



# Papyrus- Recycled Greetings

Brand Overview



# Time for Change

The greeting card market is changing. The greeting card buyer is changing. The way consumers shop for just about everything is changing.

Change is what we do.

We can change the way you think about the possibilities for growth in your greeting card department... even in your store. We can change how you see the consumer - who she is, why she buys, where and what she is buying. Together, we can change the way your department looks and performs.

Here's why so many retailers are making the change to Papyrus...



# Why Papyrus-Recycled Greetings?

## Our Mission

We inspire personal relationships like no other company can.

### We are...

- ◆ Creative
- ◆ Unique
- ◆ Committed to Quality
- ◆ Current
- ◆ Responsive

We are not your traditional social expression company!

We make a difference in people's lives by being different.



Papyrus-Recycled Greetings Canada, LTD.

# Papyrus

## Overview



# Our Mission

PAPYRUS is the preeminent, premium social expressions brand in the industry. It is the undisputed brand of choice for personal expression products for consumers who believe the products elevate everyday moments, convey a sense of self and enhance the way they experience life.



# Target Consumer

The PAPHYRUS consumer is sophisticated, discerning and has an appreciation for the best quality. They are not just searching for a card that meets their needs, but one that enhances their chosen sense of self.

The PAPHYRUS consumer is

- Both Female and Male (for female recipient most of the time)
- Across generations (18 – 65)
- Sophisticated, discerning, appreciation for the best quality
- Not price sensitive
- Buys for design, confident in his/her own writing
- Higher than average education
- Higher than average income



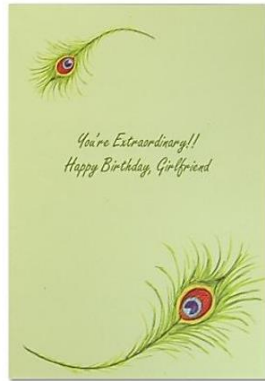


# Attention to Detail

Attention to detail is taken on every aspect of a PAPYRUS design. Consumers have an assurance that PAPYRUS means quality.



Cello over-wrap



Designed Verse Inserts



Lined & Printed Envelopes



Hummingbird Gold Seal



Slip Sheet with card details & hummingbird legend

- Fully lined envelopes
- Embossed logo on envelope flap
- Designed and Printed Envelopes
- Designed verse inserts
- Cello over-wrap enhances image & protects product quality

- Slip sheet with card details and “Hummingbird” legend
- Hummingbird gold seal
- UPC and retail price are on the slip sheet, NOT on the card



# Special Treatments & Processes

PAPYRUS has premium quality paper stocks and the most innovative and cutting edge applications, processes and attachments in the industry.



PAPERCHIC



LUXE  
COUTURE



ROCK  
STARS



Products are enhanced with add-on treatments such as:

- Glitter
- Flocking
- Cut paper
- Gems
- Faux-feathers

- Pop-ups
- Charms
- Jewelry accents
- Ribbons
- Sequins

- Wiring
- Fabric & Embroidery
- Faux-leather
- Felt
- Beads





# Trends

PAPYRUS is a leader in researching the latest trends across a variety of markets (i.e. home décor, fashion and pop culture) and adapting them into unique social expression product.

Our unique assortment is eye catching and draws in the customers attention with its diverse selection of color, sizes and dimensionality





# Brand Essence



PAPYRUS believes in embracing all that life has to offer.

We **elevate everyday living** and moments by creating visual statements and objects of beauty that convey a sense of self, foster communication, and enhance the way we experience life.

PAPYRUS is for the discerning customer with a sophisticated sense of style who loves paper and the written word as a means for connecting with friends and loved ones.

We pride ourselves in offering a wide array of products that delight both sender and receiver, inspiring **personal connections** with the perfect union of art and sentiment.

From glamorous gems and sparkling glitter to paper sculpting, embroidery and much more, our products are fashionable, savvy, sophisticated and always of the highest quality.

PAPYRUS offers a selection of premiere artists, innovative and on-trend design, and words that touch the heart and bring a smile.

