

GREETINGS etc.

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An EDGELL Publication

The Business of Greeting Cards, Stationery Products and Party Goods

Eco-Friendly Merchandise

from "Green" Cards to Reusable Partyware

PLUS:

- ✿ Cause-Related Items
- ✿ Handmade Cards
- ✿ 2009 Calendars
- ✿ National Stationery Show Preview



The Official Publication of the Greeting Card Association

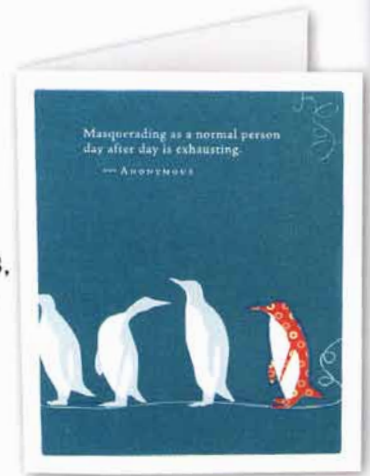
THE CARD MARKET

“Green” Cards



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With the environment a top-of-mind issue among many card customers, look for those that leave the smallest carbon footprint – using recycled papers, soy-based inks, energy-efficient production methods and more.



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1. All cards and envelopes from **Peaceable Kingdom Press** (800/444-7778), including this die-cut birthday card (\$2.95), are made from recycled papers and printed with soy-based inks.
2. Baby card (\$5) – featuring a deboss of the word “girl!” “boy!” or “baby” – is made of handmade, plantable seed paper and includes a recycled-paper envelope; it’s from **Symphony Handmade Seed Papers, distributed by OOTS!** (505/989-7707).
3. “Be you on your birthday” is the sentiment on this card (\$2.95) from the “Positively Green” line of **Compendium Incorporated** (800/914-3327), which features cards and envelopes that are 100% recycled and chlorine free, use soy-based inks, are produced by a local printer using wind-powered electricity and shipped with minimal packaging.
4. A quote from Shakespeare is printed inside this “Heidi” card (\$3.50) from **Verysupercool Greeting Cards** (512/426-7144), which uses 100% post-consumer-waste paper; an eco-audit on the company’s website shows all the natural resources that were saved as a result.
5. “Flowering Maple” and “Spring Dahlia” notecards (\$3 each) are from **Paper Petals, distributed by Collage** (866/763-3861); they’re made from recycled, wind-power-milled paper, using soy-based inks.
6. From **Leanin’ Tree** (800/525-0846) comes this card (\$2.79) that uses “zero VOC” soy-based ink and is printed on chlorine-free, recycled paper from forests managed by the Sustainable Forestry Initiative; it features an image by Thomas D. Mangelsen and the inner verse: “This hug’s for you!”