

Overview Prompt Outputs

GPT Output	Gemini Output
<p>American Crafts Inc., headquartered in Lindon, Utah, is a privately owned company specializing in the design, manufacture, and distribution of arts and crafts supplies. Serving the creative DIY market, it offers a wide range of products including scrapbooking materials, card-making tools, jewelry-making kits, and baking accessories. The company primarily operates in North America, partnering with major retailers like Walmart, Target, and Michaels to reach hobbyists and creative consumers. Known for its vibrant designs and customer-centric approach, American Crafts distinguishes itself through a diverse brand portfolio and commitment to inspiring creativity.</p> <p>BloombergAmerican Crafts+1American Crafts+1LeadIQLinkedIn+1American Crafts+1</p>	<p>American Crafts Inc. is a Lindon, Utah-based manufacturer and wholesaler of crafting and stationery products, primarily serving the arts and crafts industry. Their extensive product line includes paper goods, stickers, pens, markers, tools for scrapbooking, card making, and jewelry making, as well as baking and food crafting supplies through their Sweetshop collection. The company targets a broad customer base, from individual crafters and DIY enthusiasts to major retailers like Walmart, Target, and Michaels, and is known for its fresh, clean product design, vibrant colors, and personalized customer service.</p>

MnA Prompt Outputs

GPT Output

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[ { "summary": "On June 9, 2018, American Crafts acquired EK Success Ltd., including brands like Jolee's Boutique, Sticko, EK Tools, and K&Company, from Wilton Brands.",  
  "date": "2018-06-09", "citations": [  
    "https://pitchbook.com/profiles/company/10060-84",  
    "https://www.rwbaird.com/transactions/investment-banking/dealcard/5283/",  
    "https://nallystudios.com/blog/2018/09/05/american-crafts-buys-ek-success" ] },  
  
  { "summary": "On June 26, 2017, American Crafts acquired the paper division of Die Cuts With A View (DCWV), including the Stacks brand and letterboard product line.", "date": "2017-06-26", "citations": [  
    "https://americancrafts.typepad.com/studio/2017/06/american-crafts-purchases-die-cuts-with-a-view.html",  
    "https://nallystudios.com/blog/2017/06/29/american-crafts-acquiring-die-cuts-with-a-view-paper-division" ] },  
  
  { "summary": "On April 2, 2014, American Crafts acquired Bazzill Basics Paper, a leading supplier of high-quality cardstock.", "date": "2014-04-02", "citations": [  
    "https://americancrafts.typepad.com/studio/2014/04/american-crafts-purchases-bazzill-basics.html",  
    "https://nallystudios.com/blog/2014/04/02/american-crafts-acquires-bazzill-basics" ] }
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Gemini Output

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[ { "summary": "American Crafts acquired EK Success and its family of papercrafting brands, including EK Tools, Sticko, Jolee's, and K&Company, from Wilton Brands.", "date": "2018-09-05", "citations": [  
  "https://nallystudios.com/blog/2018/09/05/american-crafts-buys-ek-success",  
  "https://www.rwbaird.com/transactions/investment-banking/dealcard/5283/" ] },  
  
  { "summary": "American Crafts purchased crafting wholesaler BoBunny Press, ensuring the continued delivery of its papercrafting products.", "date": "2017-10-06",  
  "citations": [ "https://americancrafts.typepad.com/studio/2017/10/american-crafts-purchases-bobunny.html" ] },  
  
  { "summary": "American Crafts acquired the paper division and letter board product line from Die Cuts With A View (DCWV).", "date": "2017-06-29",  
  "citations": [ "https://nallystudios.com/blog/2017/06/29/american-crafts-acquiring-die-cuts-with-a-view-paper-division",  
    "https://pitchbook.com/profiles/company/61177-06" ] },  
  
  { "summary": "American Crafts acquired Core'dinations, a company recognized for its textured cardstock products.", "date": "2016-01-01", "citations": [  
    "https://pitchbook.com/profiles/company/61177-06" ] },  
  
