

Stationery

TRENDS



The Design Issue
Stationery — A to Z
Personalized Product
The Lure of Letterpress

The resource for greeting cards, gifts and all things stationery

LOUIE Honorable Mentions

Stationery Trends recognizes some notable finalists

I must confess: Award shows of any kind are always slightly uncomfortable for me. While I'm thrilled for the winners, I can't help feeling at least a little sympathy for those who almost made it, and then take in the fact that they didn't win as they smile and clap for someone else.

So this year, the team at Stationery Trends decided to bestow our own Honorable Mentions for notable LOUIE finalists. So while we tip our hat to all the gorgeous, talented winners — among them an impressive 12 first-time entrants — these distinguished finalists are definitely worth a second look. — SS

Most Likely to Succeed *Snarkiest*



Compendium (Friendship/Encouragement — General, \$3 & below) A dazzling peacock paired with a heartfelt message combine into a sure winner. Circle 206



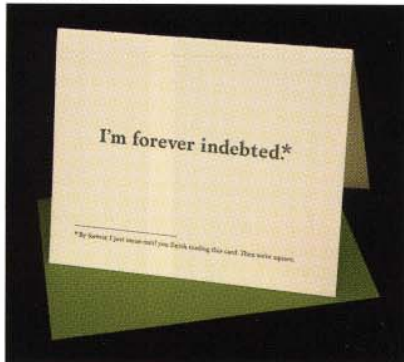
Mean Cards for Many Occasions (Friendship/Encouragement — Humorous, \$3 and Below) With an inside message reading, "Call me if you want details," obviously recipients will give givers a buzz! Circle 207

Best Value



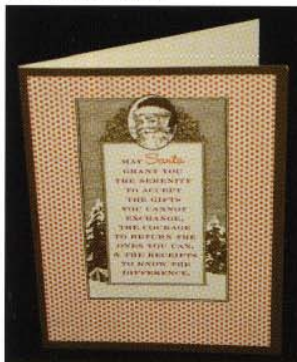
Anna Griffin (Handmade, \$3 & Below) A glittered star and fancy fan make a big impact at an affordable price. Circle 208

Funniest



Old Tom Foolery (Superbly Stated, Above \$3) Hyperbole, simplicity and sarcasm meet in the middle with grand effect. Circle 209

Smartest



Yellow Bird Paper Greetings (Christmas/Holiday/Seasonal Counter-Humorous, Above \$3) Just what the holiday needs, its own serenity prayer, graced with a lone crystal for extra sparkle. Circle 210

Most Sophisticated



Wooster & Prince (Christmas/Holiday/Seasonal Counter — General, Above \$3) With gold foil printing and a vertical sleeve, this sleek design exhibits stand-out style. Circle 211

Most Beautiful



KatBlu Art & Design Studio (Personalized Invitation/Announcement, \$5 & Below) A shimmery invitation is folded and slid into a laser-cut sleeve in this divine design. Circle 212

Coollest



NAOS GRAPHICS (Handmade, Above \$3) This nighttime winter scene comes alive thanks to a dimensional snowflake. Circle 213

Speaks Least, Says Most



Sunrise Greetings (Sympathy, Above \$3) Seven simple words combine with a compelling image to evoke a sentiment that extends beyond words. Outside: One life touches all Inside: In Deepest Sympathy Circle 214