

## **Distributing Dollarware:**

### **Tracing Dollarware Mug Types to their Importers and Distributors**

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*Abstract: This research investigates the potential correlation between mug style and the Distributer or Importer in an assemblage of 137 Dollarware mugs with determinable distributor or importer information. The 'Mug Style' for mugs in this assemblage is determined by a typology, the S.R.H.P model, based on four main criterions: shape, presence of rim, handle type, and presence of pedestal. Upon categorizing these mugs into an identifiable 'Mug Type', a correlation between the distributor/importer and a distinctive mug type was determined in some cases based on the mug type's percentage of the total collection. This paper examines the effectiveness and thoroughness of the typology used, and ultimately examines the significance of one Mug Type to a particular Importer or Distributor.*

### **Introduction**

The linkage of the Dollarware assemblage of 228 vessels to their origins can first be immediately associated to information about the names of the dollar stores in which these vessels were purchased; and in some cases even the particular shelves in which these artefacts were found. The task of this particular research is to trace the material culture further than the store location in an attempt to understand patterns in the relationship between mug type and mug distributor. In addition, this research created a typology with which to categorize the mugs. This typology, or the S.R.H.P. model, will be analyzed for its use as a method of creating a general style that can be understood. Thus, minute differences in measurement data will not be considered negatively when determining the feasibility of this typology.

This research has attempted to access the distributor or importer in order to determine if there may be a correlation between mug style and distributor. The findings could provide insight into if or why a certain mug style is more desirable to certain distributors, and potentially project if a certain style of mug seems to be manufactured over another. Therefore, this study is an attempt at accessing which Dollarware mug type has become the most preferred within the Canadian market by understanding the mug type distributions among the top twelve importer/distributors in the assemblage.

### **Methods**

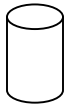
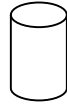








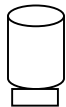


First, the entire Dollarware assemblage was examined for determinable manufacturer, distributor, or importer information. Stickers remaining on the bottom of the mugs were essential in providing this information; and as such all mugs without stickers were omitted from the sample. Similarly, all mugs from Site N, the Value Village comparative collection, were also omitted due to the fact that the majority of these mugs were pre-owned and none of them had product information stickers. Many stickers provided the names of importers and distributors and none provided clear and adequate information about a specific manufacturer, but for one potential exception. Yiyun, which only appeared in three mugs in the entire assemblage, could be a manufacturer due to the fact that there was no information about Yiyun as a distributor/importer in research done on the importer names. With the omission of

those mugs without importer information and Site N, the entire Dollarware sample was decreased by about fifty percent from 289 vessels to 137 vessels.

In the second phase of data collection, these 137 mugs with determinable importer information were given a defined four number code (S.R.H.P) which indicated 'Mug Type'. A typology, S.R.H.P, was created using four criterions of style: **S**hape type, presence of **R**im, **H**andle type, and presence of **P**edestal. The shape criterion consists of five types: straight (1), triangular (2), curved (3), tea cup (4), and bowl (5). Presence of a top rim is determined as present (1), or absent (0). Handle type consists of c-handle (1), half heart or ear-shaped handle (2) and finally other handle which includes strange outliers like triangular handles and dollar sign shaped handles (3). Finally, presence of a bottom pedestal is determined as present (1), or absent (0).

The following figure shows this typology visually and includes an example of how a mug with unique attributes would be categorized by the SRHP Typology. This example shows the effectiveness of the typology because it allows for a unique four number description for mugs that fall outside of the standard shapes, like mug B-17. Thus, a mug like B-17 is not merely described as a standard "triangular mug" (2.0.2.0), but stands out as unique because of its pedestal bottom and its odd handle shape. These differences are indicated by B-17's Mug Type number 2.0.3.1 which is useful for distinction during data analysis.

The shape types "cup" and "bowl" were essential for distinguishing between the various heights and widths of the curved wall shaped mugs. "Cup" (4) being an indication of mugs that were visibly shorter and has a smaller diameter than the standard "curved" (3) mug. The "bowl" (5) type is visibly shorter and with a visibly larger top diameter than the standard "curved" (3) mug. This kind of differentiation was not as necessary for differences in the straight and triangular shaped mugs because those differences were due more strictly to height than to width (diameter) and could be easily distinguished by sorting the mugs in order of height during further stages in the analysis. Thus, for mugs typed "2.0.2.0" which has shown to be a popular type, potential differences in height (within this type) have been noted; and thus further statistical analysis will demonstrate any taller mugs within type 2.0.2.0. The results of the Mug Type distributions explained further discuss problems that may arise for not creating a differentiation between taller and shorter triangular mugs.

Shape	Rim	Handle	Pedestal	Example:
 Straight (1)	 Absent (0)	 C-Shape (1)	 Absent (0)	  <b>B-17 = 2.0.3.1</b>
 Triangular (2)		 Half Heart (2)		
 Curved (3)	 Present (1)	 Other (3)	 Present (1)	
 Cup (4)		 Bowl (5)		

**Figure 1. Mug Typology Using S.R.H.P Method**

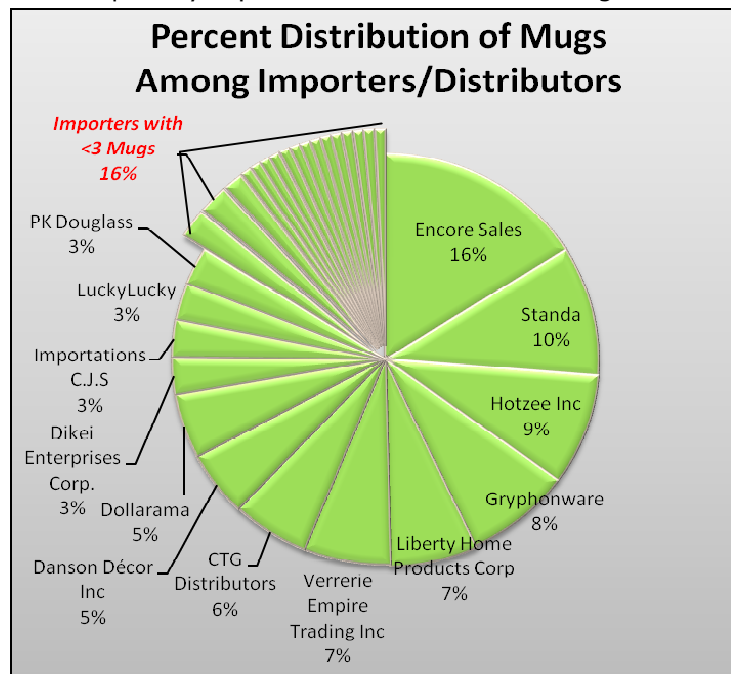
In the third phase, upon assigning a type number to each vessel within the sample, a statistical comparison was created to determine correlations between importer/distributor and mug type. After compiling a list of importers/distributors and their associated mugs, importers that had less than four mugs for comparison, or 16% of the total assemblage, were omitted due to the fact that the significance

