



**Direct International**  
1536 First Street  
Newton Falls, OH 44444  
Tel: 330-872-1138 Fax: 330-872-6478



To All Customer Partners:

RE: Business as Usual as It Can Be!

These are unprecedented times that we are all facing! With numerous questions abounding from all aspects of business, we want to reach out to you, our customer partners, and let you know what Direct International is doing now and how we are planning for success in 2021!

Certainly 2020 is changing daily and these uncharted waters have seen some of our customers have a record sales year while others have been forced to close for months at a time. We celebrate with you the accomplishment of making it through these crazy times. Right now, 2021 looks as unpredictable as 2020, but we here at Direct International want to make 2021 an even better year! To that end, we are focused and driven to be your strongest supplier by continuing our strategy of bringing you the best priced seasonal décor items in a timely manner with unquestioned quality and value for the money.

Currently, we have approximately 95% of our Fall Harvest and Christmas orders in our warehouse and we are expediting these orders at a tremendous pace. We have also received our new samples for Spring 2021 for Lawn & Garden as well as for the first quarter Everyday Home Décor. We are currently finalizing our 2021 listings and will be done sometime in mid to late August. The first time we will be exhibiting our 2021 lineup will be in our Chicago showroom at B & G Sales from September 8<sup>th</sup>, 2020 through September 10<sup>th</sup>, 2020. We will be following all the CDC guidelines to make our showroom as safe as possible and we will limit the number of customers in our showroom at any given time to protect you and keep you in social distance from others. We also hope to have our large 5,000 sq. ft. showroom at our headquarters in Newton Falls, Ohio ready for customers to visit and write their 2021 orders sometime in Mid-September as well.

Now more than ever, a critical tool in assisting our customers remains our website, [directinternationalinc.com](http://directinternationalinc.com). By using your customer number as your username and your zip code as your password, you can navigate all our categories on our website and even place an order by adding items to your cart. Once our Spring 2021 items are finalized, they will appear on the website for you to re-



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view. In September, you will be able to pre-book next Spring in the categories of Lawn & Garden, Freedom, and Easter as well as what is still available out of the warehouse in Fall Harvest, Christmas and Everyday.

With so many shows canceled in 2020, we are more than ever focused on doing whatever needs done to assist our customers' plans for 2021. We look forward to a fantastic 2021 with everyone putting 2020 in the rear-view mirror and moving forward and keeping the momentum positive!

Warm regards,

### **The Direct International Sales Team**

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