



designergreetings™

the perfect choice for every occasion

THE HEART

FROM THE DESK OF OUR FOUNDER

From our dining room table to our headquarters in Edison, New Jersey, it is remarkable for me to comprehend how far we have come. I am thankful to the customers that believed in our promise “back then,” and I recognize that their loyalty continues to be an integral part of why we remain strong. I reflect on the vendors who trusted that “our word was our bond,” a phrase Jack said often, but more importantly, the way that we have conducted business throughout the years. And then of course, I reflect on the employees—those who were here from the beginning and those who have since joined our company—contributing to our success.



I know if Jack was here today, he would not only be amazed by our growth, but he also would be proud to see his children successfully leading the company. Few people have the privilege of seeing a dream become a reality, and I never take this privilege for granted. Instead, I sit back and reflect in awe, filled with pride, filled with gratitude, for all those who are responsible for Designer Greetings’ success.

Again, with sincere regard to all those who have come along for the journey and are part of our story, and to those who will help write the next chapters—I say “thank you” from the bottom of my heart.

Best Regards,

Vickie Gimbelman

VICKIE GIMBELMAN

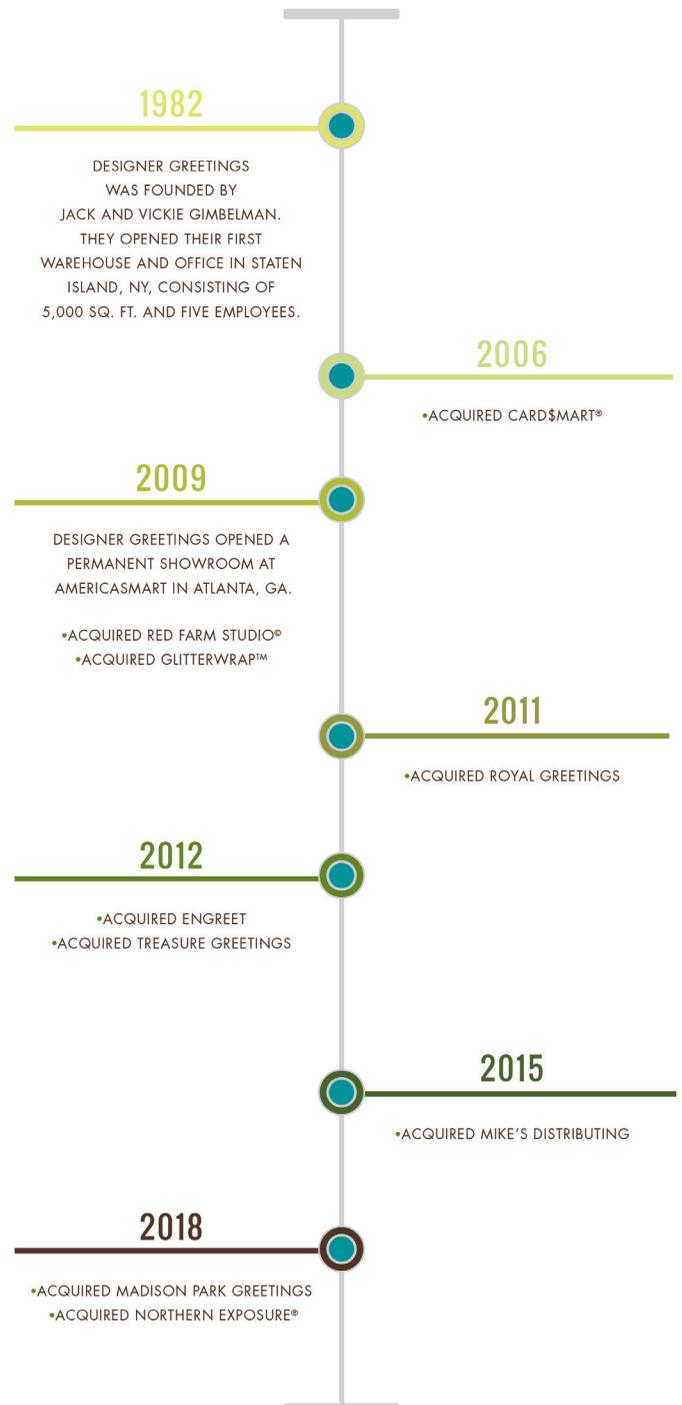
Co-Founder, Designer Greetings

THE HISTORY



designergreetings™

give the best for less



OUR STORY

Designer Greetings' story as a family-operated business began in 1982 in Staten Island, NY. After many years in the greeting card business, Jack Gimbelman seized the opportunity to launch his own business with his wife, Vickie. Jack ran the sales and purchasing functions, and Vickie managed the office. The company was small – only 5,000 square feet and five employees – but Designer Greetings was passionate about its product, customers and employees. It's because of this passion that it grew.

