

IF YOU'VE GOT BIG GOALS FOR 2008, CHECK OUT  
 ASTRA'S ANNUAL MARKETPLACE & ACADEMY

**JUNE 22-25, 2008**



HOME

MAGAZINE

GDA INTERACTIVE

GIFT MARKETS

PRODUCT

GIFT NEWS

NEWSLETTERS

RESEARCH

BLOGS

CLASSIFIEDS

POWERED BY

valencia

SEARCH

INDUSTRY  
RESOURCES
[SUBSCRIBE](#) to GIFTS & DECORATIVE ACCESSORIES magazine!

## STORY TOOLS



## Valencia Signs With Quadriga

By Staff -- *Gifts & Decorative Accessories*, 11/30/2007 11:56:00 AM

Los Angeles — Graphic designer Debra Valenca, founder and president of stationery company **Vida Valencia**, signed a licensing agreement with **Quadriga Art**, a publisher of fine art pieces, greeting cards and stationery products. Effective January 1, 2008, Quadriga will handle all sales, marketing, manufacturing and distribution of the Gift Card Presenters line, including Gift Card Pop-Upz, Gift Card Dress Upz, Gift Card Petz, Gift Card Boxes and Wrappa Zappa Gift Wrappers.

In addition, **Valencia** will develop a premier line of contemporary, themed stationery collections for Quadriga. New paper items will include gift bags, list pads, to-do calendars, boxed notecards, thank you card, gift enclosures and labels.

"This licensing arrangement will allow [Debra **Valencia**] to spend 100 percent of her time creating new designs," said Andy Meehan, president of Quadriga's consumer products division. "Her creativity will become an important part of the value we bring to our customers."



### RELATED ARTICLES

[NYC Debuts at NYIGF](#)

[Art, Home Decor Licenses Grow](#)

[Russ Berrie Licenses Corduroy](#)

[Dicksons to Fight Alzheimer's](#)



Stay a step ahead with  
 the most relevant offerings from  
**Gifts & Decorative Accessories'**  
 Industry Resources

TALKBACK

BLOGS

PHOTOS

### Nashville Wraps

GIFT & GOURMET  
 PACKAGING WITH PURPOSE



Advertisements

click to view  
 our catalogs



# tag

springandsummer  
 2008  
 NOW ONLINE!

