New Featured Products

Drive Alert Master
Electronic Sleep Warning Device

The Drive Alert Master is an electronic sleep warning device for motorists, machinery operators, students—just about EVERYBODY! It can save lives! It only takes a split second to doze off at the wheel of a vehicle while driving, when operating equipment, studying late at night and near surroundings where dozing off would be dangerous.

Now, it is no longer necessary to take such risks! If the driver of a vehicle starts to doze off ever so slightly, The Drive Alert Master sounds a sleep stopping alarm. It rests comfortably over the ear. It is made of high impact plastic and includes a button-type battery that is easily replaceable.

It has a colorful descriptive package with easy instructions. It easily fits into a pocket or purse. Dealers/Resellers Wanted! Get more details and contact info here: http://www.nmoa.org/Products/drivealertmaster.asp

Adjustable Advantage
World’s only toilet seat capable of adjusting to your natural sitting position!

This is the world’s first and only patented toilet seat that adjusts to an individual’s natural sitting position providing greater comfort, support, relaxation and improved personal hygiene.

Until now, toilet seats marketed to the 100+ million bariatric and limited mobility users have only been variations on the same old traditional toilet seat design and come with a higher price tag. They provide no additional benefits to the additional tens of millions of users who suffer with other health and medical needs.

Designed out of a personal necessity by a 75 year old, 285 lb man who suffers from obesity, limited mobility, heart disease and shortness of breath.

Get the details on this new problem solving product now. http://www.nmoa.org/Products/AdjustableAdvantage.asp

Make More Money by Selling the Products in this Magazine

Receive product updates and news at no charge by registering here: Product News Alerts!

Click here to get the latest issue of this publication.
For advertising information call John Schulte at 612-788-1673 schulte@nmoa.org
For direct marketing and mail order books and research, visit: www.nmoa.org/catalog
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2807 Polk St. NE, Minneapolis, MN 55418-2954 ph: 612/788-1673 info@nmoa.org

Direct Marketing Industry Resource Directory (Click here)
Introducing: Tag Along Teddy
The innovative backpack with the removable plush doll.

They’re cute, lovable, and cuddly, and immediately gains the interest of both children and adults alike. Tag Along Teddy® was designed with the idea that backpacks should be fun as well as functional.

Plush dolls are fastened to the backpacks by three Velcro straps. A patent is currently pending for our unique product line. Put an end to the typical parent - toddler disputes over bringing toys along because Tag Along Teddy® is appropriate to go everywhere.

Tag Along Teddy® backpacks come in two sizes, toddler and standard. Even teenagers like wearing Tag Along Teddy® backpacks. Matching baseball caps and book covers are also available.

Get more details here: http://www.nmoa.org/Products/tagalongteddy.asp
Direct Marketing Digest

Click here to get Breaking News on Direct Marketing and Mail Order Selling

Introducing: The Snail — Premium Designer Towel Holder
The world’s most unique and dependable towel holder.

Tired of your towels always falling on the floor? If you’re like me, you’ve hung towels up, only to have to pick them up off the floor – or out of a dirty sink – again and again.

Well not anymore!!! With its patented design, designer good looks, and durable stainless steel construction, The Snail is about to change the way we hang towels. Your towels will never ever EVER fall down again. Its unique snail-shaped design doesn’t let that happen. Guaranteed.

Goodbye dirty towels, goodbye irritation. Use The Snail in your kitchen, bathrooms, bedrooms, workshop, laundry room, RV, and boat – anywhere you hang towels.

Get more details and see the video of The Snail in action here: http://www.nmoa.org/Products/snail.asp

Pioneer Marketing Introduces the Mug-A-Phone
A big 16oz. Mug and Voice Amplifying Megaphone...All in One!

Special lid designed to Sip-N-Shout without spilling beverage.

- Made in America from durable high impact plastics.
- All major colors available.

Customization and Imprinting is Available. 500 minimum per color. (Some logos may require white underlay, specially darker mugs.) Blanks are also available.

Overall lead time, generally 21 – 30 days

Tons of sales opportunities here: Sports Teams, Cheer and Dance Companies, Team Sponsors, Advertising Specialties, Promotional Incentives, Beer Distributors, Trade Show Hand-out’s, and much more. Get more details here: http://www.nmoa.org/Products/mugaphone.asp

Introducing the Bootlegger®

Bootlegger is a mini liquor bottle concealer that fits snugly around your ankle. Simply slide the Bootlegger® around your ankle, add your bottles, and seclude them under your pants leg. One size fits all - take your mini liquor bottles anywhere!

- Great for Sporting Events, Concerts, Movies and More!
- Save Money on Alcohol the Easy Way!

Product consists of: Includes 1 Bootlegger, 1 Pour Spout, and 6 Mini-Bottles.

Seeking resellers of all kinds. Get in on selling this great new product today.

More details and contact info here: http://www.nmoa.org/Products/bootlegger.asp

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3
HAND WASH REMINDER — *Winner of an International Silver Medal*
Dirty hands spread germs. This new product enforces hand washing better than anything on the planet. We all know, the more you wash your hands, the better your chances of not contracting or spreading viruses and diseases, such as the common cold, the flu or norovirus.

This new infection prevention device has a motion sensor that activates a pre-recorded message that says “Please, don’t forget to wash your hands.” Yes, it actually talks to you.

