

Gifts & Decorative Accessories Online

And the show (coverage) goes on.

By Caroline Kennedy and Maria Weiskott
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The National Stationery Show is one of the more notable markets for finding fresh faces and fresh ideas. Truly, this is an industry niche that must continually reinvent itself in order to survive in a world gone “tech.” And when we consider that it not only meets the technology challenge head on, but continually draws in new talent as well — we would surely put the stationery category up there with the top contenders on the gift industry’s creative short list.

While it’s true the paper category is a bit easier for a newcomer to enter — it’s not quite as expensive to produce paper and printing samples as, say, ceramics, glassware, or even textiles — we still have to give credit to the ingenuity and creativity brought to the table.

A large majority of those “fresh faces” we met last week might have been new to the show, but in many cases the talent they brought with them had been finely tuned in other industries. If we heard it once, we heard it over and over again: “I thought it was time for me to start doing this for myself.” Yes, the entrepreneurial spirit is alive and well in the stationery biz!

Fresh Faces, Well-seasoned Talent

Graphic design award-winner Debra Valencia also brings years of experience to her newly launched company, Vida Valencia, which is based in Hermosa Beach, CA. Valencia, a branding and packaging expert — her clients included Hard Rock Cafes, Disney and Hasbro among others — specifically brings her packaging experience and expertise to the fore, introducing some innovative and functional gift “wraps.”

The **Gift Card Pop Upz** — which double as a greeting card and a **gift card** holder — is definitely a product on the leading edge, with gift cards showing exponential growth as a desired gift for any occasion. (See “Paper or Plastic?” in the May issue of *Gifts & Decorative Accessories*.) The company’s WrappaZappa Gift Wrap Envelope — which comes in several sizes — is inventive as well: no tape or scissors required. It’s so easy even a pre-schooler can wrap (honest)!



Gift Wrap Envelopes from Vida Valencia, Hermosa Beach, CA