of correlating those few mugs would be relatively small. Thus, although the percent of mugs associated with each importer is calculated using the entire sample size (137 vessels) those importers/distributors with less than 3 vessels were not used in determining a correlation between importer and mug type. There were twelve importers/distributors that had four or more vessels and each of these importers was analyzed to find a trend or prevalence of a distinguishable mug type. The mug types for each importer are shown in bar graph distribution throughout the results and in the appendix following this paper (Appendix B,C).

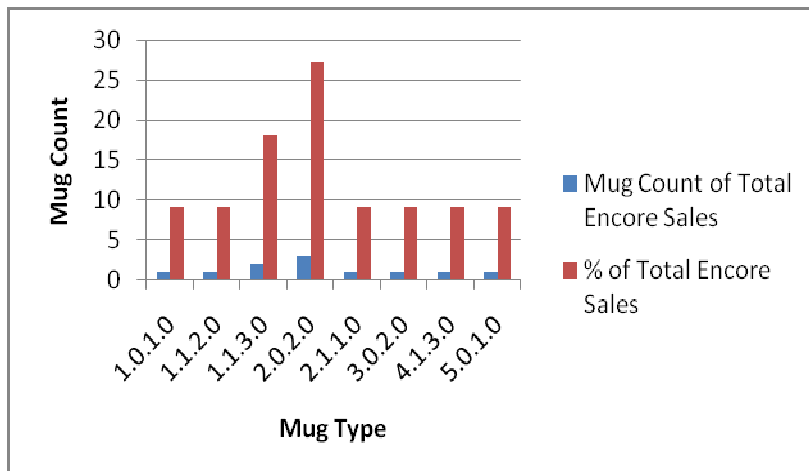
In the final stage of data analysis, the effectiveness of the Mug Type typology was examined using what had been determined as the most prevalent mug type within one importer (or those who made up more than 50% of the total collection within one importer). Thus, as will be demonstrated further in the results discussion, certain Import/Mug Type relationships will be examined using the measurement data for the Dollarware assemblage in order to test how effective the mug types within one importer has been.

**Results**

The importer/distributor data resulted in twelve primary importers that had 4 or more mugs. These importers, in order of their mug frequency, include: Encore Sales, Standa, Hotzee Inc., Gryphonware, Liberty Home Products Corp, Verrerie Empire Trading Inc., CTG Distributors, Danson Décor Inc., Dollarama, Dikei Enterprises Corp., Importations C.J.S, LuckyLucky, and PK Douglass. Importers which had 3 or less mugs made up approximately 16% of the total sample (See Figure 2 below and Appendix B). The distribution of the importers within the entire sample is displayed in the pie chart in Figure 2. Logically, those importers with the most mugs to compare (i.e. Encore Sales and Standa with 22 mugs and 14 mugs respectively) should have the more statistically significant results while those with only 4 mugs, or those shown as 3 % on the pie chart (Figure 2) should be scrutinized and considered more carefully. Moreover, it also is questionable whether Gryphonware and Dollarama should be included under one



**Figure 2. Percent Distribution of Mugs**



**Figure 3. Gryphonware Mug Distribution**

importer and thus these distributors will be analyzed both separately and together in order to contrast the results and provide potential answers to the debate. Upon researching information on these two distributors, it seems that Gryphonware is referred to by an E-bay salesperson as a kind of brand name while Dollarama may indeed be the distributor of that brand name (E-bay search: Gryphonware).

After aligning the vessels with a particular importer or distributor it was possible to create a bar graph distribution of the mug types among importers/distributors and consequently find the most frequent Mug Type used by that particular company. This was repeated for all twelve importers and for many there was a definitive type which comprised more than half of the vessels. In order to determine a potential standard for Mug Type, the vessel would have to comprise over 50% of the entire collection associated with the particular importer/exporter. Creating this percentage definition allowed for an omission of Mug Types that had the greatest number, but which in reality was a minute difference in relation to the other mugs. The more Mug Types present in the collection, the less likely there would be one type which stood as a majority. For example, the Gryphonware collection (See Figure 3) included eight different types of mugs. This variety within the same importer/distributor resulted in ranging data which did not conclusively demonstrate one particular mug type. In Figure 3, for example it seems that mug type 2.0.2.0 is the most prevalent mug type, based on it having the highest percentage (over 25%). However, if one observes the mug count data, it is evident that all of the types consist of less than five mugs within an eleven mug collection and therefore does not include enough data to be a convincing Mug Type for Gryphonware (See Appendix B for Gryphonware total count). Even when compared in conjunction with the Dollarama importers as was suggested above, the data remains ambiguous and varying. Observe Figure 4 below to see the variance in a collection of both the Dollarama and Gryphonware collections, a total of 18 vessels.