The device only activates when a person passes the motion sensor, which activates the pre-recorded message, “Please, don’t forget to wash your hands.” After 30 seconds, the device resets itself and is ready to capture either the same person or the next person that passes the motion sensor. This ensures that an individual is sure to hear the message and re-enforces hand washing better than signs or posters.

**Seeking resellers of all kinds.**

Full details here: [http://www.nmoa.org/Products/handwashreminder.asp](http://www.nmoa.org/Products/handwashreminder.asp)

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**Double Your Lifting Strength and Save Your Back**

LeanLever is a new award-winning Leverage and Support Tool.

It attaches to hand tools and like a child’s see-saw uses principles of leverage to magnify lifting power while reducing back pain, fatigue, and harmful vibrations. Highly versatile it is great for construction workers, independent baby boomers, DIY’ers, workers with back pain, emergency workers such as firemen, and gardeners.

**GET MORE INFORMATION HERE:**
[http://www.nmoa.org/Products/leanlever.asp](http://www.nmoa.org/Products/leanlever.asp)

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**Premium Sales Incentive!**

$1,000 savings for as little as $.75 per book!

Introduction to the Coupon Exchange Club.

For over 25 years we have been providing a variety of membership organizations a high-quality grocery coupon service. Coupon use is at a all-time high... use our high-value coupon books as a member benefit, sales incentive premium, or an up-sell.

· Our coupon program is a valued benefit to a number of affinity clubs sponsored by leading insurance and financial organizations.
· Our program is consumer friendly! Members can utilize the program with no service fees and prepaid postage both ways.
· Our services, both mail or online, can be custom branded for the sponsoring club.
· All order fulfillment completed in-house without the use of subcontractors.

**GET MORE INFORMATION HERE:**
[http://www.nmoa.org/Products/couponexchangeclub.asp](http://www.nmoa.org/Products/couponexchangeclub.asp)
Introducing the BookWedge

The BookWedge is an inflatable book pillow - good for books, iPads and e-readers of all kinds. Folds down or rolls up to practically nothing in size. Weighs just 3 oz. Easy to carry in your purse, travel bag, briefcase, etc.

It's great for use in your lap, but it also serves as a stand for tabletops and wonderful for reading on airplane tray tables.

As a promotional item, the bumper can be imprinted with the customer's name! 100 minimum for custom imprinting.

Be one of the first selling this great new item.

Get contact info here for details: [http://www.nmoa.org/Products/bookwedge.asp](http://www.nmoa.org/Products/bookwedge.asp)

T2Greens - Golf Training Trio

Improve your golf game without the hassle of cumbersome training aids. The trio of T2Greens training aid system can easily fit into your pocket.

The founders of T2Greens did extensive research while developing the back2basics product line.

We believe we have developed the most effective, easy to use Golf Training Aid available on the market today.

Our goal was to create a product that was simple to use, compact in design and unequaled in results.

Amateurs and Pros agree, no other product was found which equaled the ease of use or the results of our 3-piece training aid.

Seeking resellers of all kinds. For video and full contact info for wholesale pricing visit: [http://www.nmoa.org/Products/T2Greens.asp](http://www.nmoa.org/Products/T2Greens.asp)

“That’s Not a Chair, That’s my Chest!”

You know the scenario…. You bring your ice chest to the beach, the race track, the lake and some well-meaning friend immediately thinks it’s the best seat in the house.

You’ve been there. Heck, maybe you’ve even been THAT friend. The fact of the matter is, it’s inconvenient and can damage your cooler lid.

That’s why we developed the Ice Chest Topper. It’s smart, it’s fun and it gets the job done. Attaches to your cooler with Velcro strips and is easily removed and stored inside the cooler when not in use.

Many styles available. Seeking resellers of all kinds.

Get full contact information here: [http://www.nmoa.org/Products/icechesttoppers.asp](http://www.nmoa.org/Products/icechesttoppers.asp)
If you’re a company that has lower-volume direct mail needs, say 5,000 piece mailings or less, there is no better way for your sales results to skyrocket than by using 3D Direct Mail techniques. What some call ‘lumpy mailings.

You’re mailing list aside, one of the key factors for direct mail success is being able to break through all the mail clutter and stand out from the competition. Your competition being both the people that provide similar services as you, and also all the other flat promotions that people are bombarded with day in and day out.

3D mailings are a proven method for getting you noticed and remembered;

**Who is best suited for 3D Direct Mail?**

Click here to get the full story on the 3D Direct Mail Sales System

“3D Direct Mail Ensures that Your Direct Mail Gets Opened and Read… Resulting in More Sales and Profits for Your Business”
Direct Marketing Digest

Click here to get Breaking News on Direct Marketing and Mail Order Selling

The Next Great American Outdoor Game!

My Pole-ish Horseshoes® is a competitive outdoor Frisbee game that combines skill and endurance as players defend their post from opposing teams. It provides friends and family with hours of outdoor competition and fun. The object of the game is to score points by throwing a Frisbee at the opponent’s pole and knocking the can off its perch. The first team to get 21 points wins the game!

My Pole-ish Horseshoes® game sets come with a propriety custom designed base making it the best designed game set for playing Polish Horseshoes.

