

# GIFTWARE NEWS

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

## Greeting Card Gazette: News

### New Licensing Agreement Between Valencia and Quadriga Art



The **Kyoto Collection** is one of the new themed collections from the Quadriga Art and Debra Valencia licensing agreement. Collection includes gift bags, cards, journals, calendars and list pads. Call 800/320-6009.

Graphic designer Debra Valencia has signed a licensing agreement with Quadriga Art to work with Quadriga Art's consumer products division to create products with Valencia's designs. Valencia is the founder and president of California-based contemporary stationery company Vida Valencia; Quadriga Art is a global publisher of fine arts, greeting cards and stationery products. The new agreement includes licensing of Valencia's entire line of Gift Card Presenters™, which includes 100+ designs of Gift Card Pop-Upz™, Gift Card Dress Upz™, Gift Card Petz, Gift Card Boxes and WrappaZappa™ Gift Wrappers. Effective January 1, Quadriga Art will handle all sales, marketing, manufacturing and distribution of the Gift Card Presenters™.

Additionally, Valencia will also be a featured licensed artist for Quadriga Art and has developed a premier line of stationery products including four new contemporary themed stationery collections. A variety of new paper items will be introduced including gift bags, list pads, to-do calendars, boxed note cards, thank you cards, gift enclosures and labels, and other paper and desk accessories. Valencia also has been retained to develop new gift card packaging and stationery products for Quadriga Art on an ongoing basis.