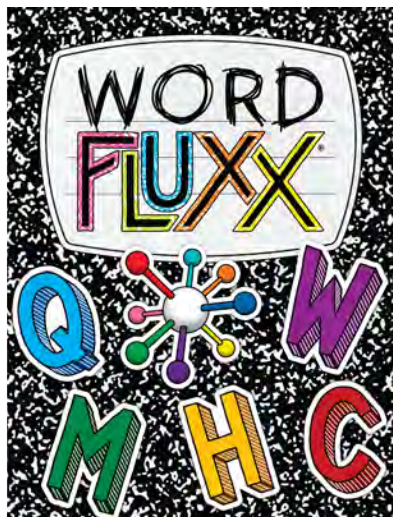


# LOONEY GUIDE for SALES REPS

## OUR 2025 NEW PRODUCT LINEUP

March 25th



LOO-136

### Word Fluxx

The alphabet is now in Fluxx! In this word-building version of the ever-changing card game, the Keepers each feature a letter, and the Goals involve making words of various types. Word Fluxx spells F-U-N!

May 6th



LOO-137

### Mystery Fluxx

It's a spoof of all your favorite detective stories! The Keepers include clues to the murder, scenes of the crime, weapons, suspects, and a host of classic detectives. Includes 9 different card types - including Secrets!

September?



LOO-139

### Cat Fluxx

You're sure to get the Zoomies over Cat Fluxx! We've herded nine Cats and their Human into the game. Your Cats will enjoy napping in a Sunbeam, playing with a Ball of String, and squeezing into a Cardboard Box!

## FLUXX IS A TRUE EVERGREEN

- Over 4 Million Fluxx games sold
- 29 years in continuous print
- Strong sales year after year after year

### How many games can make this claim?

Two versions of the base game for two kinds of gamers... stores should stock both!

For casual and new gamers -->



<-- For more seasoned gamers

Includes Surprises and some Extra Chaos

## OUR MAP POLICY

Full Policy: [LooneyLabs.com/MAPP](https://looneylabs.com/MAPP)

In order to protect the value of our brand for ourselves and all of our stores it is our policy not to sell our games to any company who lists them for sale **anywhere online** for more than 5 cents less than our MSRP.

## SOLO FLUXX IS AWESOME!



Retailers should make sure their Fluxx fans and solo gamers know you can now play any Fluxx SOLO!

[LooneyLabs.com/solofluxx](https://looneylabs.com/solofluxx)

## EASY TO SELL

### ROTATE THE GAMES

POS data for 10 of Looney Labs' top retailers showed that those who restocked only best sellers averaged 3 Looney Labs games/store/week while those that rotated through all the titles averaged 5 games/store/week.



- Keep the base Fluxx games stocked.
- Change out the other versions of Fluxx every few weeks to keep them coming back for more.
- Rotate in the slower sellers from time to time for the collectors who NEED everything.
- Be sure to include non-Fluxx games!



### THINGS TO TELL RETAILERS ABOUT LOONEY LABS

**Looney Labs Offers FULL Returnability**  
(we refund even if purchased from one of our distributors)

**Many of our games are made in the USA**  
(and we have a deep stock on hand in the USA now)

**Buy 6 Games - Get a Colorful Display**  
(but you can also break displays and buy 1 or 2 copies)

**Our Games are Eco Friendly**  
(the boxes are made from recycled material)

**We are a Small Family Business**  
(we are also certified LGBT and Women owned)

### DEMO THE GAMES

Fantastic Games (Kissimmee, FL) sold 214 copies of Mad Libs in the last 7 months and when we asked them how they said:

*"We have it setup on our demo table. Everyone loves it and it's one of the games that our team members love to pitch."*

Demoing Looney Labs games makes customers for life! Sell one now, and here's what will happen!

### LOONEY LABS FANS LOVE TO COLLECT OUR LITTLE BOXES

The stack on the left is one fan's Fluxx collection, the stack on the right is the same fan's collection of all Looney Labs games. Our fans collect more than Fluxx!



Our loyalty ratio is similar to Lego!

**THANK YOU** for reminding your stores to keep stocking all of Looney Labs' games!