You can play My Pole-ish Horseshoes® at the beach, in the back yard, tailgating, on vacation, while camping or on campus.

An Official Game of The American Tailgating League

Seeking Resellers of all types. Drop Shipping Available. Get more details and contact info here: http://www.nmoa.org/Products/Pole-ish%20Horseshoes.asp

Grabzz is a simple solution to a big problem.

Have you ever wondered why the majority of people us a paper towel to open a bathroom door in a public restroom when available?

Germs can live from 24 to 48 hours on hard surfaces. Every day we touch objects that contain live germs that transfer to our hands and many times make us sick.

Grabzz provides an easy-to-use barrier to protect you from these contagious germs and viruses as you move around each day with an innovative technology employing an antimicrobial coating combined with a flexible card. Works with all types of door knobs and handles and is small enough to carry.

So many bathrooms have only an air dryer now to dry 'your' washed hands, leaving you to touch a dirty bathroom door handle as you leave. Grabzz solves this growing problem. Seeking resellers of all kinds.

Get more details and full contact info here: http://www.nmoa.org/Products/grabzz.asp

An Entire Line of Personalized Products for You to Sell.

Hundreds of options in many product categories.

JDS Marketing & Sales was established in 1992 to provide specialty retailers, internet retailers and catalog retailers with a "Turn-key" program for selling personalized gifts, candles, unity candles and personalized favors. We have done this by offering a terrific selection of unique, personalized gifts items and then shipping orders within 2-3 business days. We provide free drop shipping services and free personalization with each order. In addition we provide Free marketing tools and terrific customer service.

JDS Marketing & Sales Inc., 730 Tower Drive, Medina, MN 55340, 800-972-3691

Visit our website today to see our entire line of great personalized products available for you to sell. http://www.jdsmarketing.net
WhirlWind Ideas introduces the new patented B/C BRACKET™ for blinds.

Now you can display your window treatments right from your blinds, without tools, or measuring and without holes in your walls, woodwork or tile. The B/C BRACKET™ is a made for the 1” mini vinyl blinds, wooden blinds, aluminum blinds and vertical blinds, the ultimate decorating solution for commercial or residential blinds.

There is no complicated measuring with the B/C BRACKET™ it is always level. Renters, homeowners, military and government housing, RV dwellers, dorms, hospitals and offices can benefit from the B/C BRACKET™.

In just seconds you can transform and complete a room with drapes, sheers or just a valance. Blinds, woodwork and/or trim are beautiful and costly, now there is no need to cover them up just put up your curtains or valances. Having your privacy is no longer an issue. Made from clear durable acrylic. Seeking resellers of all kinds.

Full details and more pictures here: [http://www.nmoa.org/Products/blindcurtainbracket.asp](http://www.nmoa.org/Products/blindcurtainbracket.asp)

Tweezeprobe(TM) is a tool accessory that converts ordinary multimeter probes into tweezers.

The tool accessory allows standard multimeter probes to pivot relative to each other. The tool accessory accepts different popular multimeter probes. The tool accessory allows the pair of legs to separate when needed for big projects. Thereafter, the legs can be snapped back together to covert to tweezers. The tools' legs are adjustable for sizing different gaps between the legs for testing different sized electronic components.

The adjustment is accomplished by pulling on a lock system that is part of spring leafs. The tool accessory is made from polypropylene and is made from industrial colors. Tweezeprobe feels comfortable in your hand to free the other hand to assist you in moving knobs or whatever you do with you other hand. We leave that to your imagination. The multimeter probes fit tightly in the openings of the legs and the tool accessory is super light.

Seeking resellers of all types.

Video and Contact info here: [http://www.nmoa.org/Products/tweezeprobe.asp](http://www.nmoa.org/Products/tweezeprobe.asp)

The Smushman®, is a new, multi-purpose accent that’s perfect for adding incredible comfort to home, office, travel, dorm and more.

The Smushman is a lightweight, crescent shaped cushion made with 100% high quality memory foam, and is available in a variety of colorful machine washable covers.

If you love to watch TV or movies, are an avid reader, use a laptop, or enjoy lounging and wish to enhance the comfort of your everyday life, you will love the Smushman.

Multiple uses: laptop desk, lumbar support, instant ottoman and more!

Makes a great gift!

Get more details on Selling the Smushman by clicking here!
How To Market A Product For Under $500!
A Handbook for Continual Visibility Marketing

Money is not the criterion for the successful launch of a new product. Everything you need to know to bring your product to the attention of a national marketplace for under $500 is included in this book.

This book will make your marketing EASIER, FASTER, and CHEAPER than ever! A great reference tool and an unbelievable marketing guide for any business! Over 400 pages jam-packed with in-depth direct marketing information. Make your marketing 2x, 5x, 10 times as effective and you LOWER the cost. Shows you how to create effective low-cost campaigns easily. Find new markets effortlessly. Test new markets at almost no cost. Increase the effectiveness of any campaign, guaranteed. No theory. No history. Plenty of samples and examples.

Learn the inside secrets of direct marketing in a few nights of easy reading. Specific How-To information you can put to use right now to launch a product, or make your current marketing even more effective and at lower cost.