By 1990, a new 22,000-square-foot office and warehouse was built, and the Gimbelman children, Fern and Steven, were working in the business. In addition, Jack and Vickie's team expanded to several dozen dedicated employees, many of whom are still with Designer Greetings today.

Unfortunately, Jack passed away in summer 2004, but Designer Greetings continued to flourish, carrying out his vision and building on the principles he had always instilled. Over the years, many memorable events occurred that would have made Jack proud. One watershed moment was the acquisition of the Card\$mart® trademark in October 2006.

Before the ink was dry, the family began creating and introducing several thousand new greeting card designs. The company was now producing more than 18,000 card designs that had a variety of titles, as well as greater depth and more specialty captions. To better support the customers' needs, the company increased its staff to 180 employees.

In September 2008, Designer Greetings grew again, moving to a 120,000-square-foot, state-of-the-art headquarters office, showroom and warehouse in Edison, NJ. Greeting card designs surpassed 20,000.

The year 2009 was even more remarkable and unprecedented. In early January, the company opened a permanent showroom at AmericasMart in downtown Atlanta, GA. By month's end, Designer Greetings had acquired two additional companies: Glitterwrap™, a manufacturer of high-quality design gift bags and wrap, and Red Farm Studio®, long-recognized for its nautical/coastal niche in the gift and stationery industry.



In 2018, Designer Greetings acquired two more valuable additions. Madison Park's fun collection of cards, notebooks and gift wrap provides a perfect complement to Designer Greetings' existing lines, while Northern Exposure's unique pairing of timeless photographs with humorous quotes adds another level of nuance.

MORE THAN 22,000 DESIGNS

Designer Greetings remains a family-owned-and-operated company, with Steven and Fern Gimbelman heading the business. Steven serves as Co-President and Chief Executive Officer, Fern serves as Co-President and Chief Creative Director, and Vickie serves as Co-Founder and Executive Director.

Today, Designer Greetings is a leader in the social expression industry, with more than 22,000 designs to date, and is regarded as one of the most extensive and award-winning greeting card lines in the United States.

Designer Greetings employs a talented staff of artists and writers from around the globe and takes pride in using superior materials such as fine paper stock, colorful inserts and intricate finishes, including die-cuts, foil, glitter, embossing, and specialty finishing. Offering exceptional quality at a superior value, Designer Greetings is the perfect choice for every occasion – and the perfect choice for retailers and consumers alike.



THE BRAND

Designer Greetings delivers meaningful and inspirational works of art in our greeting cards. For all the unspoken thoughts we wished to share but could never find the words, Designer Greetings has the perfect choice for every

THE PERFECT CHOICE FOR EVERY OCCASION

occasion. At Designer Greetings, we have a passion for creative excellence, superior programs and outstanding service. We are deeply committed to developing and maintaining

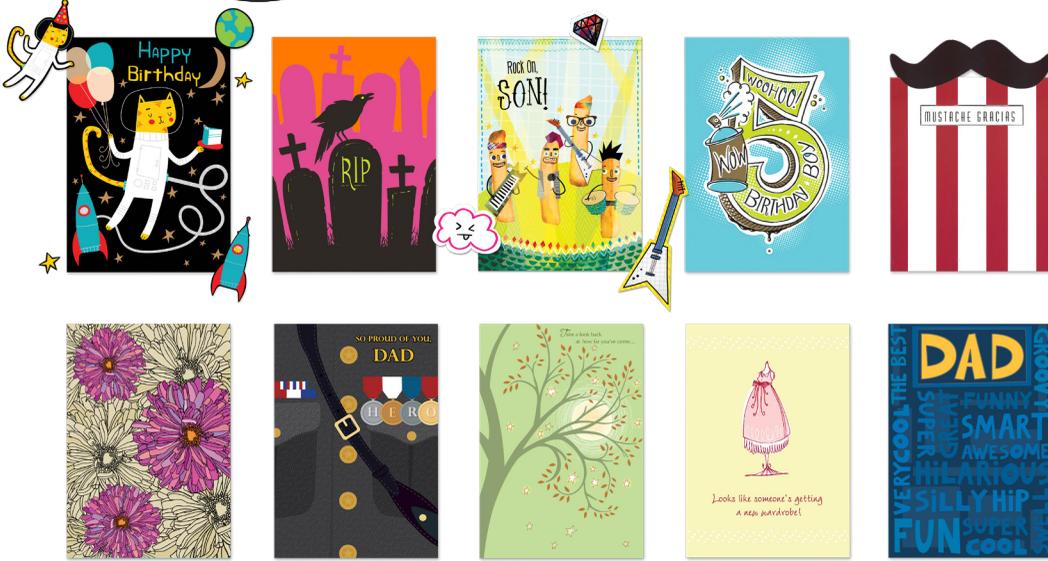
close relationships with our continuously growing list of satisfied customers.

