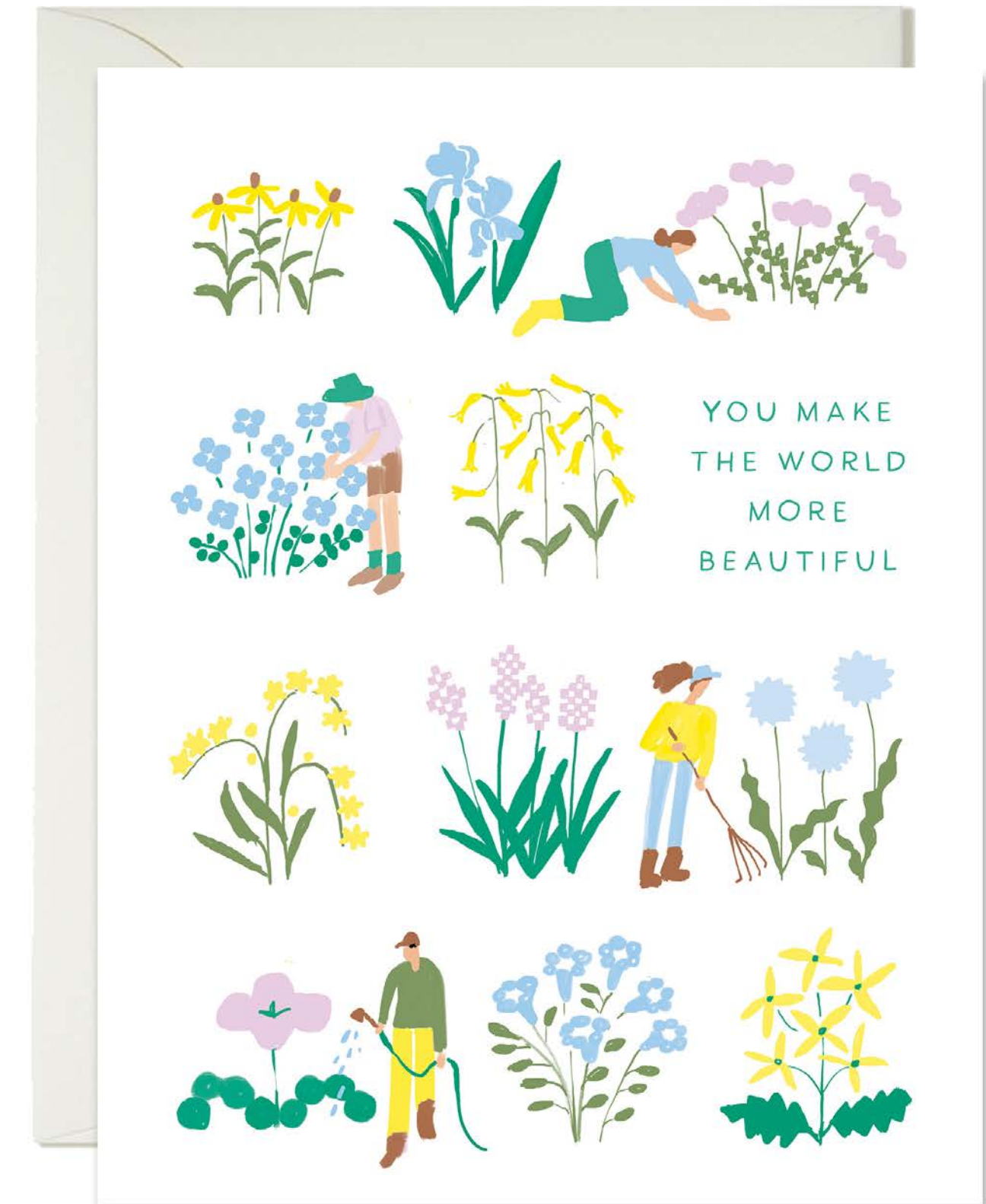


# The Right Words

By Sarah Schwartz, The Paper Nerd; Stationery Trends; The Paper Fold + Paper Plane Cocktail Hour Podcasts

September 22, 2022



Karen Schipper

# Vibrant Vibes

When combined with images borrowed from the everyday, lustrous colors attract customers as they empty shelves.