Get more details and ordering info here: [How to Market A Product](http://www.nmoa.org/Products/lifelearningdevices.asp)

When you press the top of a Life Learning Device, (LLD) it verbally passes tid-bits of knowledge on anything from motivational quotes, daily devotions and foreign languages to sports trivia, golf facts or studying for SAT exams.

An LLD is an innovative and easier way to receive daily inspiration or expand your wisdom about a favorite hobby or vocation. **Everyday it relays a new jolt of wisdom!**

Consistently feed your brain, soul, and desires with the touch of a button. These Life Learning Devices are an excellent way to motivate your dreams, learn a foreign language, or expand your worldly wisdom about your favorite hobby everyday at the touch of a button.

Custom versions for your exclusive brand can be made as well.


Show your friends, neighbors and would be intruders who really is protecting your home!

These 11.75" X 11.75" badge shaped novelty signs are made of .07" thick white polyethylene. Designs are screen printed with UV protected ink. Signs are assembled to aluminum stakes with single piece aircraft strength pressure sensitive rivets.

3M dual sided bonding tape is also applied between rivets to increase overall strength.

Other options are available as well as custom. Under $20.00 retail price point.

For more details please visit: [http://www.nmoa.org/Products/Wedontdial911.asp](http://www.nmoa.org/Products/Wedontdial911.asp)
**Direct Marketing Digest**

Click here to get Breaking News on Direct Marketing and Mail Order Selling

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**Grocery Coupon Card**

*Improve your Direct Mail Response - Increase your Sales - Boost Value of Any Offer*

If you are not receiving the response you need from your marketing campaign, try offering an incentive that will motivate and turn your potential customers into BUYERS.

This is a product that will truly benefit your customers by saving them hundreds of dollars at the supermarket. We offer Coupon Cards in $100.00 and $500.00 denominations or we can customize a dollar amount to meet the specific price target of the product you are selling.

We offer a substantial variety of Coupon Cards that will fit just about any budget with prices starting as low as $1.00 per card. We have also developed programs that can be offered online for delivery of the coupon card as well as online coupon fulfillment. With over 15 years experience providing national accounts with Grocery Coupon Incentives that generate and drive sales.

Get more details on this great incentive, sales boosting premium.
[http://www.nmoa.org/Products/GroceryCouponCard.asp](http://www.nmoa.org/Products/GroceryCouponCard.asp)

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**Introducing the Locking Outlet Plug**

*This device is an electrical plug adapter (2 or 3 prong adaptable) that permanently attaches to any corded appliance or electrical device that the consumer may want to use it on. Once applied to any electrical cord or electrical device it is permanently attached and ready for use. The male side of the plug has 2 prongs and a ground which allows it to plug into any standard wall outlet or power strip.*

As the consumer plugs this adapter into the wall socket, the spring loaded lever retracts with pressure as it slides into the plug outlet slot. Then it pops back into position behind the face plate of the outlet, thus locking the plug to the outlet plate which prevents removal until the button is depressed. To remove the device from the wall outlet the consumer simply presses the release button which retracts the lever arm and locking details and then pulls the plug from the outlet.

There are many applicable uses for this device where consumers don't want appliances, tools and convenience items to become unplugged because of loose fits, someone kicks the cord or when the cord is inadvertently pulled on.

Seeking resellers of all kinds. Full details here: [http://www.nmoa.org/Products/lockinplug.asp](http://www.nmoa.org/Products/lockinplug.asp)

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**Never leave your keys, purse, wallet, cell phone or other valuables behind!**

Do you, somehow, always manage to misplace, lose or leave behind everything, from an umbrella to your keys, purse or wallet? Or have you had your purse stolen in a store or restaurant? You're not alone. Before you lose another thing, try the Mini Reminder™.

This compact, two-piece transmitter/receiver system can be attached to cell phones, MP3 players, laptop computers, purses, briefcases and other valuables. When you become separated from your belongings by 10 or 25 feet (you set the range), Mini Reminder™ alerts you with vibrations and beeps.

It's a small price to pay for big dividends, including peace of mind. Use it to monitor pets and children, too. Receiver requires one AAA battery. Batteries Included!

Seeking Resellers of all types. Get in on selling this handy new product now.

More details and contact information: [http://www.nmoa.org/Products/minireminder.asp](http://www.nmoa.org/Products/minireminder.asp)
Finally, a knife designed for a lifetime of personal grooming pleasure.

TriEdge was developed to incorporate three essential grooming edges in one easy-to-carry pocket knife. Featured edges include a pen blade, scissors and nail clippers/file. All stainless construction and aluminum handles with anodized finish enhance TriEdge's state-of-the-art styling.

Virtually a personal blade valet and the perfect item for the gentleman on the go.

For more information please visit: http://www.nmoa.org/Products/TriEdgeKnife.asp

Introducing the Granny Lock (TM)

This ingeniously designed safety product increases privacy and security for any knob operated, inward opening door.

The Granny Lock brings you and your family peace of mind. So easy to install it doesn’t even require drilling, the Granny Lock quickly attaches to a standard strike plate and requires only minutes to completely install.

With burglaries and home invasions on the rise in the United States, the Granny Lock can provide added security to both interior doors and seldom used or secluded exterior doors that criminals tend to target.

Granny Lock has been described as both “safe” and easy to use by the Innovation Institute of Everton, Missouri.

Seeking resellers and distributors of all kinds. Packaging for retail sales.