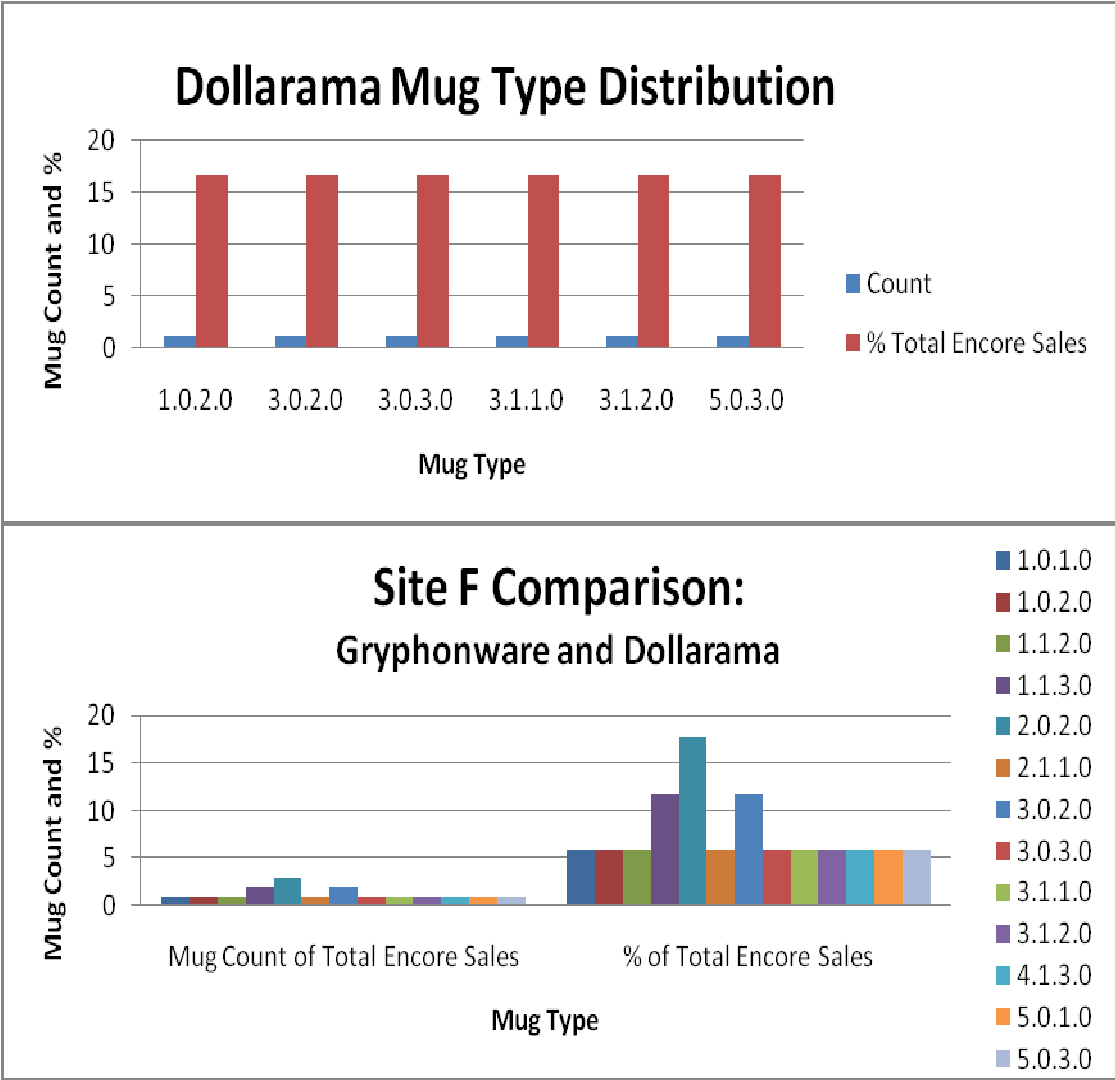
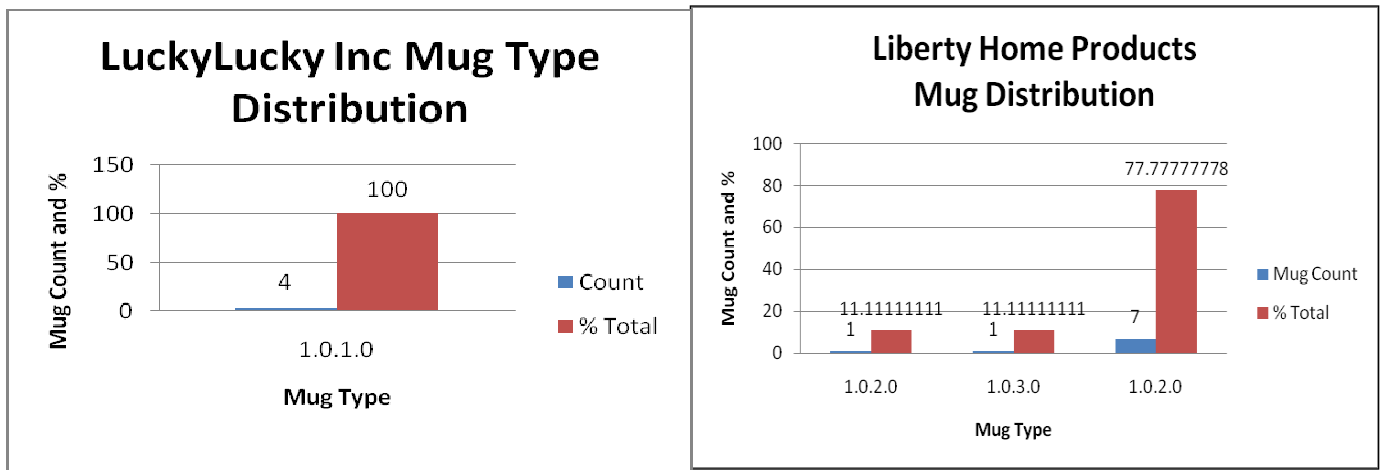


Figure 4. Variance in Gryphonware and Dollarama Comparison

Upon increasing the sample size for Gryphonware by adding the Dollarama collection, the variability and number of mug types is still observable. The Site F Comparison section of Figure 4 clearly demonstrates the broad range of types within the Site F collection. Both Gryphonware and Dollarama were the most wide ranging in their collection, with no distinctive Mug Type to be associated with the importer/distributor.