Designer Greetings is proud to employ a talented staff of artists from around the globe. The attention to detail that we give our award-winning cards satisfies customers and meets the needs of every important occasion. We use superior materials including fine paper stock and colorful inserts.

As a leader in the industry, Designer Greetings has one of the most extensive greeting card lines in the United States. It is unrivaled in terms of quality, value and depth, with designs totaling more than 22,000. Offering a range of styles from traditional to humorous to sympathy, our cards will move you or amuse you, even make you laugh out loud.

THE HONOR

AWARD-WINNING DESIGNS THROUGH THE YEARS



The annual LOUIE Awards program honors the best cards in the industry and is unofficially known as “The Oscars of Greeting Cards.”

“THE OSCARS OF GREETING CARDS”

Year after year, Designer Greetings creates award-winning cards based on originality, send-ability, design excellence, value and impact. Featuring hand-painted traditional designs and intricate graphics, Designer Greetings continues to hold a competitive edge in the industry.

PROUD GCA MEMBER
★ FOR MORE THAN ★
35 YEARS



“

“IN A WORLD WHERE MAKING **GENUINE CONNECTION** IS BECOMING INCREASINGLY DIFFICULT, AND LIFE IS BECOMING INCREASINGLY SPED UP, THERE ARE FEW WAYS THAT SHOW REAL CARE MORE THAN **A HANDWRITTEN CARD.**”

IAN BRITTON, DIGITAL MARKETING STRATEGIST
HOW STUFF WORKS



THE CRAFT



ART DEPARTMENT

From traditional painting to hand lettering, digital art and more, Designer Greetings' in-house artists capture all emotions through their craft.

Designer Greetings' artists create different styles of art from traditional to contemporary, which are expertly drawn and carefully painted by hand. They also create intricate collage art and masterful computer graphics.



EDITORIAL DEPARTMENT

Adding to the mix of talented artists, the spot-on wordsmithing editorial team creates touching verse which makes it all come together. This is how greeting card magic happens.





THE CARDS

EVERYDAY COUNTER CARDS

Birthday cards are the most popular everyday cards, followed by wedding/anniversary, get well/sympathy and friendship/encouragement cards.

Designer Greetings offers cards for adult birthday, kids' birthday, age birthday, relative birthday, humorous birthday, thinking of you, friendship, love, encouragement, cheer, Communion, Confirmation, Bar and Bat Mitzvah, bridal and baby shower, engagement, wedding, anniversary, baby, thank you, congratulations, goodbye & good luck, get well, sympathy, sorry, religious, and everything in-between, including gift card/money holders.



THE CARDS

SEASONAL COUNTER CARDS

Whatever the holiday, Designer Greetings offers a complete range of popular greeting card styles from traditional to contemporary in a wide variety of sizes, formats and treatments. Each card displays just the right design, verse and finish.

The most popular seasonal cards are for Christmas and Hanukkah followed by Valentine's Day, Mother's Day and Father's Day. We also have cards for St. Patrick's Day, Passover, Easter, Rosh Hashanah, Yom Kippur, Halloween, Thanksgiving, Kwanzaa and New Year in addition to cards for minor religious holidays and secular celebrations. We offer Christmas cards in English, Spanish, French, Italian, Czech, German, Hungarian, Norwegian, Polish, Portuguese, Russian, Slovakian, Swedish and Ukrainian.



THE CARDS

ALTERNATIVE LINE EXTENSIONS

Our line extensions are every bit as trendy as they are popular - whether humorous or sentimental, sweet and petite or larger than life. Designer Greetings can fill more than 40 feet with alternative card product.