Contact: Dan Hale danhale3@gmail.com 714-417-4913 http://www.grannylock.com

Odor-Z-Way!

Remove virtually any odor or stain with Odor-Z-Way. Odor-Z-Way is the most powerful odor and stain removal product on the market.

Odor-Z-Way specializes on all types of odor and stain problems that are bothersome to you on a daily basis. Along with odor removal, Odor-Z-Way also has the capability to remove stains that are fresh as well as stains that are all the way up to 20 years old out of your carpet, clothing, cement, hands, etc.


For more information please visit: http://www.nmoa.org/Products/OdorZWay.asp
Build your Retail Web Business with a FREE NMOA Membership

In an effort to help promote online retailers of consumer products the NMOA is offering special free web store memberships.

If you sell products on the web to the end user, i.e. Retail, Not Wholesale, you qualify for a free basic NMOA membership that includes a free web store listing in our new Consumer Shopping Department.

There are no charges to you. We will list your web store by product category in our consumer shopping department at no cost, but your web site must be retail, not wholesale. (No Adult or Pornographic Stores)

You will receive this free listing in our shopping department for as long as you're a member of our network in good standing. **NOTE:** We reserve the right to stop accepting these free memberships at any time.

Get the full details and registration link here:
http://www.nmoa.org/Membership/wyg1.htm

NOX MX-2 Battery Conditioner
For Cars, Motorcycles, Boats, Trucks, Buses, Aviation, Farm, Earthmoving & Mining Equipment, Forklifts, Industrial, Solar & Stationary Batteries.

Up to 2-3 times more life for new batteries and new life to older mechanically sound batteries.

Increases battery efficiency up to 18% — Holds charge longer between use — Better and faster cold morning starts — — Constant brighter lights — Rapid power recovery and recharge — Dissolves battery killing sulphation

How does it work?
Approximately 70% of lead-acid batteries over a period of time stop operating because of a build-up of lead sulphate (sulphation) on the plates. Charging the battery does not stop this sulphation from happening. NOX MX-2 Battery Conditioner is an electro-chemical catalyst that can be added to any lead-acid battery to increase the performance and life of the battery. **Contact:** Inox Green, 1845 E. Rand Rd., Suite 103 Arlington Heights, IL 60004 (P) 847 346 2324 (F) 847 749 2296 See Page in NMOA Product Department.

Introducing Sprinks Pet Products!
The Sprinks niche is within the pet travel industry. These products can be purchased in convenient "grab n' go" travel sized packaging that can be easily stored, stashed, and carried, or in larger sizes for at home use.

Our product line sets us apart from other competitors because all of our products are vet developed, MADE IN THE USA, 100% natural, and very high quality.

Sprinks was founded by Dr. Kathy Petrucci who graduated from the University of Minnesota College of Veterinary Medicine in 2003. She spent five years in private practice at a progressive small animal practice in San Francisco developing skills in internal medicine, ultrasound, surgery, endoscopy, dentistry, and oncology. She then founded Sprinks pets in 2008 with the purpose of providing innovative, natural alternatives for maintaining optimum health in pets.

More details: http://www.nmoa.org/Products/AnimalCareTherapies.asp
New Product Opportunity for USA and other Countries.

Every woman needs Salvatos Folding Flip Flops!

Salvatos are patented folding flip flops that come in a small case you can put in your purse and forget about until your feet start getting sore.

After a long day at the office or a great night at the city, you would be able to enjoy the comfort of a relaxing, designed and flat flip flops.

Now we don't expect you to walk around holding your beautiful smashing high heels, that's why we have designed an extra folding bag only for them, so you can throw your stilettos in and walk home in style...

Get more details on Salvatos Folding Flip Flops here!

http://www.nmoa.org/Products/foldingflipflops.asp

Back Booster

“The Ultimate in Portable Lumbar Support”

"With a few breaths the BackBooster becomes the ultimate portable lumbar pillow" The BackBooster is INFLATABLE, unlike traditional lumbar products. This allows the BackBooster to be taken virtually anywhere support is needed. **Use it in the car, air travel, for those in wheelchairs, at the office.**

**Product details:**

— Invented by two Chiropractors
— Patented design accommodates people of all sizes
— Unmatched portability -- inflates in a few breaths and deflates to pocket size
— Half the retail price of other similar supports
— Convenient nylon travel bag — Customizable inflation levels — Made of high-quality, waterproof PVC — Adjustable nylon strap with plastic clips for added stability
— Made with no metal parts to avoid airport security delays

Pillow measures 13.5 x 14 x 3.1 inches when fully inflated — Compact and attractive packaging 6 X 4.5 X 2 inches minimizes shelf space.

More details on the Back Booster here: http://www.nmoa.org/Products/backbooster.asp

WondaWedge — the ONLY inflatable back support pillow designed by a physiotherapist, allowing the user to set their own comfort level.

Get ready for summer 2012 sales now.

The WondaWedge is a super handy and useful product that solves the problem of "convenient" outdoor lounging.

The unique thing that sets the WondaWedge apart from any other outdoor lounging product is “Inflatability,” because it allows users to set their own comfort level, and allows the product to fold down for travel and storage. Other products in this category do not offer this feature. It’s the ONLY lightweight, easily transportable, waterproof beach or outdoor recreational lounger.