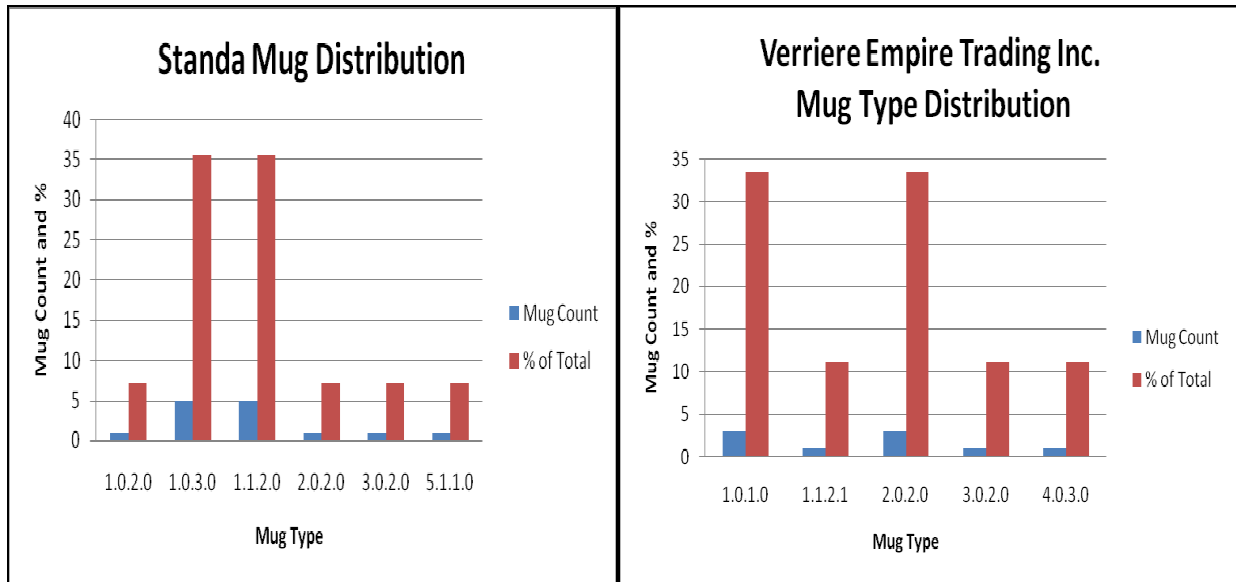
In contrast, a vast majority, nine of the other eleven importers/distributors provide a Mug Type that represents more than 50% of the importer collection. These included Encore (2.0.2.0=50%), Hotzee Inc. (1.0.1.0=60%), Liberty Home Products Corp (1.0.2.0=80%), CTG Distributors (1.1.2.0=>80%), Danson Décor (1.0.1.0=~70%), Dekei Enterprises Corp (1.0.1.0=100%), CJS Importers (2.0.2.0=~50%), LuckyLucky (1.0.1.0=100%), and P.K. Douglass (2.0.2.0=~70%).



**Figure 5. Comparison of LuckyLucky Inc. Mug Distribution to Liberty Home Products: Demonstrating Robustness of Data Based on Larger Sample Size**

This list is in order of sample size for each distributor collection, thus those at the beginning of the list will have more significant statistical relevance than those at the end. Therefore, the 80% of Liberty Home Products Corp being Type 1.0.2.0 is more significant than the 100% of LuckyLucky Inc. being Type 1.0.1.0 due to the fact that Liberty Home Products' sample size is 9 while LuckyLucky Inc. consists of only four mugs (Appendix B). All four Mugs within the LuckyLucky Inc. collection were typed 1.0.1.0 based on their morphological attributes, but still the small representation makes this information less useful or determinable than the data collected for Liberty Home Products Corp. Thus, with five more mugs available for comparison within the Liberty Home Products sample collection, the data is more significant and robust (See Figure 5 above).

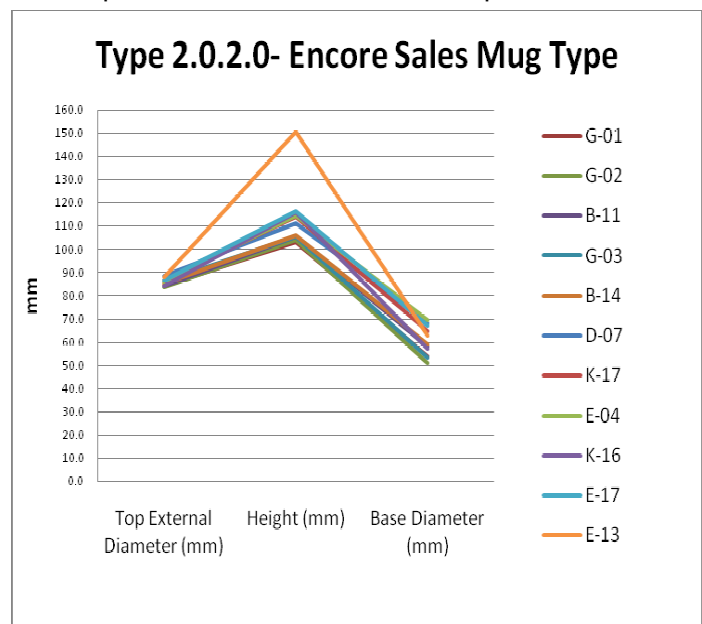
Finally, there are two importers/distributors within the 137 vessel assemblage that have mug types in competition with each other for the highest count or presence. The first, Standa, has 35% of Mug Type 1.0.3.0 as well as 35% of Mug Type 1.1.2.0 vying for the claim to most prominent Mug Type within the collection. The second case is Verrerie Empire Trading Inc. wherein both 1.0.1.0 and 2.0.2.0 stand at about 30% of the entire Verrerie Empire Trading Inc. collection. These 'competing types' can be observed in Figure 6 below. The data for comparison is also observable in Appendix C.2.



**Figure 6. Examples of Competing Types in Standa and Verriere Empire Trading Inc.**

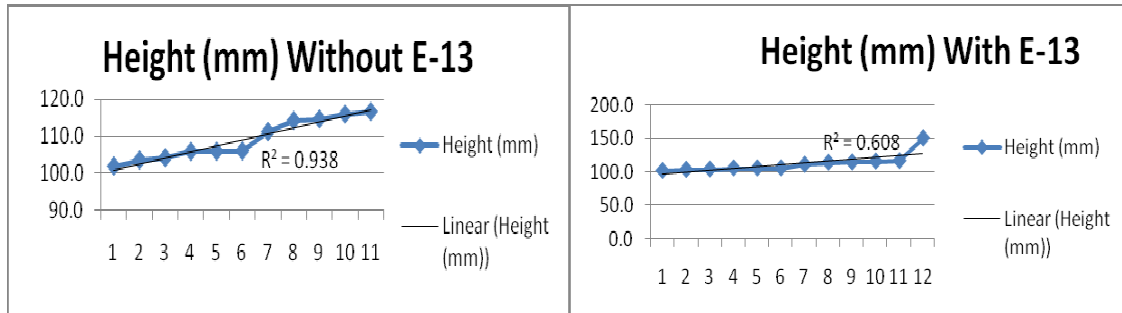
Appendix C.1 clearly shows the distribution data of each importer/distributor and includes the names of the vessels which fall into a particular collection. The Mug Type which appeared in more than 50% of the entire importer collection is delineated in **bold** and **red**. In the next phase of analysis, it became necessary to test the effectiveness of creating types that might be represented based on importer. The results of these tests are promising for demonstrating the effectiveness of the S.R.H.P mug typology model. As an example, the results of the Encore Sales collection produced type 2.0.2.0 as the most prevalent mug type. Using the measurement data, including mug height (mm), base diameter (mm) and top diameter (mm) for the Encore Sales mugs typed 2.0.2.0 to graph every mug in the collection and found the Type to be relatively effective and consistent which the difference between the largest and smallest base diameter as 10.7mm and the difference between the largest and smallest base diameter as 18.6mm. These differences are minute for the particular ends of this research question for an exact replica type is not the intention but rather a type of general style that seems to be preferred by importer and distributors. However, the biggest difference in measurement within this example is that of the height, which 49mm difference between the tallest and shortest. This is perceptibly the case due to an outlier, E-13 which measures 150.8mm tall. This outlier is observable in Figure 7 below. The first graph on the left demonstrates how E-13 is much higher relative to the other mugs within the collection on a 10mm scale. Moreover, the dual graph on the right shows a trendline with and without E-13 included and demonstrates that without the outlier E-13, the data is almost perfect in trendline with the r-squared value as 0.938; but with E-13 included the data is more skewed with an r-squared value as 0.608. Thus, E-13 poses a problem for the typology model SRHP because it