DESIGNER COLLECTIONS

Each year, Designer Greetings creates brand-new collections capturing the latest trends and themes. These collections bring additional variety to store offerings and generate sales during summer months and between seasons.

THE CARDS

BOXED & PACKAGED INVITATIONS, THANK-YOU NOTES & DECORATIVE NOTE CARDS

Our extensive line of coordinated packaged invitations and thank-you notes is one of the largest in the industry and offers a multitude of special treatments and titles for special occasions.

Ideal for merchandising on walls, racks, endcaps and spinners.

Premium boxed thank-you and decorative note cards are the perfect complement to everyday counter card lines. Packaged in a deluxe box, they are great for personal use or as a gift.



BOXED & PACKAGED HOLIDAY CARDS

Offering more than 200 festive boxed and packaged holiday cards for Christmas, Hanukkah, Season's Greetings, interfaith and Kwanzaa, the collection also includes boxed photo holders as well as shrink-wrapped gift card/money holders, invitations and thank-you notes.

THE LOOK



MERCHANDISING

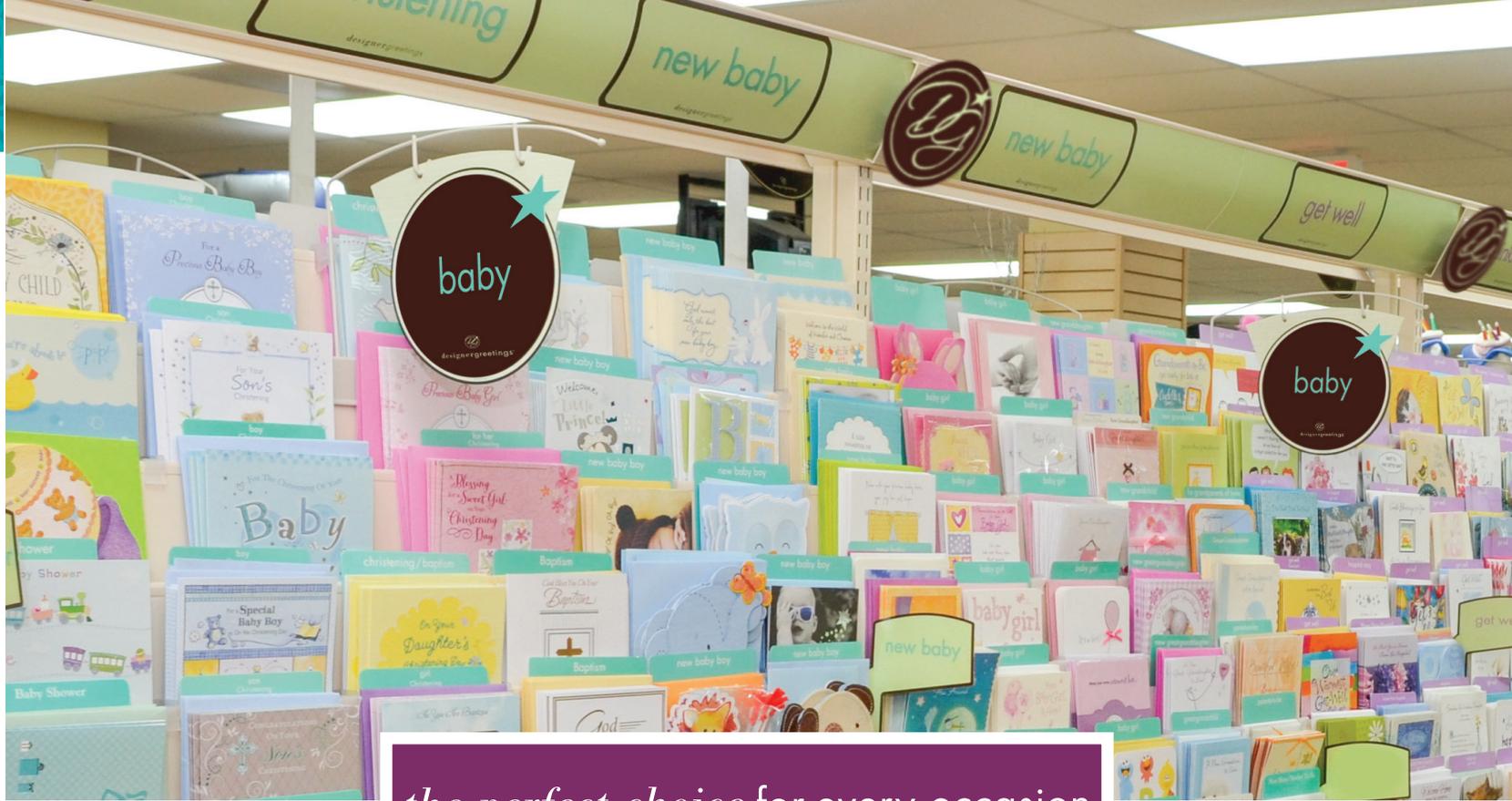
Designer Greetings can fill card departments up to 200 linear feet. We are experts at customizing store layouts and planograms and have the merchandising systems to fit every need and space for maximum appeal and sales. The merchandising options offered are appealing to shoppers, making them feel welcome.

