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Looking forward to 2021!

Leap bravely into the future - kick the past away - out with the old, and in with the new.

Hi All,

Another year has gone. As we zoom towards our first birthday in March, I have to say that the business has grown faster than I expected, and our stable of products has some real thoroughbreds in it. I have a lovely bunch of customers, and my plan of stocking different product is still on track.

The New Website

I am not able to say when the new site will come on-line, but rest assured that work is underway. There is quite a lot of effort involved, as I have to re-size approximately 1000 photographs, and try to streamline the number of application plug-ins used. I have a developer working with me to build it. We will take a copy of the site as is, and convert it into a new layout. This will be fully tested alongside the current site to ensure that all works properly. When we are happy with it, we remove all the data from it, and re-transfer the current production data. There may be a period when the site will be off-line whilst we do that, but it will be mid-week, and I will give you ample warning.

You will see some gradual changes as I play with the menu layout. Currently I am trialling a few new ideas, and would really appreciate your feedback

Shop By....

Currently the options are:

- **Shop All by Colour** - shop by colour across tiles, stained glass and beads
- **Shop Tile by Range** - select tiles by one of the named ranges
- **Shop Tile by Size and Shape** - select tiles by the various sizes with each shape
- **Shop Tile by Finish** - select tiles by finish - crystal/frosted/gloss/iridised-pearl/matte/metal/mirror/sate-semi gloss
- **Child Friendly** - throws up a list of tiles with rounded edges, or smaller sizes - ideal for little hands
- **Exterior usage** - displays a list of tesserae that can ben used outside.

“Colours are the smiles of nature.”

*~James Henry Leigh Hunt
(1784-1859).*





I want to have New stock more prominent on the web-site, and have a whole raft of features planned.

I have noticed that some of my regular stock lines are more frequently out-of-stock at my suppliers - I can only imagine that my suppliers are also feeling the impacts of COVID. I do apologise for any inconvenience caused.

New Product:

You are already starting to see new product lines for 2021.

The star of the show is my stunning collection of **Stained Glass**. These are selling extremely well. I have priced them very competitively, with most sheets coming in at between \$5 and \$7. The standard size I have settled on is 100x200mm. This fits well into an Aus Post box, and I can fit 10 sheets into a box for \$10 postage. Up to 17 sheets go into the next sized box for \$15 postage. I am already finalising a re-stock order, and have yet to list the wide (60x200mm) and narrow (30x200mm) strips. They will be online soon, rest assured.



I am particularly pleased about the new **15mm size in the Istanbul range**. Currently there are 15 colours in store. Depending on their popularity, I will extend the colour range. My supplier doesn't currently carry too many of the iridised, but I have discussed that with them, and they are considering it.



Another new favourite is the **Satin** range. A semi-gloss tile, this one does not have a pitted surface and is very smooth. Not as shiny as a gloss, not as velvety as my lovely matte tiles. A perfect foil for the glossy Istanbul lovelies, or the more blingy crystal, iridised or mirrored files in stock.

I know there are other sites that have matte tiles, but they are not quite like ours. The **Velvet Matte** range certainly live up to their name. They are very touchy-feely, and the colours are really intense.

Make sure you check out our **Crystal Glass Subway** tiles. Subway rectangles make such wonderful edges, and there are 6 stunning colours! My favourite has to be the Franklin Subway - a lovely rich teal (of course). We also have some lovely multi-colours Mardi Gras Crystal Rounds, which are kinda cool.





And let's not forget our new **Bead Collections: Seed Beads** and **Bugle Beads**.... In great little re-useable containers.
There are also some fabulous **natural products**: Carved Shells, Desert Rose Crystals, Mushroom Coral, agate chips, and more!
I have a stunning range of **titanium coated crystals** in store too - so many glorious colours.



In the Pipeline:

Watch out for my **Valentine Heart dishes** that will be available in time for St. Valentines Day. These are made in America by a friend, and come with cute messages, some a bit raunchy. 100x75mm.
Some more African Tribal beads will be coming soon as well.... Just a little bit different.
Apart from the plans for 2021 mentioned above, I do have product sitting here that just hasn't made it onto the web-site for various reasons.

I have some **natural stone products** that haven't quite got onto the web-site yet - but they will!
I have received my trial **glass cutter**, and just before Christmas I gave it a run on some vintage textured glass. I was able to cut beautifully smooth curved edge shapes with it, so it is looking promising. I realise it may be too pricey for some, but if I think it is worth it, I will offer it for sale.
I also want to set to and design some **shapes** to have cut from glass. These will be cut using a water-jet cutter (like a laser for glass) and will be an exclusive line for Merlin Mosaica alone. I have ideas bubbling away - they just need refinement and execution!
Likewise I want to work on designing some **exclusive substrates** - in both .mdf and clear acrylic.
I also have some new fused glass product coming available soon, and will be re-stocking the glass eyes that have proven very popular!



Till next time..
stay safe,

Ali

