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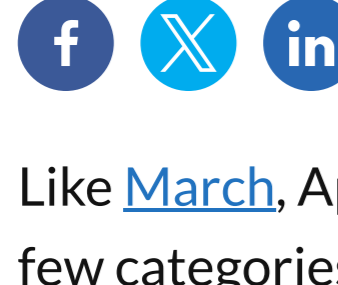
April Sprinkles Deals on Savvy Shoppers

Look for bargains on everything from paper shredders to chocolate bunnies

By Beth Braverman, AARP | 2 Comments
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Like [March](#), April is a relatively quiet month of retail discounts, but there are a few categories where savvy shoppers can find value.

With Easter falling on March 31 this year, the first week of April is your opportunity to stock up on leftover [decorations](#) for next year, or on unsold candy at deep discount.

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"I like to pick up [chocolate](#) after Easter for baking," says budgeting expert Andrea Woroch. "Who cares if it's wrapped in bunny foil?"

Toward the end of the month, you might see some early discounts on [Mother's Day gifts](#). Plus, there could be some small sales tied to April Fools' Day (April 1), Tax Day (April 15) and Earth Day (April 22).

Some retailers also try to drum up business during this typically slow month with sitewide "Spring Black Friday" or "Spring Blowout" sales. Here are some specific categories where shoppers may see some deals this year:

Spring clothing

It may feel like spring has just begun in April, but [clothing retailers are nearly finished with the season](#) already. Their spring items went out in February, so three months later, they're looking to move that inventory to make room for summer apparel.

"This is a good time to shop for spring clothes because it strikes a balance between having a decent selection with discounts worth taking advantage of," says Julie Ramhold, a senior staff writer and senior analyst at DealNews. "If you wait until May and the Memorial Day sales, there will be a lot of spring clothing on the clearance racks, but the selection will also have diminished by then."

Where you might find deals: J. Crew Factory, Puma, Macy's

Potential savings: 40 to 60 percent off

Green appliances

While the best time to buy appliances is often during three-day holiday weekends, some retailers and manufacturers offer discounts on their energy-efficient models this month in connection with Earth Day. In general, you'll get a better discount for purchasing more than one appliance at once, such as by bundling a washer and dryer purchase. See if you can reduce your cost even further by taking advantage of some of the rebates and credits available through the state or federal government or your utility provider.

Where you might find deals: Lowe's, Home Depot, LG

Potential savings: 15 percent or more



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Cookware

With both Mother's Day and wedding and graduation season around the corner, retailers see April as a prime opportunity to sell pots, pans and small kitchen appliances.

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"This is an early chance for people to go ahead and start shopping for cookware sets or individual pieces, and get ready to gift those things out," Ramhold says.

Where you might find deals: All-Clad, Sur La Table, J.C. Penney

Potential savings: 50 percent off or more

Paper shredders

Sales on these machines (or on in-store shredding services) reflect retailers' leading into both spring cleaning and the end of tax season, says Kimberly Palmer, a personal finance expert with NerdWallet, a personal finance app aimed at simplifying money management. Shredding documents with sensitive information is one way to protect your data and identity from fraudsters while also clearing out the clutter from your home.

Where you might find deals: Staples, Office Depot, Best Buy

Potential savings: 10 to 20 percent off

Photo gifts

You'll start to see deals on photo books, calendars and other gifts toward the end of the month, since these are popular Mother's Day gifts, but they often take some time to make and ship. The earlier you can get your order in the better, since rush shipping on these products can get pricey.

Where you might find deals: Shutterfly, Etsy, CanvasPop

Potential savings: 45 to 60 percent off

Beth Braverman is a contributing writer who has covered shopping and personal finance for more than a decade. Her work has appeared in Consumer Reports, CNNMoney.com, CNBC.com, and dozens of other outlets.



