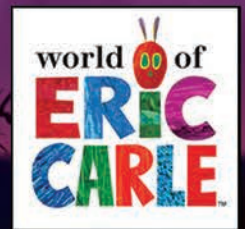


SEASONAL  
DISTRIBUTION INC.

2024  
HALLOWEEN

FEATURING:



# NEW ITEMS FOR 2024



**Wicked Cauldron**  
#113338  
Page 6



**Floating Pumpkin Carve & Display Kit**  
#113339  
Page 7



**Eerie Spectres**  
#113337  
Page 10



**Haunted Lab Mini Pumpkin Science Kit**  
#113336  
Page 11



**Cute Candy Corn Cat**  
#54235  
Page 12



**Cute Squishy Bat**  
#10759BAT  
Page 12



**Cute Squishy Ghost**  
#10759GHOST  
Page 12



**Puppet Pals Cootie Catchers**  
#SV35070  
[12 piece assorted case pack]  
Page 13



**Costume Face Tattoos**  
#SH28120  
Page 13



**Syringe Pens**  
#90093  
Page 13



**Glow Spider w/ Cord**  
#GNO012UN  
Page 15



**Sugar Skull Glow Sticks 10"**  
#RCG067UN  
Page 18



**5" LED Candles with 3 embossed Halloween themes**  
#RCL934UN  
Page 19



**5" Light up Spiders with suction cups**  
#RCN241UN  
Page 19



**Skull Light**  
#113340  
Page 9

# LICENSED ITEMS

## STRANGER THINGS



**Stranger Things Premium Carving Kit**  
#112805 [12 piece case pack]  
Premium tools help create professional level carving



**Stranger Things Pumpkin Carving Pattern Book**  
#112804 [18 piece case pack]  
9 Patterns based on Stranger Things



**Stranger Things Color Changing Light**  
#112803 [12 piece case pack]  
Three light settings to choose from. White Strobe, Glowing or Color Changing

## THE WORLD OF ERIC CARLE



**Eric Carle Pumpkin Carving & Decorating Kit**  
#112797 [12 piece case pack]  
Easy kit makes these characters fully come to life



**Eric Carle Pumpkin Glowing Peg Light Kit**  
#112798 [12 piece case pack]  
Perfect for those who find carving a challenge



**Eric Carle Pumpkin Painting & Decorating Kit**  
#112799 [12 piece case pack]  
Stickers and paint, perfect for the youngest artist

DECORATE NOW CARVE LATER

# LICENSED ITEMS

## PEANUTS



**The Great Pumpkin Family Carving Kit**  
#112802 [12 piece case pack]  
8 tools and 8 patterns mean hours of fun for the whole family



**Snoopy the Flying Ace Kit**  
#112800 [12 piece case pack]  
Everything to make Snoopy take off



**The Gang's All Here Painting & Decorating Kit**  
#112801 [12 piece case pack]  
Turn mini pumpkins into PEANUTS Characters

## WINCHESTER HOUSE



**Winchester House Haunting Shadows Carving Kit**  
#112807 [12 piece case pack]  
Transform pumpkins into shadow projectors



**Winchester House Sculpt & Carve Kit**  
#112808 [12 piece case pack]  
Professional easy grip tools make a creative carve



## PUMPKIN MASTERS LICENSED BRANDS FLOOR DISPLAY

**A LITTLE BIT OF ALL**  
#112816 [63 assorted pieces]  
Eric Carle: 7 Glowing Peg Kit;  
7 Painting & Decorating Kit  
Peanuts: 6 Gangs All Here Kit;  
6 Great Pumpkin Family Kit  
Winchester House:  
7 Diorama Kits; 7 Haunting Shadows  
Stranger Things: 5 Premium Carving Kit; 12 Pattern Books;  
6 Color Changing Light

# CARVING

## AMERICA'S #1 CARVING KIT

### NEW PATTERNS FOR 2024!

#### 36pc Open Stock

#105017 [36pc case pack]

- Market leader for over 30 years with the best-selling Pumpkin Carving Kit
- Easy to use kits that provide expert results

