

Artist Debra Valencia Joins American Stationery

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U.S. personalization company American Stationery has added its first-ever licensed artist Debra Valencia, owner of California-based Vida Valencia, known for its contemporary-style paper goods.

American Stationery has scooped up 42 of Valencia's designs for everyday party invitations, note cards with coordinating mailing labels and envelope seal stickers for more than 168 new items—all to launch this January on mypaperivillage.com.

The new stationery line will be available later through The Rytex Company's custom order catalogs for in-store orders through independent retailers, mygatsby.com, American Stationery's mail order catalogs and its Web site.

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American Stationery Signs Debra Valencia

American Stationery has signed a licensing agreement with graphic artist Debra Valencia, who will be the company's very first licensed artist. The new personalized line will be introduced in January. See Debra at the Craft & Hobby Association Winter Show, Booth 2989. For more information, visit www.americanstationery.com.

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DEBRA VALENCIA SIGNS WITH AMERICAN STATIONERY

American Stationery has signed a licensing agreement with graphic-artist Debra Valencia. Valencia will be the company's first licensed artist and featured designer. Valencia is the founder of stationery company Vida Valencia and is known for her signature contemporary style. This license includes 42 designs for everyday party invitations, as well as notecards with coordinating mailing labels and envelope seal stickers - totaling more than 168 new products. The new product debut will take place in January 2009 on mypaperivillage.com. Later in 2009, products also will be available through other affiliated distribution channels including The Rytex Company's custom-order catalogs available for in-store orders through independent retailers. For more information, go to www.americanstationery.com.