



## sky of blue cards

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FOR IMMEDIATE RELEASE

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### **SKY OF BLUE CARDS EXPANDS ITS LINE WITH GIFT WRAP, VALENTINES, WHITE-ON-WHITE COLLECTION, AND MORE PRODUCTS FOR CHILDREN**

MENLO PARK, CA, May 11, 2011. Sky of Blue Cards is delighted to announce the release of several new products including a new line of gift wrap; a Valentine's Day card line; a White-on-White collection; as well as play date cards, bookplates and notepads for children. All of these products will make their public debut at the National Stationery Show at the Javits Center in New York City, May 15-18.

Sky of Blue Cards' first line of gift wrap includes twelve unique designs, many of which are based on popular design elements seen on some of their current top-selling cards. All twelve gift wraps measure 19" x 27" and are printed on 50# text weight stock which is 30% recycled and acid free. Sheets are sold flat in sets of two. The colors are vibrant and lively and the styles range from elegant ("Trees", "Modern Snowflakes"), to contemporary ("Olives", "Happy Day Flower"), to trendy ("Peace", "Guitar"), and to the young and cheerful ("Tween Flower"). "These gift wraps were wonderful to design in terms of their scale and in the challenge that lies in repeating surface design motifs and patterns. I recently previewed press sheets of them at an event in California to great review. People were as excited about them as we are!", commented company principal and designer Karla Ebrahimi.

Another group of products Sky of Blue Cards is releasing is their Valentine's Day card line which consists of six lovely Valentine's Day cards in shades of Pantone 232 pink and Pantone Rubine Red, as well as a splash of Pantone 483 brown. All measure 4.25" x 5.5" (A2) and are sold as single cards in cellophane sleeves. Three of these cards are letterpress and three are conventional printed. These new Valentines are signature Sky of Blue – clean designs with sweet, trendy and relevant greetings in Karla's own voice. "We were thrilled to find out our "XOXO" Valentine was recently voted as a top-ten finalist in *Stationery Trends'* Trendy Awards", said Karla Ebrahimi.

Sky of Blue Cards will also debut an elegant collection of six white-on-white cards for all occasions. All six are letterpress and measure 4.25" x 5.5" (A2) and are accompanied with brown Kraft paper envelopes. All six are sold as single cards in cellophane sleeves. Three designs ("Sending Love", "Status Poste" and "Many Thanks") are sold in boxed sets of eight as well. These quintessential Sky of Blue Cards feature whimsical illustrations of twigs with berries, leaves, stars, hearts and flowers and all utilize the lovely "Lady Rene" font. "I've been wanting to create this collection for so long. We think customers will embrace their simple, meaningful elegance as well as appreciate our little wink to the digital Facebook age, as seen in the card that reads "Status Poste", said Karla Ebrahimi.

Lastly, Sky of Blue Cards has expanded their line of childrens' products with three more play date card designs, six new bookplates, and six new notepad designs. "Having a 7 year old son and a 10 year old daughter allows me to engage them in the design process. My kids are my toughest critics and each of these new designs had to meet with their approval before I could send them to press. Each product category features designs that are "tween-centric", as well as playful motifs like a monkey and a platypus for the younger set", explained Karla Ebrahimi. The play date cards are printed on front and back and measure 3.5" x 2" and come in sets of ten. The colorful self-adhesive bookplates are 3" x 3" and come in sets of ten as well. The fifty-page notepads are sold individually and measure 5" x 7". All of Sky of Blue Cards' products for children are conventional printed.

Sky of Blue Cards is a small but growing greeting card manufacturer offering chic, fun, and whimsical letterpress and conventional printed stationery, greeting cards, gift wrap, as well as specialties for moms and kids. They will be attending their sophomore year at the National Stationery Show in New York City at the Javits Center on May 15-18, 2011 in booth 1746.

You may contact Sky of Blue Cards at 912 Harmon Drive, Menlo Park, CA 94025, 650-566-9796, or by visiting [www.skyofbluecards.com](http://www.skyofbluecards.com).

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