researched and there is additional information included.
- **Convenience and cost:** Coloring Minne-Murals™ is an on-going creative activity that does not require an expensive array of supplies, or a take lot of dedicated space-- and it can be started and stopped easily as one's schedule allows.
- **Awesome Wall Art:** Minne-Mural™ Coloring Art Posters become much more than refrigerator art when they are finally finished. They can be mounted in a standard 11 x 14" frame or in a mat within a standard 16 x 20" frame and they become a great keepsake of your experience.
- **Develop** beginning and advanced art skills and techniques. There is a pleasant simplicity in the concept of coloring a Minne-Mural™. The interesting design is already there... inviting you in to you concentrate on, and experiment with, color, light, shadow, technique and more to grow your art skills at every level.

- **Self Care:** There is huge emphasis now on “Self Care”. Minne-Mural™ Coloring Art can provide hours to days of personal quiet time with relaxing learning and calm creative development. There are no rules on how to color your Minne-Mural™, but when needed, one can turn to the Coloring Art Blog for some tips on further developing your own style and technique.
- **Disconnection from “Devices”:** There is growing intention among many ages to set aside time away from digital screens. Minne-Mural™ Coloring Art is a good option as one seeks to include creative quiet time in the day’s balance.
 - Scheduled off-screen time may be an hour or two before sleep time,
 - early in the morning,
 - during work or school breaks.

“Disconnect to Reconnect” has long been a Kolling Cards philosophy, urging reconnection to Nature, History, Heritage, Art and Science as we Learn Stuff While We Have Fun!

- **Q: How many “sheets” are in here?** (Minne-Mural™ Coloring Art Poster Pkg)

A: One.

- The number of “sheets” is no more important than the number of pages in a book: ***it’s the content that counts!***

- Carefully researched, hand-drawn, detailed Minne-Mural™ Coloring Art Posters provide many hours to days of “Learning Stuff While We Have Fun!”
- Completed Minne-Murals™ make Awesome Wall Art when presented in a standard mat or frame!
- **You will get your money’s worth!**

Q : There are no numbers on the design! How do I know what colors to use on my Minne-Mural™?

A: That’s the point. This is *your* Minne-Mural™ Coloring Art project! Color it *your way!*

- The information included with the Minne-Mural™ will often give clues to the natural coloring on many birds, animals and flowers. You choose which of those colors you want to include.
- The colors you choose can be realistic or imaginary.
- Solid or blended.
- Dramatically highlighted or subtly calm.
- *You* choose the color palettes (see Minne-Mural™ Coloring Art blog for color wheel info.)
- You choose the technique to try on each Minne-Mural™.
- When possible and practical, take a good look and see the colors, light and shadow as it appears on real birds, animals and flowers, places, etc. and **“Color on!”**

Q : Don’t I need more colors to complete a Minne-Mural™?

A: You can use more colors, of course, as well as trying other coloring art mediums, and mixing mediums. However, many Minne-Murals™ turned Awesome Wall Art have been colored using **only the pencils supplied!**

Check out the Minne-Mural™ Coloring Art Blog for tips on beginning to advanced color mixing, shading and blending.

Q: Why is there a “white” color pencil in some of the Minne-Mural™ Coloring Art Poster Pkgs?

A: The white pencil is a good blending tool.

- Coloring on top of an already colored area with the white pencil can create a smooth, blended effect that some people like to achieve.
- Some also like to use it as an under layer to create a new color. Try it both ways with a color such as brown to see the effect. Whether the white pencil is considered desirable or not depends on the Minne-Mural™ Coloring Artist’s style.
- For those who don’t like the white option; there is probably another choice of colors in the store display with the same design.
- The **Yellow pencil can be used in the same way.** Note that in both cases, the color purity is somewhat affected with the overlay. That can be okay: Experiment.
- See the Minne-Mural™ Coloring Art Blog and Focus on You Gallery pages for some examples.

Q: Can I use watercolors on Minne-Mural™ Coloring Art Posters?

A: Yes. To a point... Minne-Murals™ are not printed on actual watercolor paper but are on a healthy weight of quality recycled fiber paper.

Minne-Murals™ come packaged with a starter set of colored pencils.

However Artist Cindy Kolling encourages coloring Artists to **experiment with other mediums** including watercolor; and also with combinations of mediums.

Many Minne-Mural™ Coloring Artists do use watercolor very successfully. See the Minne-Mural™ Coloring Art Blog for some examples. The paper may buckle slightly from the water, but that can be flattened out later.

By all means: do try watercolors! Experimenting with different mediums is part of growing as a coloring artist!

- See the **Minne-Mural™ Coloring Art Blog** for coloring tips and examples.
- See the **Focus on You™ Coloring Art Galleries** for colored examples and a place to showcase their coloring art.

Q: Where are Minne-Mural™ Coloring Art Posters made?

A: Gully, Minnesota USA

- Minne-Murals™ are **Made Green in the USA** by Kolling Cards and Things Made Here! (Gully, Minnesota)
- by an artist owned business that has been sustainably serving you since 1986.
- Check out the “Seeing Green” drop down tab under “About” on www.kollingcards.com

Q: What Minne-Mural™ Coloring Art Poster was designed first?

A: “Minnesota” was the first design. That is why the “Minne” part of the Minne-Mural™ title is spelled as it is... short for Minnesota, where your Artist Cindy Kolling lives. That was hundreds of designs ago!

Q: Does the same artist design all the Minne-Mural™ Coloring Art Posters?

A: Yes. (Your Artist Out-There!) Cindy Kolling designed the first Minne-Mural™ in the early 1990’s- long before the recent coloring craze.

- Since then, hundreds more have been added to the line. The designs are hand-drawn with an ultra-fine tipped technical ink pen.
- They feature carefully researched subjects in Nature, History, Heritage, Art and Science. **Most designs are curator or ranger approved for accuracy.**
- Additional information on the back adds even more to the learning experience.

Q: There are so many free coloring sheets available out there; Minne-Murals™ seem expensive. **Why would I want to pay for Minne-Murals™?**

A: As with so many things... you get what you pay for and much more, Minne-Murals™ offer **tons** of **added value**:

- carefully researched,
- hand-drawn, original designs by your professional artist
- **really interesting subjects** with lots of **detailed researched content**,
- hours to days of creative coloring art;
- produced on carefully selected quality recycled fiber paper;
- relevant to this place and visiting experience
- comes with a starter set of full-length colored pencils

- mounted on a hard panel: which is a handy surface for **ready-to-go coloring**
- mounted on a hard panel: makes **matting and framing** of the Minne-Murals™ Awesome Wall Art super slick!
- mounted on a hard panel: effective for easy, full view store displays
- The Minne-Mural™ Coloring Art blog www.kollingcards.com offers many coloring art tips for blending, mixing, highlighting and more and detail examples of submitted Minne-Mural™ Coloring Art.
- “Focus on You” Minne-Mural™ Coloring Art Galleries are online showcases for colored Minne-Murals™. Your customers are encouraged to submit!
- Monthly Minne-Mural™ (online) Coloring Art and Activity Adventures are great ways to join other coloring artists to learn coloring tips and learn about the subject of a featured Minne-Mural™.

Got more questions or FAQ's for this list?

Contact Kolling Cards and Things Made Here! www.kollingcards.com

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