does not take into account the discrepancies between taller and shorter triangular mugs. Consequently, the height of these vessels should



**Figure 7. E-13's Inconsistency with Measurement Data for Total Encore Sales**

be taken into account to ameliorate the SRHP model for typology. Moreover, perhaps an additional shape type of “espresso” categorized as above a certain standard height would improve the outcome for statistical Mug Types.



**Figure 8. With or Without E-13 in Height Distribution for Encore Sales**



**Figure 10. M-14**



**Figure 9. M-05**

However, it is also relevant to note that minute differences in measurements such as those for the top and bottom diameters do not seem significant in finding a correlation between Mug Type and importer. While the height of triangular mugs was substantially different, measurement differences of even 10mm cannot be taken to make for an entirely distinct type of vessel. As way of an example, M-14 (Figure 10) and M-05 (Figure 9) appear almost identical in Mug Type, come from the same Dollar Store (Site M), were both distributed by Liberty Products Corp and have extremely similar iconography. It seems plausible that these two mugs could reflect a general Mug Type that was preferred or chosen over another by the importers and distributors. Yet, measurement data shows minute differences between these two mug that, if taken only in analyzing the measurements, could be confused as two different Mug Styles due to differences.

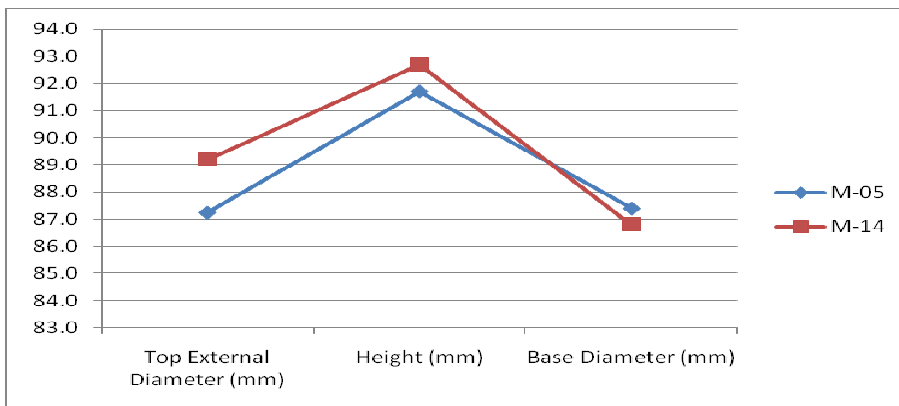


Figure 11 demonstrates how these apparent copies of the same Mug Type have minute differences, approximately 2-3mm, in measurements of height and base/top diameters. It also reveals the negative effects of merely using measurement data in order to find a particular type that can be associated with an importer.

**Figure 11. Measurement Differences in M-05 and M-14**

## **Discussion**

The results of this data have fallen into three main categories: undistinguishable Importer/Mug Type relationship, competition between two Mug Types within one Importer, and a distinguishable Mug Type to be related to an importer. In the first case, Dollarama and Gryphonware were the most variable and ranging in terms of their Mug Types. These results may indicate that Dollarama receives mugs from many different distributors and importers and aim at achieving a wide range of selection for their consumers. With the addition of the Gryphonware collection to the Dollarama collection, the results are similarly varying and wide ranging which may indicate that Gryphonware could, as was hypothesized earlier, be a manufacturer or brand of the Dollarama collection itself.

In the second case, there was one Importer having two distinguishable and competing Mug Types for most prevalent. The two importers associated with this case, Standa and Verrerie Empire Trading Inc, may have chosen to focus on importing two types of mugs more than others to keep some range and selection by having more than one mug style option, but to narrow their importing and distributing to two types within the Montreal market.

The third case wherein nine of the importers had one determinable mug choice, (See Appendix C.1), could indicate that there is in fact a tendency for an importer to focus on one style or type of mug for distribution and importing over another. This could indeed lead to conclusions that the mugs were imported from a common manufacturer; however this is merely an extrapolation from the importer/distributor data.

In all of these cases, we must take into account the sample size of each importer, the effectiveness of the S.R.H.P Typology, and the inclusion of measurement data such as height, base diameter, and top diameter when understanding the significance and meaning of data results. As we have seen, certain outliers created by the inability of the typology to take into account for an Espresso type, or taller triangular mugs, could have affected the results negatively. In future applications of this typology, perhaps additional mug types that take into account tallness more acutely would serve to improve results. However, the tallness differences have been acknowledged and interpreted within the method and results sections of this particular research by incorporating the Dollarware basic measurement data into analysis.

Lastly, it is important for researchers to not solely concentrate on measurement data for acquiring a kind of 'Mug Type'. Although incorporating measurement data was useful to pinpoint outliers within the typology, the problems associated with narrowly focusing on measurements are demonstrated using the cases of M-05 and M-14. These two mugs appear almost identical in shape, style, importer, and store location; and yet have small differences in measurements that may serve to create separations or further categories that need not be created for the purpose of this particular research question.

