



G.T. Bradley

Rail Report

Scene-A-Rama School Projects

Woodland Scenics' offers new materials for 67 million potential customers.

Woodland Scenics touts their new Scene-A-Rama division with a great slogan. "If your customers can imagine it, they can build it," reads the slogan, and just from looking over some of the advance promotional materials, I'm already a believer.

Woodland Scenics is an industry leader in scenicking materials for model railroads, military and civilian theme dioramas, architectural projects and fantasy game playing fields. The company is also parent to Design Preservation Models railroad structures, Pine Car wooden derby racing products, and new Sub-Terrain, the all foam foundation component system that has forever changed the way that model railroad layouts are constructed.

Every hobby dealer knows the Woodland Scenics name and the quality products that the name represents. Scene-A-Rama, the company's latest offering, is a range of products that enterprising dealers can really put to work on their behalf. Scene-A-Rama is a line designed for school projects, dioramas and science displays, and arts & crafts.

Math projects, science, English, history and other class projects can come to life with Scene-A-Rama products. Scene-A-Rama items can be used to create volcanoes, tribal masks, indian villages, mobiles, missions, storybooks and anatomical displays.

Customers start their projects with a Scene-A-Rama Project Base and Backdrop, which assemble into beautiful showcases for their completed displays or fully detailed dioramas. Using the versatile Scene-A-Rama Diorama Kits and Accents, they can create scenes from prehistoric times, ancient Egyptian or early American



Four diorama kits are offered in the Scene-A-Rama lineup. Use them to create projects like this Volcano, which reveals geological information beneath its removable face.

years, right on through to contemporary scenes that represent any worldly locale. Settings can be seaside, grassy high plains, mountain ranges or even a desert oasis. The Scene-A-Rama line has accessories for displays of anatomy, storybooks or varying tree species — almost every conceivable subject.

Buildings and other structures can be created with the Building & Structures Kit. Animals and other figures can be formed with the Sculpting Kit. For added interest, the backdrop can be painted, labeled and detailed using forced perspective, three-dimensional backgrounds, materials and information from the Horizon & Detail Kit. Truly amazing creations like tribal masks and alternate arts & crafts items can be achieved with Plaster Cloth, a product that most dealers already know so well from Woodland's railroad scenicking and Sub-Terrain lines.

Woodland Scenics offers the *Scene-A-Rama Project Book* (#SP4170: \$9.98) that will surely be of interest to prospective customers. The new *Project Book* fills its 84 entertaining pages with color photographs and illustrations, literally dozens of ideas, tips and techniques for creating genuinely inspired dioramas and displays.

Dealers can order Scene-A-Rama products from their favorite distributors in singles or case quantities, although the most effective store display is the Scene-A-Rama



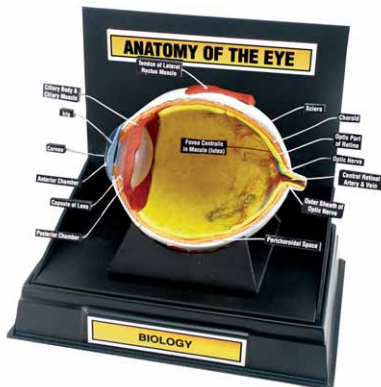
Woodland's Scene-A-Rama product line is available in several configurations. Dealer's best bet is this all-inclusive Scene-A-Rama Merchandiser.

Merchandise (#SP4095), a colorful, free-standing display that showcases the Complete Scene-A-Rama Assortment (#SP4100). Kids and teens will be instantly drawn to the merchandiser's vivid colors, and parents — especially when those class project due dates close in — will truly appreciate the project ideas and supplies that can be purchased so readily in your hobby shop.

Handling the new Scene-A-Rama line from Woodland Scenics presents your store with an opportunity to serve a broad consumer base of students and crafters, and even hobbyists that are not necessarily model hobbyists. The line includes several product categories and sub categories, and each one complements the others in the mak-



Woodland Scenics offers four different diorama kits to create the ideal setting for any display. Start with the base and backdrop, then add surface details like ReadyGrass, trees, shrubs, sand, dirt, gravel, water, even snow.



School science projects, science fair displays and so much more can be made with Scene-A-Rama components. Showboxes, just like this one, give school or arts & crafts projects the professional looking setting to draw attention to the display. Just add the appropriate label backdrops to make each project come alive.

ing of creative displays. A capsule overview of the all-new Scene-A-Rama product range from Woodland Scenics reveals these offerings and their uses:

Project Bases and Backdrops for the creation of showcases and dioramas

Showboxes to build shoebox dioramas

Four Diorama Kits with everything included

Detailing Accents that include rocks, water, foliage, various grass, desert plants and winter effects

Project Accessories for building structures, sculpting figures, animals or shapes, painting and labeling backdrops, Casting Plaster, Plaster Cloth and special adhesives



Tribal masks and many other unusual items can be created using Scene-A-Rama Plaster Cloth from Woodland Scenics. If your customers can imagine it, Woodland's Scene-A-Rama means they can build it.

ReadyGrass grass mats in three colors

Trees that include deciduous, conifer, fall and palm

Project Book filled with ideas, tips and techniques

All these products are included with the Complete Assortment, and a Half Assortment (#SP4101) is also available through your favorite hobby distributor. Woodland Scenics is a name you can trust to deliver high-in-quality products that discriminating customers have come to rely upon for excellent project results — every time. Woodland Scenics has earned major awards in the model railroad industry for excellence in upholding railroading standards, reader's choice awards from magazine audiences worldwide, service awards from the United States Army, and technology awards for integrated ordering, shipping and customer service.

Woodland Scenics products have been featured in productions from Broadway to motion pictures. George Lucas' Industrial Light & Magic is a regular customer. Woodland's recent TV credits include *The Sopranos*, *House*, *Desperate Housewives* and *Mythbusters*.

For more information about the new Scene-A-Rama products from the Scene-A-Rama Division of Woodland Scenics, see the Scene-A-Rama Insert in this magazine, see the ads on pages 8, 40 and 41, visit www.woodlandscenics.com or call Woodland Scenics in Linn Creek, Missouri, at 573-346-5555. **HM**