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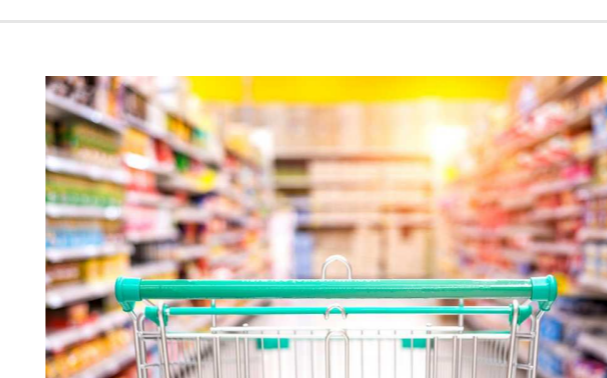
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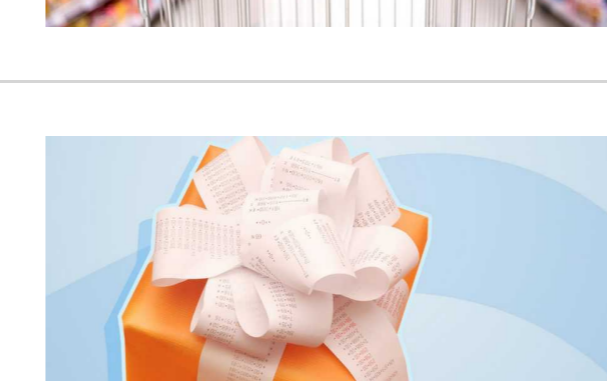
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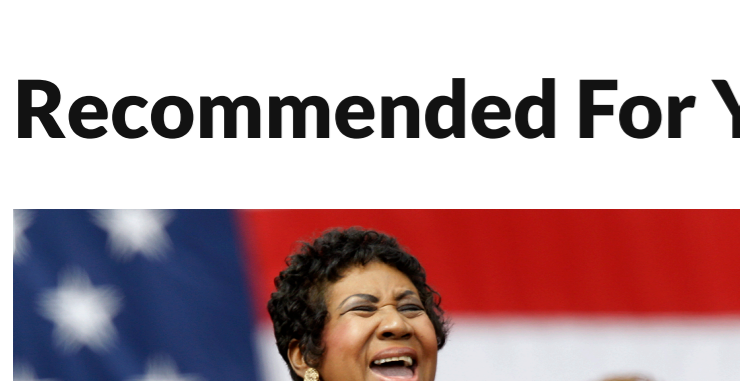