#### 24pc Open Stock

#105016 [24pc case pack]

Reduced Price - 2023 Patterns



### NEW PATTERNS FOR 2024!

#### 24 America's #1 Pumpkin Carving Kit Counter Display

#105027 [prepacked 24 piece counter display]



### NEW PATTERNS FOR 2024!

#### 72 America's #1 Pumpkin Carving Kit Floor Display

#105028 [prepacked 72 piece floor display]



### NEW PATTERNS FOR 2024!

#### Assorted Floor Display

#114178 [94 pieces]

- 48 Pumpkin Carving Kits
- 16 Kids Carving Kits
- 9 Contest Winners Pattern Books
- 9 Eerie Spectres Pattern Books
- 6 Xtreme Strobe Lights - Clear
- 6 Xtreme Strobe Lights - Multicolored



### Did You Know?

Pumpkin Masters Saws Are:

32% more resistant to buckling when inserting into pumpkin\*

70% stiffer which provides better accuracy when carving\*

\*compared to leading competitor

# UNIQUE



## Glow in the Dark Pumpkin Tattoos

#SH26353 [12 piece case pack]

Make decorating easy  
6 designs, 2 of each



**NEW FOR 2024!**

### Wicked Cauldron Kit

#113338 [12 piece case pack]

Pattern, tools and light make a fun Halloween scene



### All in One Carving Kit

#107892 [12 piece case pack]

Unique tools, specialty patterns

## The Scoop Did You Know?

- Designed for both right and left handers
- 70% more pumpkin contact
- Handle is removable to fit most pumpkins (call out on package)

\*compared to leading competitor



### Masters Collection Carving Kit

#107893 [12 piece case pack]

Premium tools allow for professional level carving



### Mummy Carving & Decorating Kit

#112262 [12 piece case pack]

Mix of carving and decorating makes Halloween fun

# UNIQUE



## Pumpkin Glove Scraper

Gets rid of the goo and eww when cleaning pumpkins. Protective glove with scoop attached and waterproof fabric above protects hand and arm from pumpkin guts. Adult and Kid sizes.



#AK3100 (LEFT) [8 piece case pack]

1 Adult & 1 Kid Scraper Scoop plus extra gloves and 2 knives

#A3000 (RIGHT) [8 piece case pack]

1 Adult Scraper Scoop plus extra glove and knife



## NEW FOR 2024

### Floating Pumpkin Carve & Display Kit

#113339 [12 piece case pack]

Carve it then hang it for a spooky floating effect. Works with artificial pumpkins too.



### Night & Day Carving and Decorating Kit

#112793 [12 piece case pack]

The new "Paint and Carve" Two different designs; one that shows in the Day, one that reveals in the Night

# PARTY KITS NEW AND IMPROVED!



### Ultimate Carving Party Kit

#106262 [12 piece case pack]

More saws means more carvers



### Family Carving Kit

#101521 [12 piece case pack]

Multiple scoops, saws and patterns make a carving party

# ACCESSORIES



**Bucket of Scoops**  
 #113188 [48 piece pack]  
 The perfect point of sale display because kit carvers and kitchen drawer carvers all need to scoop their pumpkins first



**Jack-o'-Lantern Teeth**  
 #107912 [12 piece case pack]  
 Fun push in teeth add another dimension to carving



**Bare Bones® Carving Tools**  
 #106241 [24 piece case pack]  
 Just the basics, perfect for freestyle carvers or to pair with Pattern Books



**4-in-1 Carving Tool**  
 #100248 [36 piece case pack]  
 Tool with 2 carving blades and 2 sculpting tools. Pairs with either scoop



**Power Saw**  
 #112791 [12 piece case pack]  
 America's #1 selling carving accessory



**Masters Collection Premium Scoop**  
 #111508 [12 piece case pack]  
 The scoop that sells! Scoops large pumpkins quickly



