



How a Truck Stop Story about Big Food Influenced Creative Shipping Practices at TeachersOutletStore.com

Free Posters, rubber ducks, and best discounted teacher supplies at new online outlet store. Orders are sweetened with candy and lagniappes, giving teachers 110% service. Michigan company learns a lesson about customer satisfaction from a truck stop restaurant.

Orion, MI ([PRWEB](#)) February 10, 2005 -- At TeachersOutletStore.com, the deals are sweet, and so are the packages that are shipped to their customers. Judy Almeranti, Proprietor for the online teachers' and parents' discount store, tops off her orders with handfuls of candy and a gift. Unexpected pleasures for her customers, who already get great educational supplies at outlet store prices.

Judy Almeranti, proprietor of the new online outlet store TeachersOutletStore.com, was taught a lesson in retail early on. Skip McWilliams, President of Teacher's Discovery® and Almeranti's boss, tells the story of Tony's Truck Stop, just a hop off the I-75 freeway, who routinely dishes up giant food like the hunter's special a gallon of chili. Customers love it, and when they bring their doggie bag (who can consume 4 cups of mashed potatoes?) to the cashier, she scoops a handful of candy into the bag. Everything about this truck stop is over the top. There is a lesson here. Give your customers 110% and they'll be loyal to you.

Almeranti liked this idea so much that she tosses candy in every order that leaves the warehouse. She also includes little gifts like books, posters or pens and lagniappes. "I feel really good when I give more than what the customer expects. It's no secret that teachers spend a lot of their own cash on school supplies, so an online discount store is ideal for them, and candy makes them smile." The site features video and book deals, giveaways, and great discounts on fun, educational school supplies, including posters, videos, games, stickers, maps, and even French advertising circulars. Where else can you pick up a case of Wal Mart store advertising circulars (150), printed in French, for fifteen bucks? They'll even throw in ideas for using these flyers. Materials featured on the outlet store site are transferred from Teacher's Discovery warehouses and marked "overstock". This is when Almeranti determines the discount price and deals for her outlet store.

February is Black History Month, so TeachersOutletStore.com is giving away free Martin Luther King, Jr. posters to anybody who simply adds it to their shopping cart. Almeranti says, "I have nearly 1,500 MLK posters to give away. The poster is thought-provoking and inspirational." And if this isn't enough, just find the rubber duck somewhere on the site, and add it to your shopping cart. Your box will arrive with a cute little rubber duck tucked inside tissue. Nice touch.

For more information, go to the website: www.teachersoutletstore.com or contact Judy Almeranti at: (248) 393-3967

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**Contact Information****Judy Almeranti**

TEACHER'S DISCOVERY

<http://www.teachersoutletstore.com>

248-393-3967

Online Web 2.0 VersionYou can read the online version of this press release [here](#).