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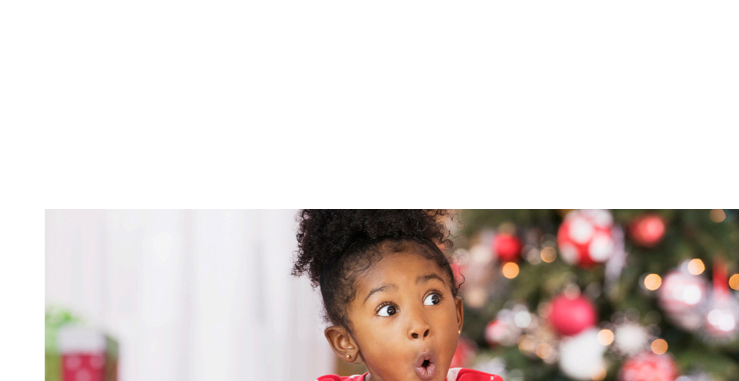
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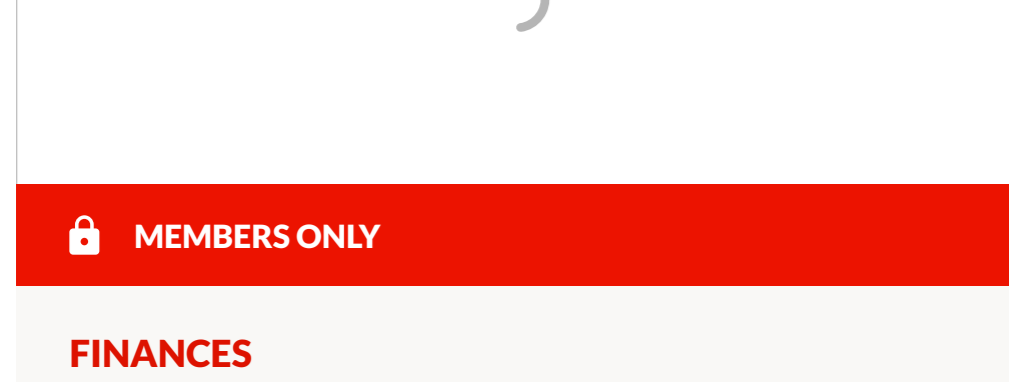
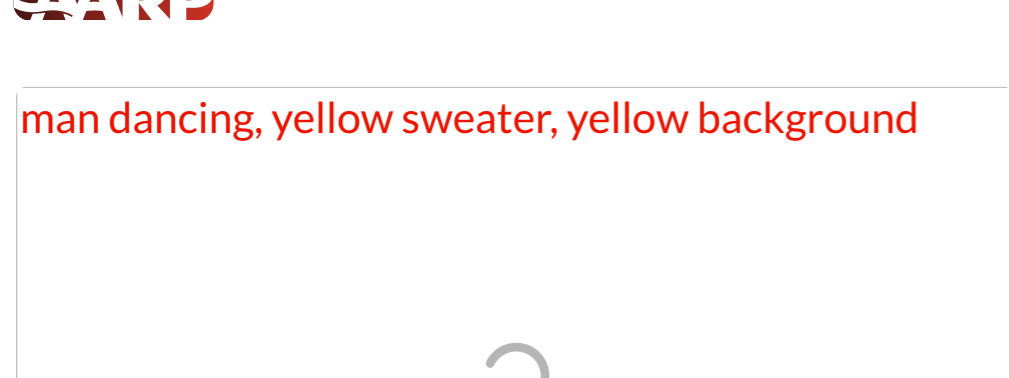
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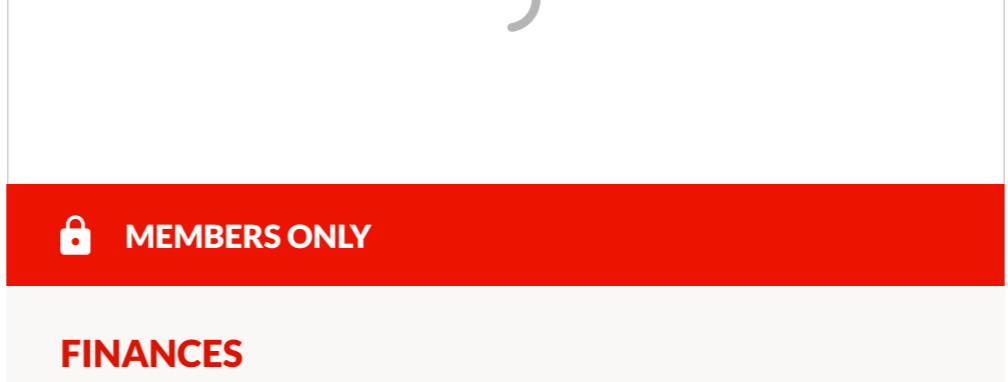
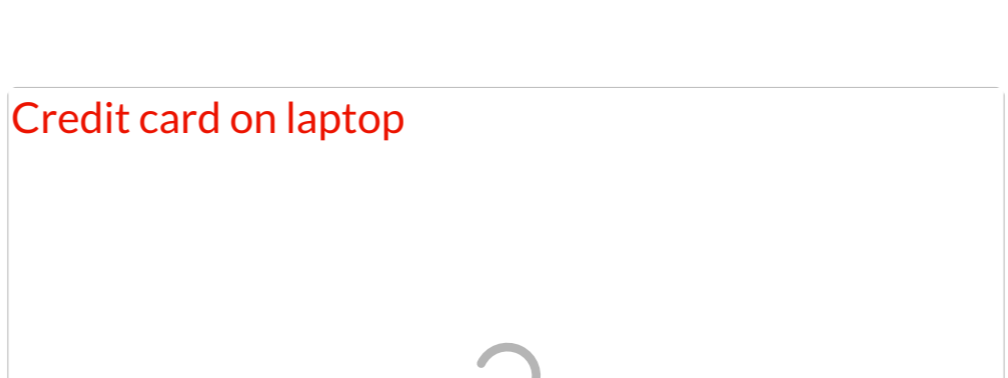