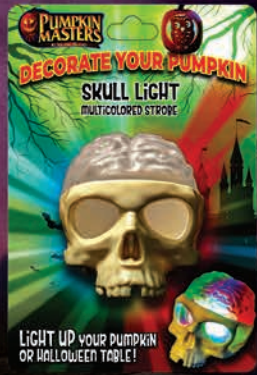
**Gutting Tool w/ Lid Cutter Saw**  
 #110253 [12 piece case pack]  
 Removes seeds and strings in seconds  
 Use with conventional power drill



**Premium Carving Tools**  
 #112792 [12 piece case pack]  
 Two curved blades to shred through pumpkins



# PUMPKIN & DECOR LIGHTING



LIGHT UP YOUR PUMPKIN OR HALLOWEEN TABLE!



**Follow-You Eyes**  
#112261 [12 piece case pack]



**Stranger Things Color Changing Light**

#112803 [12 piece case pack]  
Three light settings to choose from. White Strobe, Glowing or Color Changing

**NEW FOR 2024!**

**Skull Light**  
#113340 [12 piece case pack]  
Perfect for décor and lighting pumpkins



**High Intensity Light**  
#112795 [12 piece case pack]



**Flickering Pumpkin Lights (2 Pack)**  
#110726 [12 piece case pack]  
Lasts up to 80 hours



**Cauldron Light**  
#112794 [12 piece case pack]  
3 light choices perfect for pumpkin or decor



**3-in-1 Light**  
#106267 [12 piece case pack]  
Three light settings to choose from: White Strobe, Glowing or Color Changing



**Xtreme Strobe Light – Batteries included**  
Two styles to choose from

#104298 Multicolored [12 piece case pack] (LEFT)  
#105974 White [12 piece case pack] (RIGHT)

# PATTERN BOOKS



## Stranger Things Pattern Book

#112804 [18 piece case pack]  
9 Patterns based on Stranger  
Things



## NEW FOR 2024!

### Eerie Spectres

#113337 [18 piece case pack]



### Contest Winners

#110639 [18 piece case pack]



## Premium Sticker Patterns

#112260 [18 piece case pack]



## NEW FOR 2024!

### 2024 Pattern Book Assorted

#113341 [18 piece case pack]  
9 each Eerie Spectres and  
Contest Winners

# KIDS PUMPKIN



DECORATE NOW  
CARVE LATER

**Pumpkin Paints**  
#NOV007EA [24 piece case pack]  
6 Acrylic non-toxic paints,  
1 paintbrush



**NEW FOR 2024!**

**Haunted Lab  
Mini Pumpkin  
Science Kit**  
#113336 [12 piece case pack]  
Fun STEM kit for kids 4 yrs to 99 yrs



**Kids Carving Kit**  
#100234 [12 piece case pack]  
Easy color-on patterns &  
kids tools. Ages 6+



**3D Unicorn  
Pumpkin Kit**  
#94827 [12 piece case pack]  
No carving needed!  
Works with white or  
orange pumpkins



**3D T-Rex Pumpkin Kit**  
(Pumpkin Not Included)  
#94815 [12 piece case pack]  
No carving needed!



**Unicorn Decorating Kit**  
#112263 [12 piece case pack]  
Add fantasy fun to Halloween,  
perfect for indoor use.



**Super Heroes Kit**  
#111516 [12 piece case pack]  
Adhesive foam pieces make  
decorating pumpkins fun  
(and cute)

DECORATE NOW  
CARVE LATER



# HALLOWEEN PLUSH

CUTE AND UNIQUE 8" PLUSHABLES  
HALLOWEEN FUN NOW AVAILABLE BY INDIVIDUAL ITEM, 4 PIECE CASE PACK

**NEW FOR 2024!**



**Cute Vampire Cat**  
#54242 [4 piece case pack]



**Cute Candy Corn Cat**  
#54235 [4 piece case pack]



**Cute Witch Cat**  
#54266 [4 piece case pack]



**Cute Witch Spider**  
#54282 [4 piece case pack]



**Cute Fuzzy Spider**  
#54280 [4 piece case pack]



**Cute Squishy Bat**  
#10759BAT [4 piece case pack]



**Cute Squishy Ghost**  
#10759GHOST [4 piece case pack]

# KIDS FUN



**NEW FOR 2024!**  
**Syringe-look Ink Pens**  
 #90093 [48 piece counter display]



**NEW FOR 2024!**  
**Puppet Pals  
 Cootie Catchers**  
 #SV35070  
 [12 piece assorted case pack]  
 4 packs of each design  
 each pack contains 8 catchers