In terms of future research direction, an increase in the sample size for all importers would create more robust and significant data, as is observable between larger and smaller collections within this assemblage itself. Furthermore, it is observable from these results that a methodological approach that takes into account 'the Mug Type question' from a multitude of angles and perspectives, including importer, measurements, appearance, and style would be most robust in creating a distinguishable mug type with which to compare to its importer. Approaching the question of Mug Type from many directions in this way will improve results and create more significant data. Finally, and related to the this point, future research would include an in depth look into the names of the importer/manufacturers themselves in order to have unambiguous meaning attached to the names of companies as well as a potential comparative collection in observing would other types of ceramic vessels these importers may carry.



**Appendix A: Sample Assemblage: Including Mug Type and Importer/Distributor Data**

Specimen	Top External Diameter (mm)	Height (mm)	Base Diameter (mm)	Importer/Distributor	Mug Type
A-01	81.9	95.9	80.6	Hotzee Inc.	1.0.1.0
A-02	84.2	97.4	82.9	Hotzee Inc.	1.0.1.0
A-03	82.0	95.7	79.9	Hotzee Inc.	1.0.1.0
A-04	84.3	97.5	83.3	Hotzee Inc.	1.0.1.0
A-05	81.6	95.6	80.6	Hotzee Inc.	1.0.1.0
A-06	82.4	96.2	80.2	Hotzee Inc.	1.0.1.0
A-10	110.2	64.8	110.1	Encore Sales	5.0.1.0
A-12	82.3	96.0	47.7	Les Ventes DOMAY Sales Inc	3.1.2.0
A-16	97.2	105.8	64.5	Importations C.J.S	2.0.2.0
A-18	94.3	101.8	63.1	Encore Sales	2.0.2.0
A-20	76.0	104.1	71.0	Standa	1.0.2.0
B-01	76.4	103.7	70.8	Standa	1.1.2.0
B-02	81.1	98.5	81.1	Encore Sales	1.0.1.0
B-03	81.1	97.6	80.0	Encore Sales	1.0.1.0
B-06	79.4	95.6	79.4	Encore Sales	1.0.1.0
B-07	86.4	105.5	59.2	Hotzee Inc.	2.0.2.0
B-10	81.5	97.4	80.0	Encore Sales	1.0.1.0
B-11	84.5	105.8	58.1	Encore Sales	2.0.2.0
B-13	76.6	103.5	71.2	Standa	1.1.2.0
B-14	85.4	106.0	59.1	Encore Sales	2.0.2.0
B-15	90.5	105.8	55.0	Encore Sales	3.1.2.0
B-17	82.2	117.0	68.7	Hotzee Inc.	2.0.3.1
B-19	82.1	98.9	82.5	Encore Sales	1.0.1.0
B-20	87.2	81.1	76.0	Liberty Home Products Corp	1.0.2.0
C-01	85.7	124.1	56.0	Yiyun	2.1.1.0
C-03	79.3	102.0	74.4	CTG Distributors	1.1.2.0
C-04	91.4	75.5	52.0	Bangsi	4.1.1.0
C-05	74.4	91.1	71.2	Moany	1.1.2.0
C-06	91.1	103.0	64.4	PK Douglass	2.0.2.0
C-07	87.5	124.4	59.3	Yiyun	2.1.1.0
C-12	78.9	100.1	70.0	S.Kayali Int'l	1.1.2.1
C-14	83.3	99.1	79.1	S.Kayali Int'l	1.1.2.0
C-15	90.1	100.0	60.9	S.Kayali Int'l	2.0.2.0
C-19	79.2	109.2	58.0	Yiyun	2.1.1.0
C-20	85.6	101.4	59.0	Senator Collection	2.1.1.0
D-05	84.7	104.8	56.8	Verrerie Empire Trading Inc	2.0.2.0
D-07	88.3	111.2	68.1	Encore Sales	2.0.2.0
D-08	88.1	102.0	61.2	Importations C.J.S	2.0.2.0
D-13	76.3	109.1	69.9	Danson Décor Inc	1.1.2.0
D-16	115.2	96.6	58.9	Danson Décor Inc	1.0.1.0
D-18	79.1	96.5	52.3	Danson Décor Inc	1.0.1.0
D-19	80.2	131.3	53.2	Verrerie Empire Trading Inc	3.0.2.0
D-20	84.8	73.6	60.6	Verrerie Empire Trading Inc	4.0.3.0
E-03	81.9	97.5	81.4	Danson Décor Inc	1.0.1.0

E-04	86.4	114.6	69.7	Encore Sales	2.0.2.0
E-06	80.7	96.2	79.8	Danson Décor Inc	1.0.1.0
E-12	93.8	102.0	66.0	Danson Décor Inc	2.0.2.0
E-13	88.0	150.8	63.0	Encore Sales	2.0.2.0
E-17	86.6	116.6	67.2	Encore Sales	2.0.2.0
E-20	90.0	153.1	62.6	PK Douglass	2.0.2.0
F-01	78.5	94.0	60.0	Dollarama	3.0.3.0
F-03	85.0	125.7	60.5	Gryphonware	2.1.1.0
F-04	87.2	108.2	53.3	Dollarama	3.0.2.0
F-05	94.0	105.4	60.4	Occasions Dollarama	3.1.1.0
F-06	85.0	93.2	57.3	Gryphonware	4.1.3.0
F-07	101.5	99.1	61.7	Gryphonware	1.1.2.0
F-08	95.4	106.2	57.6	Dollarama	3.1.2.0
F-09	87.3	106.5	59.5	Gryphonware	3.0.2.0
F-10	104.7	106.0	61.5	Gryphonware	2.0.2.0
F-11	108.1	63.0	64.8	Dollarama	5.0.3.0
F-12	73.0	109.6	69.8	Gryphonware	1.1.3.0
F-14	91.6	108.0	57.5	Dollarama	3.1.1.0
F-15	109.0	74.8	69.8	Gryphonware	5.0.1.0
F-16	80.6	105.5	80.5	Dollarama	1.0.2.0
F-17	82.0	96.1	80.2	Gryphonware	1.0.1.0
F-18	80.8	94.5	57.6	Gryphonware	2.0.2.0
F-19	85.0	106.3	58.8	Gryphonware	2.0.2.0
F-21	75.6	108.6	68.0	Gryphonware	1.1.3.0
G-01	84.3	103.5	53.8	Encore Sales	2.0.2.0
G-02	83.6	104.1	51.1	Encore Sales	2.0.2.0
G-03	86.3	105.9	53.6	Encore Sales	2.0.2.0
H-02	83.2	95.5	82.1	Verrerie Empire Trading Inc	1.0.1.0
H-04	80.1	91.2	79.5	Verrerie Empire Trading Inc	1.0.1.0
H-05	81.5	91.8	80.2	Verrerie Empire Trading Inc	1.0.1.0
I-01	81.1	96.6	80.0	LuckyLucky	1.0.1.0
I-02	81.1	96.1	80.3	LuckyLucky	1.0.1.0
I-03	76.6	103.8	70.7	Standa	1.1.2.0
I-05	106.5	82.1	52.8	M.H.I	5.0.2.0
I-06	80.1	96.7	79.9	LuckyLucky	1.0.1.0
I-07	80.7	95.3	80.1	Modern Houseware Imports Inc.	1.0.1.0
I-08	89.9	95.1	60.4	Moda Concept	2.0.2.0
I-09	83.2	106.4	58.8	Elica Home Trends	3.0.2.0
I-10	75.5	103.5	70.1	Standa	1.1.2.0
I-11	76.3	104.1	70.8	Standa	1.1.2.0
I-12	108.6	85.0	102.9	Standa	5.1.1.0
I-13	80.7	94.9	79.8	Modern Houseware Imports Inc.	1.0.1.0
I-14	86.7	101.5	83.3	Royal White Fine Porcelain	1.0.1.0
I-15	82.6	96.7	80.6	Importations C.J.S	1.0.1.0
I-16	91.2	106.7	56.9	Forum Design	2.1.2.0
I-18	81.0	96.6	79.3	LuckyLucky	1.0.1.0
J-03	78.5	92.0	79.0	Dikei Enterprises Corp.	1.0.1.0
J-06	82.8	97.1	81.9	Dikei Enterprises Corp.	1.0.1.0

