



sky of blue cards

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FOR IMMEDIATE RELEASE

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SKY OF BLUE CARDS ADDS 16 NEW EVERYDAY CARDS TO ITS LINE!

MENLO PARK, CA, May 8, 2012. Current LOUIE Awards finalist, Sky of Blue Cards, proudly announces the release of 16 new everyday cards in the categories of Birthday, Encouragement, Sympathy, Friendship, Congratulations, Wedding, and Anniversary. These cards will be part of a large launch of new cards at the National Stationery Show at the Jacob K. Javits Center in New York City, May 20-23.

Sky of Blue Cards' new everyday cards are either letterpress or conventional printed on 100% cotton paper and come with colorful matching envelopes. They are all A2 size (4.25" x 5.5") and sold as single cards in cellophane sleeves.

This release includes four new Birthday cards, including "Groovy Birthday", printed with neon orange Pantone 805-U. "I felt like it was time for a neon birthday card with a very groovy vibe," explains Karla Ebrahimi, Company Principal and Designer.

Also included in the new release are two Encouragement, two Sympathy, two Friendship, two Congratulations, two Wedding, and two Anniversary cards. Each of these cards displays Sky of Blue's signature style of chic and whimsical designs with illustrations such as to-go coffee cups, lemons, birds, tulips and daisies. There are also very modern text-based designs such as the collection of cards which show letters stacked up to create a modern, playful graphic image and word. This style can be seen on "Bliss", "Ever After", "Anniversary", and "Congratulations", all of which have been selected to be in the "Best New Product" display and competition at the National Stationery Show this year.

Another new card from this release that has been selected to be in the "Best New Product" display and competition at the National Stationery Show is the "Anniversary 1-25" card. This is the first selection of Sky of Blue Cards' new "U-Mark-It" cards. This card may be sold without any extras for the customer to indicate with their own pen or pencil the number of years they are celebrating by circling a number on the card. The card is available to be sold with a small heart gemstone sticker to go above the year celebrating, or a self-inking heart stamp to indicate the number of years being celebrated. Designer Karla Ebrahimi explains, "We love the idea of the customer participating in the completion of the card before he or she gives it to their loved one. Our retailers can choose if they want to sell this card alone, with the gemstone, or with the self-inking stamp. They have 3 options!" We hope to add more 'U-Mark-It' cards to our line in the coming year," said Karla.

Sky of Blue Cards is a small but growing manufacturer of chic, fun, and whimsical letterpress and conventional printed greeting cards, stationery, gift wrap, and specialty products for moms and kids. This year Sky of Blue Cards is honored to be a LOUIE Awards finalist and thrilled to be a Trendy Award finalist. Sky of Blue Cards will be exhibiting for their third year at the National Stationery Show in the Jacob K. Javits Center in New York City on May 20-23, 2012. Company Principal and Designer, Karla Ebrahimi will be available for press interviews daily and can be reached at 650-255-1848 while in New York. Sky of Blue Cards will be in booth 2059 and is offering a show special of 10% off for all orders of \$200 or more.

Pre- and post-show you may contact Sky of Blue Cards at 912 Harmon Drive, Menlo Park, CA 94025, 650-566-9796, or by visiting www.skyofbluecards.com.

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