**Costume Face Tattoos**  
 #SH28120  
 [12 piece assorted case pack]  
 3 of each design



**Halloween Tattoos**  
 #SV30378  
 [12 piece counter display]  
 Glitter Ghouls  
 Ghostly Glow  
 Haunted Tattoos



**Kids Halloween Activities**  
 #SV33596 [24 piece case pack]  
 12 Magic Paint Books (3 different titles, 4 of each)  
 12 Color Ups (3 different titles, 4 of each)

# WEAR IT



## Funny Bones Gloves

#SKL-GGLV [24 piece counter display]  
Keep Halloween warm and fun. Skeleton hand and smiling Skull & Cross bone gloves in convenient counter display



## Light-up Jack O'Lantern Knit Hat

#HAT660EA [6 piece case pack]  
On/Off Switch, batteries included  
Multiple uses:  

- Employee Warmth
- Nighttime Maze Fun
- Haunted Houses
- Trick-or-Treating Safety



## Light-up Ghost Knit Hat

#HAT662EA [6 piece case pack]  
On/Off Switch, batteries included  
Multiple uses:  

- Employee Warmth
- Nighttime Maze Fun
- Haunted Houses
- Trick-or-Treating Safety



## Adorable Mythical Baby Animal Sock Assortment

#CUTESOCK 22 [12 pair 3 of each design]

200N Thread Count for highest level of detail and DOUBLE TERRY in the heel and toe area adds durability and comfort where most novelty sock brands fail. Smooth seams no uncomfortable bumps in the toe area will make these a go-to sock. Size 5-13



## 2 Pair Kids Halloween Socks

#RHA228UN [12 piece case pack]  
2 mix and match pairs per hangtag

## Spooky Sock Assortment

#HALLOSOCK 22 [12 pair 4 of each design]

200N Thread Count for highest level of detail and DOUBLE TERRY in the heel and toe area adds durability and comfort where most novelty sock brands fail. Smooth seams no uncomfortable bumps in the toe area will make these a go-to sock. Size 5-13

# LIGHT-UP / GLOW JEWELRY



**Light Up Halloween  
Necklace Assortment**  
#RHJ290UN [24 piece case pack]  
4 styles, 6 of each. Purple Spiders;  
Orange Jack O' Lanterns;  
White Ghosts; Magenta Bats



**NEW FOR 2024!**

**Glow Spider w/ Cord**  
#GNO012UN [24 piece on 2 clip strips]



**Light-up Green LED Bracelet  
Counter Display**  
#RCL020UN [12 piece counter display]  
Snaps off and on wrist



**Flashing LED Light up  
Halloween Ring Assortment**  
#LIT077UN [24 piece counter display]



**Flashing LED Light-up  
Eyeball Ring**  
#LIT079UN [24 piece counter display]

# DRESS UP ACCESSORIES



**Light-up 28" LED  
Saber Sword  
Floor Display**  
#WEA024UN [12 piece floor display]  
Perfect for costumes  
Red/Blue/Green



## WINTER PRINCESS FUN



**Light-up Snowflake Wand  
Counter Display**  
#RCL211UN [12 piece counter display]  
Perfect for Winter/Frozen costumes  
5 light settings.



**Light-up LED Snowflake  
Headband/Bopper**  
#HAT216EA [12 piece case pack]  
Perfect for Winter/Frozen costumes



**Light up Trick or Treat Bags**  
#RHA239UN [24 piece case pack]  
Eyes light up to make trick or treating  
safe as well as fun. Twelve of each design.