Individually packaged. Choose your package style: A. Folded ‘flat’ 8"x10"x1” plastic bag with hag tab, or B. Rolled in a clear vinyl drawstring bag.

Get more details and 20 ways to enjoy the WondaWedge here: http://www.nmoa.org/Products/wondawedge.asp
Announcing ScrewGrab!

This amazing formula helps remove or tighten all types of screws and nuts that are damaged or rusted. A single dab of ScrewGrab creates a positive grip between metal surfaces that virtually eliminates tool slippage do to stripped out screw heads, worn sockets and box-end wrenches or rounded and deformed bolt heads. No matter what type of metal they are made of.

This incredible product takes the place of an assortment of expensive old fashion screw and bolt extractors. You can even make the wrong size wrench work on a bolt, if you’re stuck with a SAE bolt and a near size Metric. A drop of this product will let your wrench take hold like magic.

Every homeowner, handyman or contractor should have a bottle with them at all times. Unlimited Shelf Life!

Get more details on ScrewGrab here: http://www.nmoa.org/Products/screwgrab.asp

Tiger Trend Work Clothing Line

Here is a full line of apparel that is made exclusively for the tradesman and handyman. Weather your customers are carpenters, roofers, painters, drywall installers or tapers, tile installers, plumbers, masons, electricians, or some other trade, this is a super clothing line that appeals to those that work with tools, and need something better than a standard pair of jeans.

This line is growing in popularity fast so now is the time to introduce it to your customers before someone else does.

This line includes a full line of: Overalls, Pocket Pro Pants, Shorts, Fleece and Cotton Jackets, Vest, Accessories Caps, Belts, Knee Pads, High Visibility Vests that are florescent yellow vest with silver colored reflector bands. Available in sizes L - 5XL.

Tiger Trends is ready to do business with you.

If you sell to the tradesman or handyman, you can put this line in your online store without inventory. Get more details on Tiger Trend Clothing here.

Welcome to the home of Kids Music Publishing, Inc.

We produce interactive products for children and adults which combine the worlds of music, children, and animals.

Please join us at Chanteuse Music Publishing, Inc. where your child or the child-in-you get to sing-along with the music CD while the printed lyrics exercise the mind and vibrant illustrations entertain your imagination. We even carry some Bling Bling for you, your child or your pet!!!

Be one of the first to offer these unique interactive, educational (and award winning) children's products. Kids love singing, drawing and pets. These products are a great fit for every child in your family. Boy or girl. The target age is 3 - 8. It’s a great product to aim at grandparents too as gifts for grandchildren.

Many different packages are available for the Cat and Dog lover. This product is a proven seller and is ready for you. Drop shipping is available so you can sell in your online store, or make special individual offers to your customer list without inventory. Find more information and pictures on these great interactive products for kids here: http://www.nmoa.org/Products/KidzProducts.asp
Skill Highway is comprised of two main groups of people.

1.) "Skill Experts": A Skill Expert is a person, group of people or a business that has expertise in a particular skill or set of skills. These Skill Experts are committed to helping others to learn their skills. They are willing to provide some free and valuable assistance, while also making paid assistance available.

2.) "Skill Seekers": There's always someone, somewhere that knows more about something than we do. If we want to learn a particular skill, we have to seek out someone that can help us. So we are all "Skill Seekers". The vast majority of Skill Highway members are Skill Seekers.

Skill Highway is guided by Dan Page. Dan has been a corporate business development specialist for 25 years. He helps many of the nation's top companies to create new products, launch new divisions, enter new markets and create strategic alliances. Over the past two decades he has generated millions of dollars in sales for his clients.

Special Offer for DMD Readers: FREE Premium Skill Highway Membership (Normally $147.00)

New to the USA! The NMOA is excited to bring you this rare opportunity to be the first direct marketer in the United States to sell these totally unique and multi award winning cooking creations.

European Celebrity Chef Alan Coxon "The Food Archaeologist!" is the creator of these 15th century Mediaeval Old English Ale-Gar, Roman and Ancient Greek Vinaigres.

Alan has established a reputation as one of the world's favorite TV chefs and presenters, with exceptional culinary talent and an unparalleled knowledge for the earliest origins of world cuisine. His dishes have the rare quality of being both stunning, yet easy to recreate at home.

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If you sell to catalog companies, this catalog database is for you. Get just the contacts you need. Search by product category, state, print catalog or web, U.S. or Canada, or any combination. Lists are delivered in electronic format. Start your catalog search now!

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For more details please visit: [http://www.nmoa.org/Products/FirstDefenseNasalScreens.asp](http://www.nmoa.org/Products/FirstDefenseNasalScreens.asp)

"Battery Chem" gives new life to old batteries and extends the life of new ones. It keeps plates and separators clean and in good working condition.

"Battery Chem" will help in removing sulfation and at the same time give the battery a longer life. By using our chemicals and recharging the batteries, further testing of the reconditioned units shows that the specific gravity and cranking amps continues to improve. And with successive charging during usage they improve even more. Our additive slowly improves the batteries in cars that are being driven daily. The additive continues to dissolve and prevent the formation of acid crystals so .It keeps plates and separators clean and in good working condition.