J-07	81.1	95.5	80.1	Dikei Enterprises Corp.	1.0.1.0
J-13	80.4	94.6	80.5	Dikei Enterprises Corp.	1.0.1.0
J-17	81.3	83.1	68.3	Encore Sales	3.0.1.0
J-18	86.7	85.7	85.2	Liberty Home Products Corp	1.0.3.0
J-20	80.3	88.5	53.5	Wandfond Ceramics	2.0.2.0
K-04	81.9	96.3	81.7	Sabre	1.0.1.0
K-05	78.6	98.6	54.4	Verrerie Empire Trading Inc	1.1.2.1
K-06	81.0	104.2	76.7	CTG Ditributors	1.1.2.0
K-07	91.6	101.4	63.4	PK Douglass	2.0.2.0
K-08	79.8	103.9	76.3	CTG Ditributors	1.1.2.0
K-10	87.2	80.9	71.9	CTG Ditributors	4.0.2.0
K-11	82.2	95.4	81.0	PK Douglass	1.0.1.0
K-12	81.3	103.9	48.4	Verrerie Empire Trading Inc	2.0.2.0
K-14	81.0	103.7	76.0	CTG Ditributors	1.1.2.0
K-15	80.4	103.7	46.7	Verrerie Empire Trading Inc	2.0.2.0
K-16	84.2	115.9	57.4	Encore Sales	2.0.2.0
K-17	86.7	114.2	64.9	Encore Sales	2.0.2.0
K-18	62.3	50.2	34.9	Club House	4.0.2.1
L-03	68.3	92.7	61.1	CTG Distributors	1.1.2.0
L-04	69.0	91.7	62.1	CTG Distributors	1.1.2.0
L-05	68.6	90.2	62.4	CTG Distributors	1.1.2.0
L-07	79.8	94.9	81.0	Danson Décor Inc.	1.0.1.0
L-08	86.0	85.0	84.6	Libery Home Products Corp	1.0.2.0
L-09	79.0	120.5	52.2	Xantia	2.0.3.0
L-10	84.5	102.3	57.8	Standa	3.0.2.0
L-11	86.6	84.1	83.8	Libery Home Products Corp	1.0.2.0
L-14	74.2	100.9	72.9	Hotzee Inc.	1.0.2.0
L-15	73.8	100.5	71.7	Hotzee Inc.	1.0.2.0
L-16	73.5	100.4	72.7	Hotzee Inc.	1.0.2.0
M-02	80.5	96.3	79.9	Encore Sales	1.0.1.0
M-03	77.4	101.2	75.9	Encore Sales	1.0.3.0
M-04	88.1	99.9	52.4	Standa	2.0.2.0
M-05	87.3	91.7	87.4	Liberty Home Products Corp	1.0.2.0
M-06	82.6	97.8	83.0	Hotzee Inc	1.0.1.0
M-07	69.9	97.7	67.9	Standa	1.0.3.0
M-08	87.1	85.6	82.9	Liberty Home Products Corp	1.0.2.0
M-09	86.7	86.4	85.5	Liberty Home Products Corp	1.0.2.0
M-11	69.6	98.5	69.1	Standa	1.0.3.0
M-12	68.9	98.0	68.4	Standa	1.0.3.0
M-13	69.6	98.5	69.1	Standa	1.0.3.0
M-14	89.2	92.7	86.8	Liberty Home Products Corp	1.0.2.0
M-15	73.0	99.4	67.7	Standa	1.0.3.0
M-16	76.8	103.7	70.1	Royal Norfolk Fine Porcelain	1.1.2.0
M-17	86.1	81.6	85.2	Liberty Home Products Corp	1.0.2.0
M-20	79.4	93.2	78.7	Importations C.J.S	1.0.3.0

**Appendix B: Importer Distribution and Percent of Total Assemblage (Raw Data for Fig.2)**

Importer/Distributor Name	Count	%total
<b>Encore Sales</b>	22	16.05839
<b>Importers With &lt;3 Mugs Present</b>	22	16.05839
<b>Standa</b>	14	10.21898
<b>Hotzee Inc</b>	12	8.759124
<b>Gryphonware</b>	11	8.029197
<b>Liberty Home Products Corp</b>	9	6.569343
<b>Verrerie Empire Trading Inc</b>	9	6.569343
<b>CTG Distributors</b>	8	5.839416
<b>Danson Décor Inc</b>	7	5.109489
<b>Dollarama</b>	7	5.109489
<b>Dikei Enterprises Corp.</b>	4	2.919708
<b>Importations C.J.S</b>	4	2.919708
<b>LuckyLucky</b>	4	2.919708
<b>PK Douglass</b>	4	2.919708

