

GIFTWARE NEWS®

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Greeting Card Gazette

 by Jolene Turner

Show & Sell

The greeting card industry plans for a prosperous 2007



For the Boys

Masculine-inspired cards may not always be just for the boys, but they are certainly a great addition for your stationery section. Having these cards will certainly give your customers better options to express themselves to the favorite men in their lives.

A new line of Father's Day cards are from Vida Valencia's (310/372-4000) popular Gift Card Pop-Upz™ Collection. The Pop-Upz™ provide a convenient slot designed to hold a gift card of the giver's choice. The new Father's Day collection includes masculine designs in shirt stripes, colorful neckties, tropical prints, and classic plaids. Debra Valencia, founder and creator of the Pop-upz stresses that while cards are the perfect presentation for Father's Day, they are not limited to that holiday. "These cards reflect masculine taste and colors and will work for any occasion." Cards measure 3.5" x 5" and come with color coordinated envelopes. They have a suggested retail of \$2.99.