



sky of blue cards

912 harmon dr. menlo park ca 94025 usa

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Press Contact:
Karla Ebrahimi
650-566-9796
karla@skyofbluecards.com

SKY OF BLUE CARDS LAUNCHES NEW MONOGRAM CARD COLLECTION

MENLO PARK, CA, May 6, 2010. Sky of Blue Cards is pleased to launch their new letterpress monogram note card collection, “Whimsy”, at the National Stationery Show in booth 1363 at the Jacob Javits Center, May 16-19, in New York City.

Sky of Blue Cards’ Whimsy collection includes all 26 letters of the alphabet in a unique interpretation by Company Principal and Designer, Karla Ebrahimi. In creating a full set of monogram cards unlike anything else in the fine stationery retail market today, she integrates a heart, a flower, or a star motif within the letter itself.

“I wanted to create an element of surprise in each card – beginning the design process by de-constructing the Bauhaus font and incorporating one of the three motifs I illustrated into each of the letters, essentially introducing a whole new font family. Pure whimsy may appear in a flower sprouting out of the letter “J”, or a heart-shaped ornament or lollipop tucked inside the letter “P”. If these cards give your customers a note to correspond with that is as individual as they are, we have succeeded.” commented Karla Ebrahimi.

The color palette is fresh and bright, and depending on the letter, they are offered in purple, orange, or green. All are 4.75” x 3.5” and are packaged in clear boxes in sets of 6 with colorful matching 4-Bar envelopes.

Sky of Blue Cards is thrilled to be debuting in the National Stationery Show to expand their already popular online presence into a vast nationwide retail market. Attendees of the show may visit Sky of Blue Cards in Booth 1363 and will enjoy a 10% discount for all orders placed at the show. As well, they may participate in daily drawings to win a free boxed set of best-selling cards.

You may contact Sky of Blue Cards at 912 Harmon Drive, Menlo Park, CA 94025, 650-566-9796, or by clicking to skyofbluecards.com.

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