A



B



C



D

A. Peach Photoessence stickers are 15¢ to 20¢ per module. Mrs. Grossman's Paper Co., Petaluma, CA. (800) 457-4570. #422

B. Embossed correspondence cards are paired with decorative envelopes in a boxed set of 12. \$10.95. They're part of the Sarah Lugg collection that includes journals, laser-cut picture frames, photo albums, and expandable organizers. Andrews McMeel, St. Louis, MO. (800) 851-8923. #423

C. Blank notes based on the work of Gill Kanabowski are 4 1/4" x 5 1/2", and come eight to a design in a ribboned clear sleeve. \$7. Individual notes are \$1.25. Mug is \$10.50. Hurlimann Armstrong Studios, Menlo Park, CA. (888) 252-0707. #420

D. "Cowboy Joe" image peeks through a die-cut journal window. 75 leaves, bound with bronze wire, are protected with a translucent plastic cover. \$12.50. WatercolorsVt, Quechee, VT. (888) 484-6624. #421

E. At 5" x 6 1/2", this album is compact but holds 100 4" x 6" photos. Available with beach and nautical scenes, and floral, sport, animal, and holiday motifs. \$6.50. Beverly's Studio, S. Dartmouth, MA. (508) 994-6399. #419  
All prices retail

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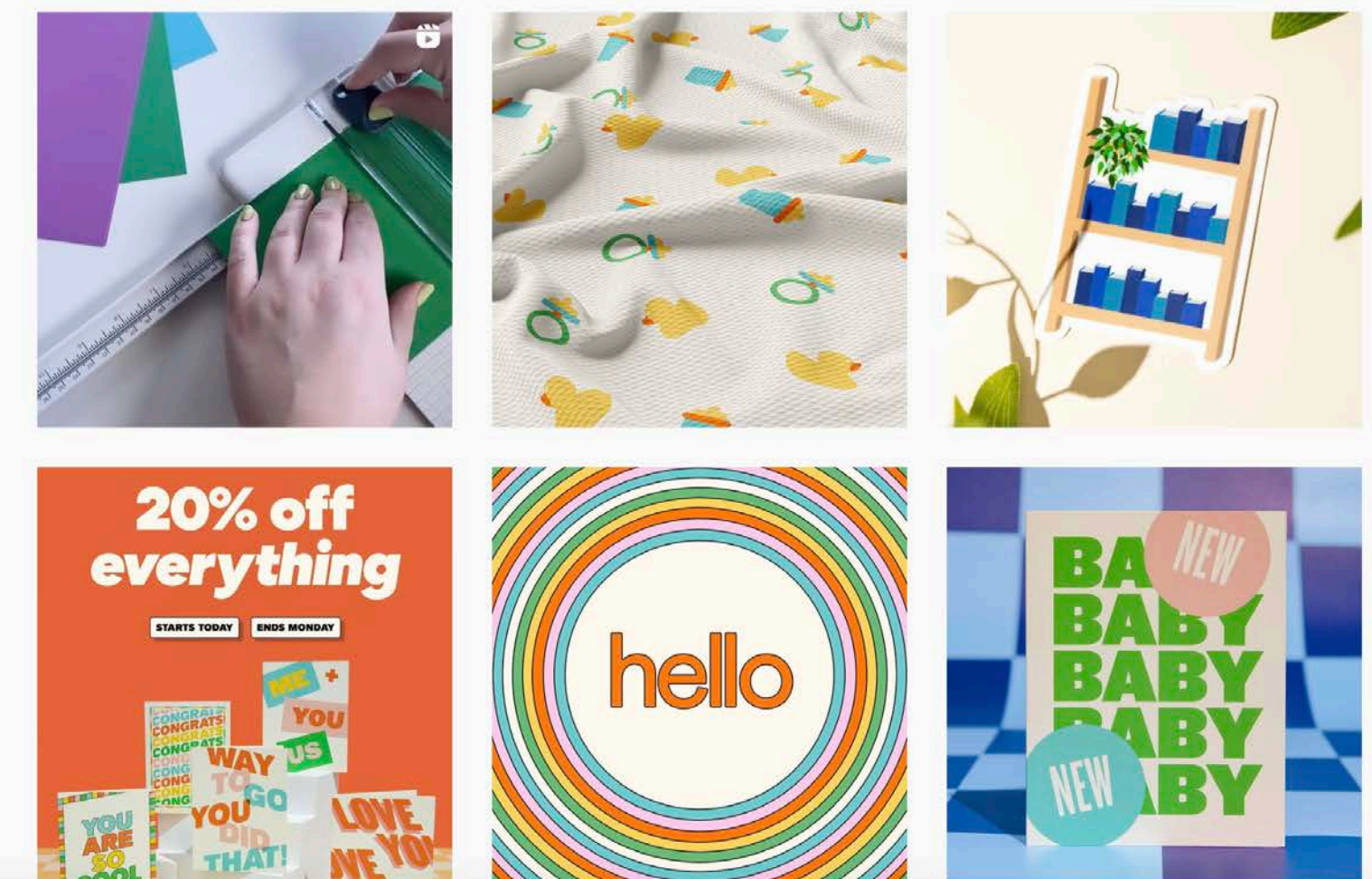
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**paper&stuff** → michele byrne  
• Creator of greeting cards & other stuff  
• Based in Jersey City, NJ  
• Wholesale available on Faire & Abound  
• Louie Award winner 🏆  
[smart.bio/paperandstuff\\_co](https://smart.bio/paperandstuff_co)