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Get more details here today: [Direct Marketing Toolkit](http://www.nmoa.org/products/directmarketingtoolkit.asp)
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Designed for the DIY hardware market.

E-Z Nail On is a simple to use replacement sliding closet door guide that will save buyers time and money and works on all types of floors.

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Are you one of the over 100,000,000 automobile owners in America that is sick and tired of the HIGH gasoline cost, such as $2-$3 per gallon in some states. The Ramjet Fuel Saver and the Stop Buying Gasoline book are the answer.

The "Ramjet" is a patented invention, proven by Government Certified Labs, with satisfaction GUARANTEED to last the lifetime of your engine. Made of stainless steel and tough, space-age Celcon, it can't rust, corrode, or wear. It's SAFE, can't burn valves, won't affect vehicle warranty and fits 98% of all popular cars. Once the Ramjet is installed on to your PCV hose—which is very easy, takes only a few minutes, and a woman can do it (meaning no disrespect)—you will experience the following benefits: (1) Gas Mileage increases DRAMATICALLY depending on car, age, condition, weather, trip length, and how it is driven, (2) pre-pollution is turned into More Clean Power, (3) Faster Acceleration, (4) more effective tune-up life, (5) Longer Engine Life potential, and (6) Ping and Knock Reduced through less carbon build-up.

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The ultimate stay-put, on-the-go towel for sports, cleaning, golf, fishing and more!

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We dare you to turn your wallet inside out! Today's woman is smart, stylish and loves a great deal. She is savvy and organized and she carries

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She wanted a system that was convenient and stylish so that she could access those cards and savings easily. That's when the Card Cache was born.

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We provide votive and insert candle holders in a wide variety of shapes including blossom, bubble, heart, icicle, ridges, and swirl styles as well as many others. Make Money with Air Affair by Hosting an Online Party

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Americans throw out at least 25% of the produce we buy because it has gone bad! This averages out to $600.00 of food per year per family. Now you can stop the waste and save money too.

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Writing With Keywords.

Copywriting is one of the most important factors in obtaining high search engine rankings.

Search engines are inherently “text reading machines” that judge your website’s relevancy -- and rank it’s importance -- based on what you write.

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Direct marketers have always adapted to take advantage of the latest media technologies. With the continued emergence and development of online and mobile channels, staying on top of trends has never been harder to do. DMA and David Shepard Associates (DSA) have collaborated to provide some clarity with their Digital Marketing Practices and Trends.

Based on the responses of over 500 direct marketers from November and December 2009, this report presents 28 charts accompanied with analysis by DSA experts. The result is a good overview of how direct marketers are using digital media, and what they plan to do in the near future.

Chapters cover:

All data is broken down by primary market (B2B vs. B2C) and key B2C verticals.

DMA/DSA Digital Marketing Practices and Trends

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We provide high quality service, support and equipment anywhere in the United States. Having a credit card terminal will increase sales 30%-50% and we'll help you get set up step-by-step.

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#### Conference Tools—Online

#### Conference Tools—Online

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Do you have something to sell to mail order catalogs and need a mailing list of catalogs? Now you can get a list of just the catalogs you want by using the new MediaFinder catalog search tool.

What do hugely profitable mailings have in common? They rely on the seven key copy drivers: Fear – Greed – Guilt – Anger – Exclusivity – Salvation – Flattery
These are the emotional hot buttons that make people respond—order goods and services, donate money to charities and send for more information.
Filled with over 50 examples and 120 illustrations, “The Secrets of Emotional, Hot-Button COPYWRITING” is must-reading for any marketer.
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Direct Marketing Digest

Marketing Research and Statistical Facts

Response Rate Trends Report
This report is your source to the most important questions in direct marketing! Compare response rate benchmarks relevant to your specific campaigns and your specific industry. In addition, this 2009 edition includes brand new metrics on SMS, mobile, email, Web 2.0, and paid search.

This best-seller is your source to the most important questions in direct marketing! Compare response rate benchmarks relevant to your specific campaigns and your specific industry. It will help you develop comprehensive, results-oriented campaigns, improve your overall marketing performance, and increase your sales, leads, traffic, and fundraising.

Compare response rate benchmarks specific to your campaign with: — 6 media applications— 2 different campaign objectives— direct order and lead generation — Breakdown by 13 industries. Find out how your campaign response stacks up for five media applications, including: — Direct Mail — Catalog — Inserts — Telephone — Email

For the first time ever, this edition includes new metrics on SMS, mobile, email, Web 2.0, and paid search, with content on attitudes towards New Media, including: Social networking, podcasts, blogs, RSS feeds, wikis, online video, and much more! Full details here: Response Rate Trends Report

Direct Marketing Statistical Fact Book
Revised, expanded, and only getting better! Your definitive source for direct marketing data. The new 2011 edition offers a concise overview of vital direct marketing information, set in an easy-to-use format, from more than 30 leading research sources. Whether you are looking for basic benchmark information or hoping to find more detailed data, this report will arm you with the facts you need. The Fact Book is your exclusive source for essential direct marketing statistics, benchmarks, projections, as well as breakdowns of production costs, revenues, and expenditures. Full Details here: DM Statistical Fact Book

The Power of Direct Marketing 2011 - 2012 provides top-line comprehensive analyses and forecasts from the DMA/Global Insight economic model on the impact of direct marketing across all industries and sectors of the economy. Emphasis on Short-Term Forecasts!
Recognizing that many businesses need to plan for the coming year, included are next-year forecasts, as well as current year data, five-year forecasts and historical context going back one year and five years. Access the latest top-line data, highlighting: Return on Marketing Investment - DM Advertising Expenditures - DM-Driven Sales - DM-Driven Employment - DM Impacts by State and by Industry, and much more!! Full details here: Power of Direct Marketing

The most powerful database on direct mail ever created!
Whether you’re a supplier of direct mail services looking for clients or a direct mail marketer looking for promotional ideas, the Directory of Major Mailers and What They Mail can provide you with the information you need to get your job done.

