

GIFTWARE NEWS®

STATIONERY, STATIONERY, TABLETOP, AND COLLECTIBLES

by Jolene Turner

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Stationery and greeting card manufacturers reflect on 2006, while spilling their secrets slated for 2007

Vida Valencia

Focusing primarily on gift card accessories, this year Vida Valencia debuted its line of Gift Card Presenters™ at the National Stationery Show. "We had no idea that the buyers, media and consumers had such an appetite for something to package gift cards in," says Debra Valencia of Vida Valencia. "We started in May with only 18 designs of our Gift Card Pop-Upz and by the end of summer increased our line to over 70 designs."

The popular products include designs such as the Dress Upz Purses, decorative cards resembling purses that include a pocket for a gift card. The products are now being distributed nationally with over 80 sales reps in the U.S. as well as a sales force in Canada.

"For 2007," says Valencia, we are adding many exciting products for giving gift cards. New themes for our Gift Card Pop-Upz include Valentine's Day, Easter, Mother's Day, Graduation, Father's Day and wedding. In addition we are introducing Gift Card Boxes, and Gift Card Hangtags for combining a gift card with a gift." Vida Valencia has also developed a customization program providing retailers and restaurants exclusive designs for their gift cards.