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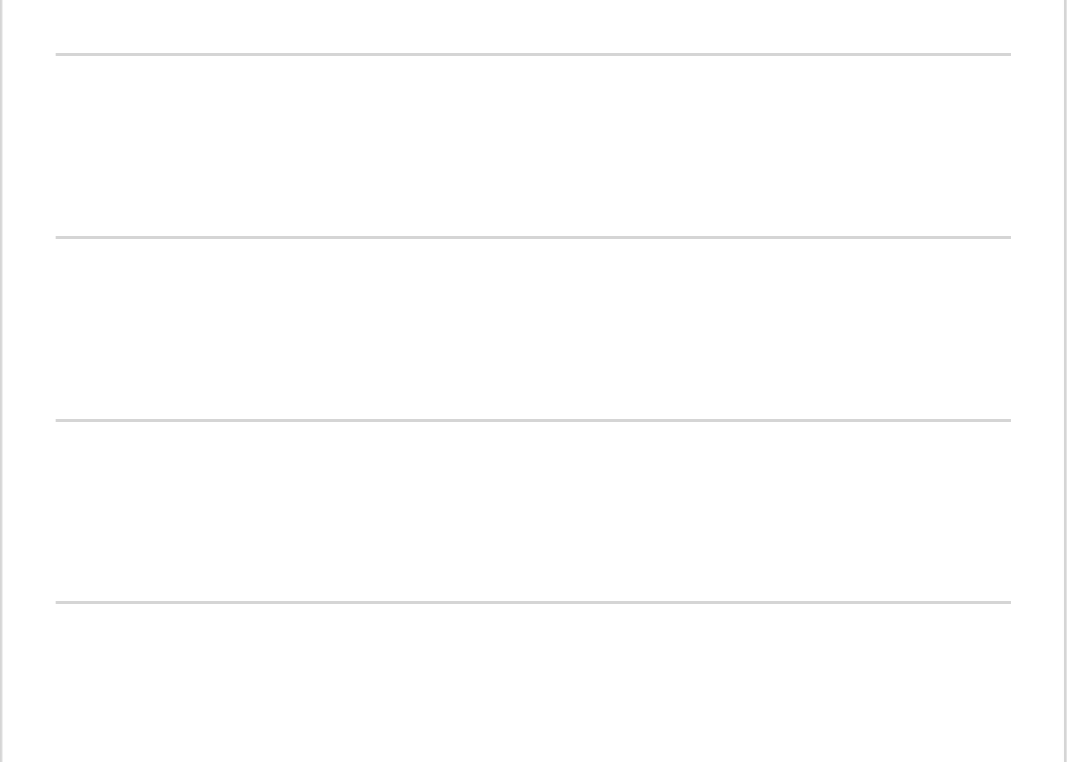
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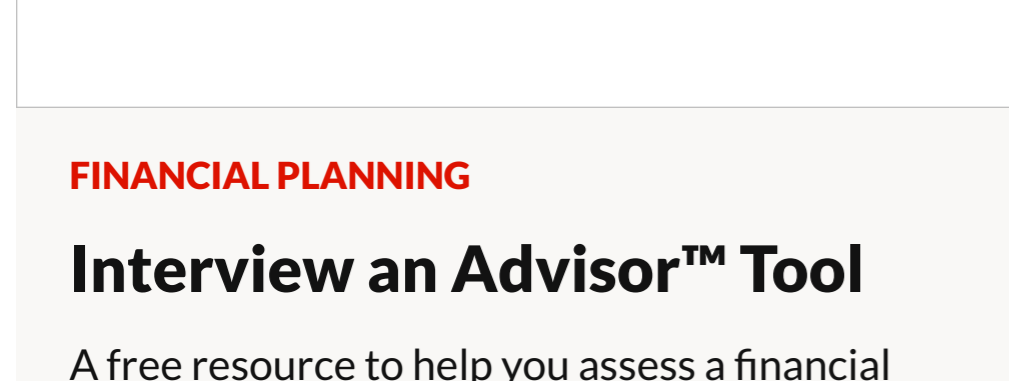
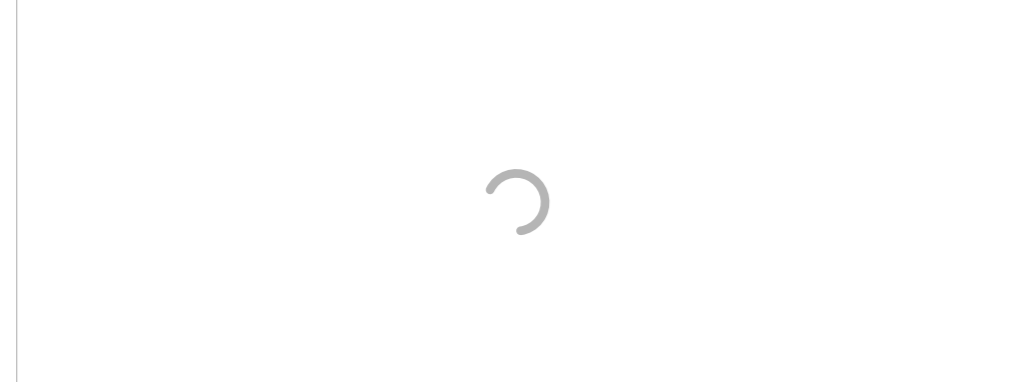
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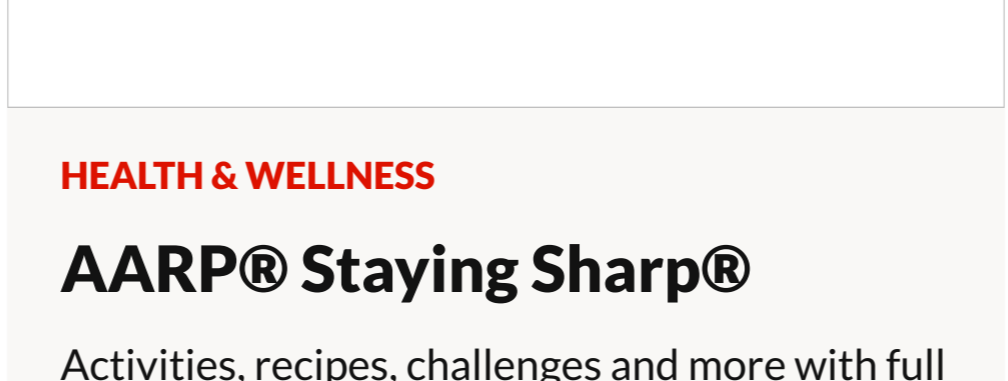


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