**PAPYRUS. Life as celebration.**



# Pricing Guide



## \$8.95

- 3 or more processes, typically handmade and have a more complex construction
- Premium processes such as faux leather, simple embroidery, fabric, feathers, Handmade pop-ups, high frequency
- Intricate laser cut, wood laser cut
- Letterpress with 1 process, or gem
- Solid or patterned envelope liners
- Designed insert sheets and envelopes on most cards



## \$4.95 - \$6.95

- 1 -2 processes (glitter, foil, embossing, small gems, paper tip-ons)
- Papyrus Branded artist with 1 process
- Solid or patterned envelope liners
- Designed insert sheets and envelopes on some cards



## \$9.95

- 3 or more processes, typically handmade and have a more complex construction and higher value materials
- Multiple charms, printing on wood, Specialty faux leather, fur, detailed embroidery colors
- 1 Technology element
- Solid or patterned envelope liners
- Designed insert sheets and envelopes on most cards



## \$7.95

- 3+ processes (foil, embossing, glitter, gems, flocking, buttons, epoxy, simple wood tip-ons, felt, handmade features)
- Letterpress w/no process
- Laser cut w/ 1-2 processes
- Play Value – Articulated, sticker sheets
- Solid or patterned envelope liners
- Designed insert sheets and envelopes on most cards



## \$9.95 +

- Complex finishings and techniques such as multiple embroidery colors with gems, Banners, honeycomb, mobiles, complex handmade
- 2 Technology elements
- Patterned envelope liners
- Designed insert sheets and envelopes



# Creative Product

Papyrus delivers all the style, charm with captivating gift packaging, entertaining and decorating solutions for your fashion-forward customers. Showcasing the exquisite artistry, must-have formats and quality materials unique to Papyrus, they'll want to fill their carts with sparkling gift bags, shimmering gift wrap, bright and shiny bows, festive decorations and perfectly coordinated party supplies. Delightful details like jingle bells, soft and cozy cloths, intricate die-cuts and generous layers of glitter, gems and sequins add luxury and timeless, nostalgic appeal.

Papyrus collections are sure to brighten any celebration!





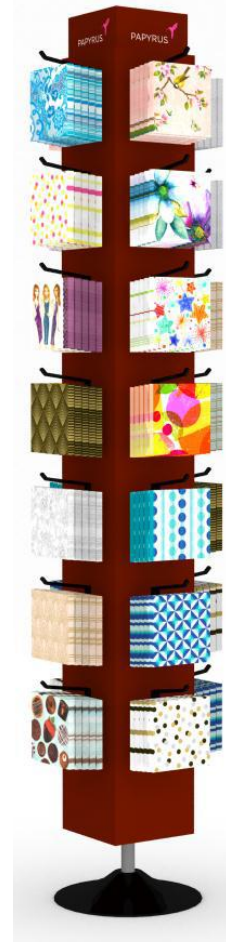
# Creative Product



Candles



Entertainment





# Environmental Statement

## Paper

PAPYRUS papers are made from fiber harvested using sustainable forest management. Sustainable forest management means the environmentally appropriate, socially beneficial, and economically viable management of forests for present and future generations.

## Inks

All PAPYRUS cards are printed with soy-based inks. Soy-based inks are made from soybean oil, a renewable resource. Unlike petroleum-based inks, Soy inks have low levels of volatile organic compounds which help to reduce air pollution during printing. Soy inks also respond to de-inking better than petroleum based inks, and facilitate the making of paper waste into recycled paper.



# Recycled Paper Greetings

Overview



## Our Mission



Recycled Paper Greetings is the undisputed leader in Alternative social expressions content. With our ever-growing family of independent artists, we assemble the most productive and eclectic mix of product - rooted in humor, complemented by whimsy and affection. We make a difference in our consumers lives because we are committed to the independent spirit and the power of true individual expression...in other words, we are different.





