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HMA GENERAL HOBBY DIVISION RELEASES NEW SURVEY DATA ON *The Value of General Hobby Products in Hobby Retail Stores*

August 5, 2009. The General Hobby Division of the Hobby Manufacturers Association embarked on a research survey in March to assess the value proposition from sales of general hobby products in hobby retail stores. "A wide array of products are available for dealers to carry in their shops and General Hobby products provide high margin returns to the store owners," stated Ed Rogala (Midwest Products), HMA General Hobby Division Vice-President and developer of the project. "General hobby products, as well, often lead customers to buy staple items in the radio control, model trains, and plastics/die cast categories, so we wanted to provide industry dealers with data to help them take advantage of these high-margin products," added Rogala.

The objectives of this research project were:

1. To develop statistics which show the value of carrying products in the "general hobby" category in retail stores.
2. To suggest how much space should be allocated for general hobby products in hobby stores.
3. To develop a communication vehicle that will allow the General Hobby Division to update this information on a regular basis.

General Hobby products can generate over \$50,000 in annual sales in a typical retail hobby store! Additionally, retailers can expect to make sales margins of over 45% on General Hobby products annually.

For a copy of the ***The Value of General Hobby Products in Hobby Retail Stores***, go to www.hmahobby.org or call 973-283-9088.

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