● Profiles on thousands of companies using direct mail marketing
● Key personnel contacts
● Mailing Offer Details
● Find prospects for your products and services and determine best strategies.
● Online is fully searchable, easy-to-use and you can download the data to your own contact management software!
● Updated regularly, this is a must have!
Details here: Directory of Major Mailers

The Art of Writing Copy
Everything you need to write more powerful, more profitable copy. It’s the Master Work by the world’s master copywriter. Get the details here:

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A Complete Web / SEO Copywriting Course with Practice Assignments & Answers for Search Engine Optimization SEO
The Step-by-Step Copywriting Course is not some hyped up electronic book download...it's a 'in-your-hands' physical instruction guide that actually teaches you web & Search Engine Optimization (SEO) copywriting with:
► professionally prepared lessons
► interesting practice assignments
► an answers section to check your work by.
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# Products by Category

**Apparel Accessories**
- Folding Flip Flops for Women

**Apparel / Men’s**
- Tiger Trend

**Automotive**
- Drive Alert Master Don’t Fall Asleep
- Gasoline Fuel Saver
- Back Booster Lumbar Support
- Battery Reconditioning

**Candles**
- Soy Candles Wholesale
- Scandle Lotion Candle

**Children’s**
- Kids Interactive Educational

**Christian Products**
- Life Learning Devices

**Decorative Accessories**

**Educational Items**
- Life Learning Devices
- Kids Interactive Educational

**Electronics**
- Mini Reminder
- Atlas Electronic Products
- Wireless Audio USB Transmitter

**Food & Beverage Products**
- Produce Freshies
- Ancient Recipe Vinegars
- Adjustable Cake Cutter

**Gifts**
- Personalized Products

**Green Products**
- Battery Reconditioning

**Hardware and Tools**
- LeanLever More lifting power
- TweezeProbe Multimeter Tool
- Locking Plug Adaptor
- ScrewGrab
- E-Z Nail Sliding Door Repair

**Health and Beauty / Personal Care**
- Adjustable Advantage Toilet Seat
- Grabz - Door Handle Protection Shield
- Tidy Tush - Personal wiping cleanser
- Personal Nasal Filter
- TriEdge Gentleman’s Knife
- African Mango Plus
- Detox Foot Pads
- Air Filters and Purifiers
- Hand Wash Remember
- Personal Nasal Filter
- Back Booster Lumbar Support
- Toothpaste 2 Go Transfer System

**Home Furnishings / Furniture**
- The Smushion

**Housewares**
- New Bracket for Blinds

**Incentives and Premiums**
- Mug-A-Phone
- Bookudge Inflatable Book Pillow
- Coupon Exchange Club
- Grocery Coupon Card

**Juvenile**
- Kids Interactive Educational

**Kitchen and Cooking**
- The Snail Designer Towel Holder
- Adjustable Cake Cutter
- Torkscrew Wine Bottle Opener

**Leisure**
- WondaWedge
- Bookudge Inflatable Book Pillow

**List your product link here, for just $36.00 per year. Included a link on the NMOA wholesale product index as well. More info here: [http://www.nmoa.org/Products/listyourcompany.htm](http://www.nmoa.org/Products/listyourcompany.htm)**

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New Direct Marketing Groups are now forming in YOUR area. Start connecting with direct marketers in your area on a more personal level.

Direct Marketing Business Clubs around the USA.
- Alabama Direct Marketing Group:
- Alaska Direct Marketing Group:
- Arizona Direct Marketing Group:
- Arkansas Direct Marketing Group:
- California Direct Marketing Group:
- Colorado Direct Marketing Group:
- Connecticut Direct Marketing Group:
- Georgia Direct Marketing Group:
- Illinois Direct Marketing Group:
- Indiana Direct Marketing Group:
- Florida Direct Marketing Group:
- Louisiana Direct Marketing Group:
- Maryland and DC Direct Marketing Group:
- Minnesota Direct Marketing Group:
- Mississippi Direct Marketing Group:
- Nevada Direct Marketing Group:
- New Hampshire Direct Marketing Group:
- New Jersey Direct Marketing Group:
- New York Direct Marketing Group:
- North Carolina Direct Marketing Group:
- Ohio Direct Marketing Group:
- Pennsylvania Direct Marketing Group:
- Texas Direct Marketing Group:
- Tennessee Direct Marketing Group:
- International Direct Marketing Group

These groups offer you opportunities for promoting your company, asking questions, posting links, and participating in discussions. Join the one for your state today! **We are looking for group leaders for each!** If interested, contact John Schulte schulte@nmoa.org Also, find NMOA on LinkedIn

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