

# GIFTWARE NEWS®

WORLDWIDE MAGAZINE FOR GIFTS, HOME ACCESSORIES, STATIONERY, TABLETOP, AND COLLECTIBLES

## Stationery Industry News

by Pamela Graves

### VIDA VALENCIA LAUNCHES CONTEMPORARY GIFT COMPANY

During the National Stationery Show in May, Vida Valencia launched as a new company with two new unique gift wrapping products: Gift Card Pop-Upz, the Original Gift Card Presenter, and WrappaZappa Gift Wrap Envelopes. Both lines were designed to offer customers a way to present gift cards and gifts with style, personality and especially convenience, according to award-winning graphic designer and company founder, Debra Valencia.

Vida Valencia's Gift Card Pop-Upz are offered in a variety of 12 special occasion cards with a celebratory or holiday message on the front. The

cards are made of heavy card stock with an inside slot for gift card insertion and a blank area for personalization.

Each card is packaged individually with color-coordinated envelopes suitable



for mailing with a standard one-ounce stamp. They are also available in boxed sets of six holiday designs in unique motifs.

WrappaZappa Gift Wrap Envelopes, meanwhile, are made of heavy stock paper with glossy coating and come with matching stickers and bows. Available in two sizes, the large envelope is strong enough to hold a garment or shirt box and other heavier items. The small envelope can hold books, DVDs and other items that are too heavy or cumbersome for gift bags. Each envelope comes in three all-occasion design collections as well as three holiday collections.

"According to *Giftware News eWeekly* (Thursday, March 30) newsletter, 'results of a national web survey of adults conducted at the end of February revealed that eight in 10 said they would rather receive a gift card from their favorite retailer than any other kind of gift,'" says Vida Valencia partner, Chris Herrington. "We see a need in this industry that we're prepared to fill with our Gift Card Pop-Upz and WrappaZappa Gift Wrap Envelopes."

In 2007, Vida Valencia plans to expand its product line to include gift wrap, gift bags, reusable decorative boxes, stationery, albums, journals, candles, body products, and home décor.

Newly established **Vida Valencia** (2615 Pacific Coast Highway, #206, Hermosa Beach, CA 90254) has entered the market with two new gift packaging products: Gift Card Pop Upz (*shown*) and WrappaZappa Gift Wrap Envelopes. Assorted design themes are available. Call 310/372-4000 or **Circle No. 610**