**Appendix C: Mug Type Counts Within Importers/Exporters (In order of discussion)**

**GRYPHONWARE**

Specimen	Mug Type	Count	% Total
F-17	1.0.1.0	1	9.090909
F-07	1.1.2.0	1	9.090909
F-12	1.1.3.0	2	18.18182
F-21	1.1.3.0		
F-10	2.0.2.0	3	27.27273
F-18	2.0.2.0		
F-19	2.0.2.0		
F-03	2.1.1.0	1	9.090909
F-09	3.0.2.0	1	9.090909
F-06	4.1.3.0	1	9.090909
F-15	5.0.1.0	1	9.090909

**DOLLARAMA**

Specimen	Mug Type	Count	% Total
F-16	1.0.2.0	1	16.66667
F-04	3.0.2.0	1	16.66667
F-01	3.0.3.0	1	16.66667
F-14	3.1.1.0	1	16.66667
F-08	3.1.2.0	1	16.66667
F-11	5.0.3.0	1	16.66667

**Appendix C.1: Importers With Mug Type Representing Greater than 50%**

*Identifiable types are in **bold** and Importers most prevalent mug type is **bold and red***

**ENCORE**

Specimen	Mug Type	Count	% Total
B-02	<b>1.0.1.0</b>	<b>6.0</b>	<b>27.2727</b>
B-03	1.0.1.0		
B-06	1.0.1.0		
B-10	1.0.1.0		
B-19	1.0.1.0		
M-02	1.0.1.0		
M-03	<b>1.0.3.0</b>	<b>1</b>	<b>4.54545</b>
A-18	<b>2.0.2.0</b>	<b>12</b>	<b>54.5455</b>
B-11	2.0.2.0		
B-14	2.0.2.0		
D-07	2.0.2.0		
E-04	2.0.2.0		
E-13	2.0.2.0		
E-17	2.0.2.0		
G-01	2.0.2.0		
G-02	2.0.2.0		
G-03	2.0.2.0		
K-16	2.0.2.0		
K-17	2.0.2.0		
J-17	<b>3.0.1.0</b>	<b>1</b>	<b>4.54545</b>
B-15	<b>3.1.2.0</b>	<b>1</b>	<b>4.54545</b>
A-10	<b>5.0.1.0</b>	<b>1</b>	<b>4.54545</b>

**HOTZEE INC**

Specimen	Mug Type	Count	% Total
M-06	<b>1.0.1.0</b>	<b>7</b>	<b>58.33333</b>
A-01	1.0.1.0		
A-02	1.0.1.0		
A-03	1.0.1.0		
A-04	1.0.1.0		
A-05	1.0.1.0		
A-06	1.0.1.0		
B-07	<b>2.0.2.0</b>	<b>1</b>	<b>8.333333</b>
B-17	<b>2.0.3.1</b>	<b>1</b>	<b>8.333333</b>
L-14	<b>1.0.2.0</b>	<b>3</b>	<b>25</b>
L-15	1.0.2.0		
L-16	1.0.2.0		

**LIBERTY HOME PRODUCTS CORP**

Specimen	Mug Type	Count	% Total
B-20	1.0.2.0	1	11.11111
J-18	1.0.3.0	1	11.11111
M-05	1.0.2.0	7	77.77778
M-08	1.0.2.0		
M-09	1.0.2.0		
M-14	1.0.2.0		
M-17	1.0.2.0		
L-08	1.0.2.0		
L-11	1.0.2.0		

**CTG DISTRIBUTERS**

Specimen	Mug Type	Count	% Total
C-03	1.1.2.0	7	87.5
L-03	1.1.2.0		
L-04	1.1.2.0		
L-05	1.1.2.0		
K-06	1.1.2.0		
K-08	1.1.2.0		
K-14	1.1.2.0		
K-10	4.0.2.0	1	12.5

**DANSON DECOR INC.**

Specimen	Mug Type	Count	% Total
D-16	1.0.1.0	5	71.42857
D-18	1.0.1.0		
E-03	1.0.1.0		
E-06	1.0.1.0		
L-07	1.0.1.0		
D-13	1.1.2.0	1	14.28571
E-12	2.0.2.0	1	14.28571

**DEKEI ENTERPRISES CORP.**

Specimen	Mug Type	Count	% Total
J-03	1.0.1.0	4	100
J-06	1.0.1.0		
J-07	1.0.1.0		
J-13	1.0.1.0		

**IMPORTATIONS CJS**

Specimen	Mug Type	Count	% Total
A-16	<b>2.0.2.0</b>	<b>2</b>	<b>50</b>
D-08	2.0.2.0		
I-15	<b>1.0.1.0</b>	<b>1</b>	<b>25</b>
M-20	<b>1.0.3.0</b>	<b>1</b>	<b>25</b>

**LUCKYLUCKY INC.**

Specimen	Mug Type	Count	% Total
I-01	<b>1.0.1.0</b>	<b>4</b>	<b>100</b>
I-02	1.0.1.0		
I-06	1.0.1.0		
I-18	1.0.1.0		

**PK DOUGLASS**

Specimen	Mug Type	Count	% Total
C-06	<b>2.0.2.0</b>	<b>3</b>	<b>75</b>
E-20	2.0.2.0		
K-07	2.0.2.0		
K-11	1.0.1.0	1	25

**Appendix C.2 Importers with Two Competing Mug Types for Most Prevalent****STANDA**

Specimen	Mug Type	Count	% Total
A-20	1.0.2.0	1	7.142857
M-07	1.0.3.0	5	35.71429
M-11	1.0.3.0		
M-12	1.0.3.0		
M-13	1.0.3.0		
M-15	1.0.3.0		
B-01	1.1.2.0	5	35.71429
B-13	1.1.2.0		
I-03	1.1.2.0		
I-10	1.1.2.0		
I-11	1.1.2.0		
M-04	2.0.2.0	1	7.142857
L-10	3.0.2.0	1	7.142857
I-12	5.1.1.0	1	7.142857

**VERRERIE EMPIRE TRADING INC**

Specimen	Mug Type	Count	% Total
H-02	1.0.1.0	3	33.33333
H-04	1.0.1.0		
H-05	1.0.1.0		
K-05	1.1.2.1	1	11.11111
D-05	2.0.2.0	3	33.33333
K-12	2.0.2.0		
K-15	2.0.2.0		
D-19	3.0.2.0	1	11.11111
D-20	4.0.3.0	1	11.11111



**Appendix D: Photo of Mug E-13**