EYE-CATCHING SIGNAGE AND STATE-OF-THE-ART CONTEMPORARY FIXTURES

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“THE PRIME MARKET FOR STATIONERY AND GREETING CARD MARKETERS ARE
YOUNG ADULTS AGED 25-TO-34
YEARS OF AGE. CONSUMERS IN THIS AGE GROUP SPEND 41% MORE THAN
BUYERS AGED 35-TO-44 YEARS, MAKING THESE YOUNG ADULTS
THE HIGHEST SPENDING AGE GROUP.”

PAM DANZIGER
UNITY MARKETING



the perfect choice for every occasion



GLITTERWRAP™

GIFT WRAP

Glitterwrap™, part of Designer Greetings, is one of the most respected brands in the gift wrap industry. The continually growing line of gift bags,

**ONE OF THE MOST
RESPECTED BRANDS IN THE
GIFT WRAP INDUSTRY**

roll wrap and flat wrap is extensive and includes hundreds of designs in a wide variety of patterns and colors.

Offered in best-selling boutiques, Glitterwrap™ highlights life's important events while maximizing visual impact.

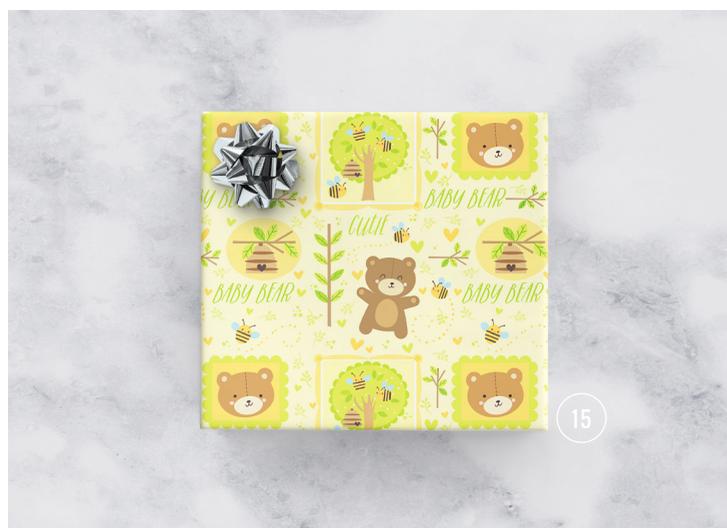
Gift wrap comes in various types of paper such as foil, holographic, pearlescent and opal laminate. Designs cover all occasions including general birthday, kids' birthday, engagement, bridal shower, wedding, baby shower, baby and congratulations.

Products include gift bags, roll wrap, flat wrap, tissue, ribbon, bows and gift enclosure cards. These are all coordinated and displayed together for one-stop-shopping ease.





OFFERED IN BEST-SELLING
 BOUTIQUES, GLITTERWRAP™ HIGHLIGHTS
 LIFE'S IMPORTANT EVENTS WHILE
 MAXIMIZING VISUAL IMPACT.