  { "summary": "American Crafts acquired We R Memory Keepers, an industry leader known for its albums, tools, and scrapbooking collections.", "date": "2014-06-18", "citations": [ "https://nallystudios.com/blog/2014/06/18/american-crafts-acquires-we-r-memory-keepers",  
    "https://americancrafts.typepad.com/studio/2014/06/american-crafts-purchases-we-r-memory-keepers.html" ] }
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Legal Prompt Outputs

GPT Output

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[ { "summary": "On October 15, 2014, All American Crafts, Inc., a publisher of craft magazines, filed for Chapter 7 bankruptcy in New Jersey, citing over $7.5 million in debt.",  
  "date": "2014-10-15", "citations": [  
    "https://nallystudios.com/blog/2014/10/26/all-american-crafts-files-bankruptcy",  
    "https://www.inforuptcy.com/browse-filings/new-jersey-bankruptcy-court/2%3A14-bk-31067/bankruptcy-case-all-american-crafts-inc",  
    "https://businessbankruptcies.com/cases/all-american-crafts-inc"  ] },  
  { "summary": "On November 3, 2016, American Crafts LC received a 60-day notice of violation under California's Proposition 65 for selling wire clippers containing chemicals known to cause cancer or reproductive harm.",  
    "date": "2016-11-03",  
    "citations": [  
      "https://oag.ca.gov/system/files/prop65/notices/2016-01287.pdf"  ] } ] }
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Gemini Output

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[ {  
  "summary": "American Crafts, L.C. was subject to markdowns on its investment by WhiteHorse Finance, Inc., as reported in WhiteHorse Finance's fourth-quarter and full-year 2023 earnings results.",  
  "date": "2024-02-29",  
  "citations": [  
    "https://whitehorsefinance.com/investors/press-releases/news-details/2024/WhiteHorse-Finance-Inc.-Announces-Fourth-Quarter-and-Full-Year-2023-Earnings-Results-and-Declares-Quarterly-Distribution-of-0.385-Per-Share/default.aspx"  
  ]  
},  
{  
  "summary": "American Crafts, L.C. entered into a settlement agreement regarding a Proposition 65 violation for allegedly selling vinyl stamps containing DEHP without proper health hazard warnings.",  
  "date": "2019-09-30",  
  "citations": [  
    "https://oag.ca.gov/system/files/prop65/settlements/2018-01921S8067.pdf"  
  ] } ] }
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C-Suite Prompt Outputs

GPT Output	Gemini Output
<pre>[{ "summary": "In 2023, American Crafts Inc. underwent a change in ownership, appointing Junhyon Park as the new CEO.", "date": "2023-01", "citations": ["https://www.glassdoor.co.in/Reviews/Employee- Review-American-Crafts-E841172- RVW87843351.htm", "https://www.acherryontop.com/forum/viewtopic.php? t=279251", "https://www.linkedin.com/in/junhyon-park-cfa- cira-886a0522"] }</pre>	No

Recent News Prompt Outputs

GPT Output	Gemini Output
<pre>[{ "summary": "In early 2025, American Crafts Inc. was acquired by Nicole Craft Brands, a distributor known for supplying smaller craft stores.", "date": "2025-01", "citations": ["https://2peasrefugees.boards.net/thread/150218/american-crafts-bought-out", "https://www.acherryontop.com/forum/viewtopic.php?t=279251"] }, { "summary": "In April 2024, Danny De Freitas was appointed as CEO of American Crafts Inc., marking a significant leadership change.", "date": "2024-04", "citations": ["https://www.acherryontop.com/forum/viewtopic.php?t=279251", "https://www.linkedin.com/in/danny-de-freitas"] }, { "summary": "In spring 2025, American Crafts Inc. launched seven new paper collections featuring vibrant designs and colors.", "date": "2025-03", "citations": ["https://www.facebook.com/americancrafts/posts/1179829246847551/"] }, { "summary": "In 2023, American Crafts Inc. rebranded its 'We R Memory Keepers' line to 'We R Makers' to reflect a broader focus on crafting tools.", "date": "2023", "citations": ["https://americancrafts.com/pages/about-we-r"] }, { "summary": "In 2023, American Crafts Inc. introduced the 'Cinch Stack Cutter', a new product aimed at enhancing paper crafting efficiency.", "date": "2023", "citations": ["https://americancrafts.com/collections/new-arrivals"] }] }</pre>	No