# Target Consumers

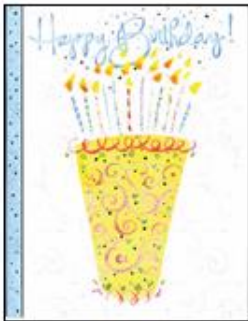
- Both Female and Male
- Across generations (18 – 65)
- Engaged in the greeting card category
- Sense of Humor is important
- Higher than average education
- Higher than average income





# Our Eclectic Mix

Tones are assigned to designs based on content and then used to ensure balance across a given set



*Most conventional*

*Most In-Your-Face*

**Affectionate**

**Whimsical**

**Campy**

**Mainstream**

**Outrageous**

**Insulting**

Serious,  
expressive,  
traditional

Cute,  
lighthearted

Deliberately  
cheesy, corny or  
predictable

Comical, clever,  
witty, amusing

Shocking,  
bizarre,  
offensive

Abusive,  
degrading,  
demeaning,  
humiliating



# Independent Artist Model

## Delivers Trend-forward, Relevant and Superior Content

- 100% Independent & Freelance Artists
- Over 250 Independent Artists contribute to the line
- Creative Freedom to Artists
- Entrepreneurial: Artist earn royalties based upon actual sales
- The RPG model yields superior alternative cards, delivering productivity and growth.
- Artists are our PARTNERS, not our suppliers





# Brand Essence

## What we Represent (besides good old-fashion laughter)

- Eclectic...voices, styles, tones
- Broadest spectrum of humor
- Evolving...never settling
- Risk-taking...unencumbered by rules, no preconceived notions
- Small Company Spirit...simple to work with, quick and responsive
- Creative Freedom & Independent Spirit
- Fresh...original, unique
- Unplugged...real and authentic
- Surprising...unexpected visuals and editorial
- Casual and Informal Style

## How we are Different

- Not prescriptive
- Push the envelope
- Few rules
- Bottom up creative vs. top down
- Trend setters vs. trend watchers
- Innovation is content not format
- Appreciate raw ideas
- Speak our artists' language



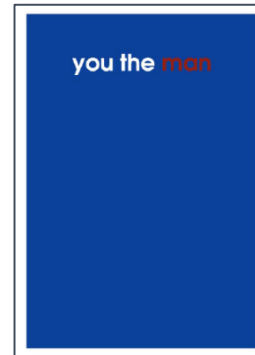
# Pricing Guide

100%+ of RPG's cards are priced at \$3.99 or \$4.99



\$3.99

- No Special Process
- No "P" Rated, Topical or Political Designs



\$4.99

- One Special Process
- Topical/Political and some "P" rated



# Environmental Statement

Our commitment to the welfare of the planet has guided the way Recycled Paper Greetings has done business for over 35 years. We were the principal originator in the use of recycled paper in the greeting card industry and we continue to develop product using recycled and recovered materials.

## Commitment to the Environment

Our commitment to the use of recycled, recovered materials and renewable energy means dramatic results for the environment. We are committed to using recycled and recovered materials in our Recycled Paper Greetings branded cards, and corporate offices in order to conserve our environmental resources.

Over 80 million Recycled Paper Greetings cards are printed annually on recycled paper with at least 20% and up to 80% post-consumer waste content. Post-consumer waste is material used by consumers and then collected through commercial and household recycling plans. For example post-consumer waste includes magazines, paper cups, boxes, newspapers, etc. Post-industrial waste (also known as pre-consumer waste) is produced during the manufacturing process. For example, post-industrial waste would include excess paper scrap from the paper production process. We use both post-consumer fiber and post-industrial content in our production process and we are certified by the Sustainable Forestry Initiative.

We are committed to Saving the Earth, One Smile at a Time®



# Become a Retailer of Papyrus-Recycled Greetings

## Requirements:

- 4 to 8 weeks to open a new account
- Minimum opening order: \$1,000
- Re-order minimum: 20 packs of cards
- Free fixtures & freight
- Credit Application approved
- Net 30 payment terms
- Terms: Retail less 50%
- Use of authorized fixtures to display Papyrus cards (cards showing full face or at least 2/3)
- Accounts can set up on a ticket re-order system which will ensure the best-selling designs and a simple way to place orders
- Everyday cards sold on an outright basis
- Seasonal cards: 100% return privileges with automatic orders
- Inside Sales Service

**CALL 1-888-777-9186**