THE PROCESS

OPERATIONS DEPARTMENT

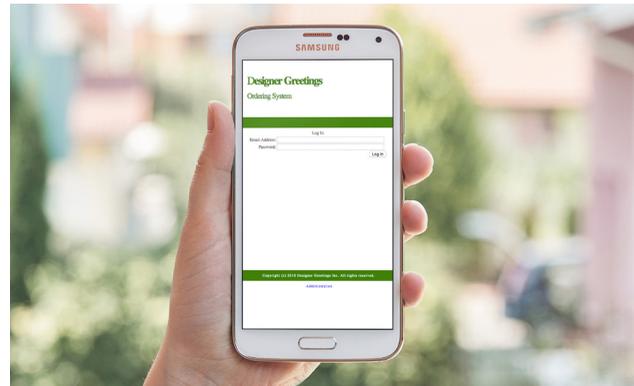
The efficient Operations Department at Designer Greetings sets the industry gold standard. Known for superior order turnaround time, the warehouse and distribution facility picks and ships orders received by 11 am on the same day. This allows retail customers to operate on minimum inventory levels without empty pockets and lost sales, and to generate a higher return on investment. Designer Greetings' seasonal reorders are also available up until the day before all major holidays. The fill rate of 99.7% also sets the industry gold standard, keeping everything, including best sellers, always in stock.



TECHNOLOGY DEPARTMENT

The highly knowledgeable Information Technology Department streamlines the ordering process through innovative applications that allow our customers to place orders in minutes and track seasonal inventory with ease. Hand-held scanners are available to scan, transmit orders and record inventory by hand. UPC code listings are provided in a variety of formats to meet software needs. Integrating Designer Greetings' products into customers' POS systems is this department's expertise.

EASY RE-ORDERING PHONE APP



Designer Greetings' re-ordering process is fast and convenient, allowing customers to place orders directly from their phones, resulting in more frequent sales and customer retention. This app makes your loyal customers' lives easier!

THE SUPPORT

LET'S BE
Grateful
TO PEOPLE
WHO MAKE US
Happy.
-MARCEL PROUST

CUSTOMER SERVICE

Our Customer Service Department is one of the best. Working hand-in-hand with the Sales Department and other key areas, they share the passion and understand the need for timely assistance. Highly knowledgeable as well as personable, they are glad to oblige and go the extra distance to answer questions on product, programs and shipments, in addition to receiving orders.

MARKETING

Designer Greetings' expert Marketing Department identifies consumer demand and trends through hands-on market research and analysis. They then strategically develop effective plans, programs, materials and products to best meet the needs of the target audience and retailers. Highly attuned to the marketplace, and passionate about driving sales, this department enjoys partnering for success with our staff and customers alike.

OFFICE MANAGEMENT AND PLANOGRAM DEPARTMENT

Working side-by-side with the Sales Department, Planogram sets it all up to run smoothly – from customized stock-control systems based on individual store demographics, to layouts customized by channel of trade.

SALES DEPARTMENT

Our expert Sales staff has many years of experience in our industry. They care about our customers and are renowned for their responsiveness. Designer Greetings' Sales Vice Presidents and Business Development Managers take great pride in helping

SALES & SERVICE ARE OUR TOP PRIORITIES

build store sales by making regular store visits. They share successful ideas, present new products and programs, analyze product turns, review seasonal sales and even train department managers, when needed. Sales and service are their top priorities, as our satisfied customers readily attest.



STEVE GREEN

Great product, programs and service make a

GREAT SUPPLIER

and I have found that in Designer Greetings. My customers and I both appreciate the quality of their greeting cards, the company's one-day order turnaround time is superb and Designer Greetings' sales staff are highly knowledgeable and attentive. I couldn't ask for more from a vendor.



DONALD COPE

We wanted to be a greeting card destination location and couldn't be with the limited offerings of our prior one-size-fits-all supplier. This is why we switched to Designer Greetings, who is a

PERFECT FIT

for our goal. The quality and selection of Designer Greetings cards is outstanding.



BETTIE SMITH

The service from Designer Greetings is better than I've had in years. They have knowledgeable, friendly field sales personnel and take care of our needs. Their office staff is very helpful, too. We're very pleased with the service and set-up of the greeting cards, and

SALES HAVE INCREASED TREMENDOUSLY

over the months. Customers have given us very nice compliments on our card counter and signs.

THE INDUSTRY

“

“CARD INDUSTRY EXECUTIVES SAY THE NEED FOR SHARING SENTIMENTS IS AN INNATE HUMAN TRAIT, AND THE MOST SUCCESSFUL COMPANIES WILL BE THE ONES THAT MAKE THE EXPERIENCE AS PERSONAL AS POSSIBLE FOR ALL PARTIES INVOLVED.”

JANELLE NANOS
THE BOSTON GLOBE

“I think that especially in a digital age, PAPER NOW HAS MORE VALUE THAN it **EVER** has.”

SARAH TURK
STATIONERY ANALYST



designergreetings™

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GET IN TOUCH!

