

ALL GAME TERRAIN

Transforming Tabletop Gaming

In the fast-paced world of tabletop gaming, Woodland Scenics has stepped into the spotlight with its All Game Terrain line, bringing a new level of creativity and innovation to hobby store owners and tabletop gamers alike. In an exclusive interview with General Manager Stephen Cotten, we gained valuable insights into the inspiration behind All Game Terrain and its reception in the market.

Launching a new product line is no small feat, but as Cotten shared, the All Game Terrain line has been met with enthusiasm since its debut nearly a year ago. With Woodland Scenics boasting almost 50 years in the industry, the company leveraged its brand recognition and customer loyalty to attract a new customer base of gamers. Cotten emphasized, "With our reputation, early adopters and those familiar with Woodland Scenics quickly embraced the All Game Terrain line."

One key factor contributing to the success of All Game Terrain is its modular and customizable nature. The line includes a variety of terrain pieces, from ground

cover to static grass to rocks and flowers, as well as tools and adhesives, allowing gamers to craft unique and personalized gaming environments.

"We wanted to offer a solution that caters to both beginners and seasoned gamers," Cotten noted. "The modularity of All Game Terrain enables users to build and rebuild their gaming scenes, fostering a sense of ownership and unlimited creativity."

The introduction of a specially designed merchandiser has also played a pivotal role in All Game Terrain's success. Cotten explained, "The merchandiser is a



one-stop-shop for everything scenery-based for gaming. It's a compact display that fits into any store, making it economically viable for retailers. The smaller package sizes offer local retailers a cost-effective way to stock their shelves."

As All Game Terrain continues to gain traction, it's not just traditional hobby stores that are taking notice. Woodland® has participated in gaming focused events like the Game Manufacturers Association (GAMA) trade show dedicated to gaming stores. Cotten shared, "Gaming stores were excited to have a product line designed specifically for them, and the All Game Terrain merchandiser has become a must-have for many retailers."

Traditional hobby shops are seeing strong interest from the gaming community as well. "We are thrilled to see them leverage these products to spark the interest of tabletop gamers and hobbyists," Cotten said.

While some of the underlying All Game Terrain products are based on traditional model railroading versions, there are some distinctions. "All Game Terrain offers smaller, pre-blended packages that cater to the needs of tabletop gamers," Cotten said. The focus is on efficiency for consumers, providing them with a ready-to-use product that maintains the realism gamers desire."

When asked about the future, Cotten hinted at upcoming expansions to the All Game Terrain line. "We are working on new products that will complement the existing line, creating a comprehensive system for gaming. We aim to continue evolving the All Game Terrain brand into a complete solution for gamers."

Woodland® actively engages with retailers, providing marketing support through videos that offer consumers insights and confidence in using All Game Terrain products. Cotten encouraged retailers to utilize these resources to drive interest and foot traffic to their stores. The All Game Terrain line is available from the major hobby distributors in North America.

After a successful launch, All Game Terrain from Woodland® is not just a product line; it's a revolution for tabletop gamers. With its modular design, cost-effective packaging and commitment to customer support, All Game Terrain is paving the way for hobby store owners to tap into the thriving world of tabletop gaming. HM

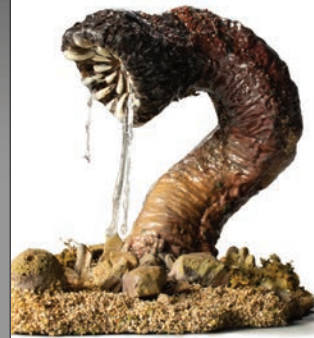
Merchandiser wall packs a lot in a small space.



Spinner has a small footprint.



Artistry arises from sand and rocks.



Gaming pieces come to life with a detailed base.



How-to videos help gamers do incredible work.



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