# DRESS UP ACCESSORIES



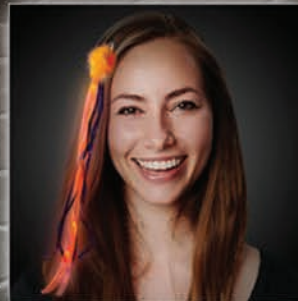
## Halloween Hair Scrunchie

H-SB36 [36 3-pack Counter Display]  
18 unique scrunchies in six different 3-packs.  
Each set is a mix of prints and solids with Halloween themes.



## Fun Unicorn Light Up Headband

#HAT530EA [12 piece case pack]  
On/off switch, batteries included



## Light-up Halloween Hair Clip

#HAT615EA [12 piece case pack]  
On/Off Switch, batteries included.  
Light up hair fun for all



## Face Painting Makeup Crayons

#9508C [24 piece case pack]  
5 make up crayons add fun to any day



## Face Painting Makeup Kit

#9621 [12 piece case pack]  
15 piece make up kit for costume or fun

# SNAP & GLOW



**NEW FOR 2024!**

**Sugar Skull  
Glow Sticks 10"**

#RCG067UN

[24 piece counter display]  
Perfect for the Coco lover



**10" Glow Wands  
and Swords Assorted  
Counter Display**

#RCG058UN

[25 piece counter display]  
Blue Swords - Green Swords  
Yellow Stars - Pink Butterflies -  
Red Hearts



**8" Glow Bracelet Halloween  
Counter Display**

#RCG303UN [48 piece counter display]

3 bracelets per pack in Green, Orange or Purple

**22" Glow Necklace Halloween  
Counter Display**

#RCG109UN [48 piece counter display]

Green/orange/purple



**6" Glow Stick  
Halloween  
Counter Display**

#RCG115UN

[48 piece counter display]  
Green/orange/purple  
(includes hook necklace)



**4" Pumpkin  
Light & Stand**

#9-99327 [36 piece w/ clip strip]

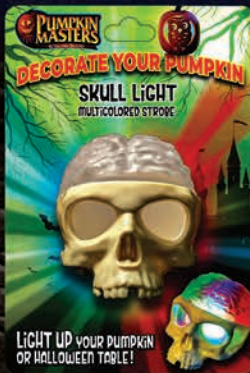
# DÉCOR



## NEW FOR 2024!

5" LED Candles with  
3 embossed Halloween themes

#RCL934UN [12 piece case pack]  
For indoor and dry outdoor mood  
setting decor



## NEW FOR 2024!

Skull Light

#113340 [12 piece case pack]  
Perfect for décor and lighting  
pumpkins



14" Posable  
Skeleton

#91481 [12 piece case pack]  
Head rotates, jaw opens and  
closes. Shoulders, elbows,  
wrists, hips, knees and ankles  
all bend

## NEW FOR 2024!

5" Light up Spiders with  
suction cups

#RCL241UN [12 piece case pack]  
Easy, bright and fun decor for  
indoor and dry outdoor use



Reusable Spider Web  
w/ Spider

#DEC258UN [24 piece case pack]  
Indoor/Outdoor reusable nylon web  
perfect for home or business decor  
Each Package Includes:  
● 40"x60" across (depending on tension)  
● 3"x5" Spider



20" Hairy Spiders

#9891 [12 piece case pack]  
20" Hairy Spider  
Eight posable, bendable  
legs that reach 20"



# HALLOWEEN BY THE NUMBERS

## Who Carves?

49% of Americans

15% are Adult Couples  
41% are Younger Families

43% are Millennials  
41% are Gen X

68% Carve with their children

### Brand Dollar Share Nationally:

44% 

29% #2 Brand

### Highest Brand Awareness in Carving Category:

63% 

49% #2 Brand

### Consumer Favorite Carving Brand:

47% 

23% #2 Brand

## Compound Annual Growth Rate: Crafting Category:

Dollars (M) - Pumpkin Crafting Category

2017 to 2022 +13%

2015 \$22M - 2022 \$52M

Source: IRI Scan Data | MULO | Data through 13 WE 11/06/22