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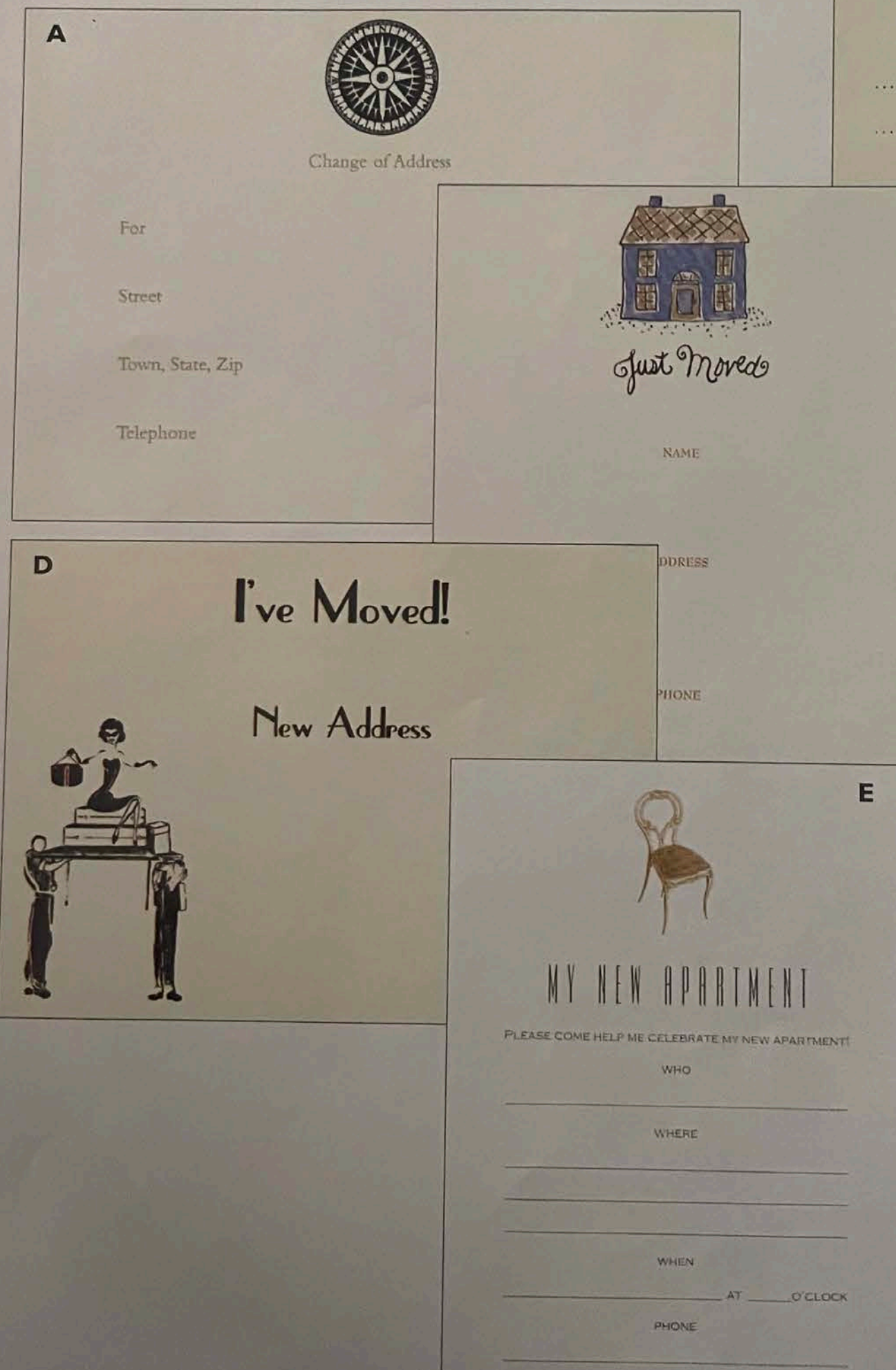
- BTS
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# Change of Scene

Cater to those who, thanks to our booming economy, are moving up in the world.



**A.** Letterpressed communiqué features the compass rose for a masculine effect. Ten cards/envelopes, \$10. **B Designs**, Haverhill, MA. (978) 374-3575. #415

**B.** Cozy blue house fill-in is also available as an imprintable. 90¢, or \$9.50 for a box of ten. **Katushka**, Seattle. (206) 632-3227. #416

**C.** Itinerant gardeners will “dig” this classic design on heavy stock. \$12.50/ten cards and envelopes. **Crane & Co.**, Dalton, MA. (413) 684-2600. #418

**D.** “I’ve Moved!” card is tailor made for the well clad girl on the go. Ten cards/envelopes, \$14. **Harlow**, Los Angeles. (310) 652-4339. #414

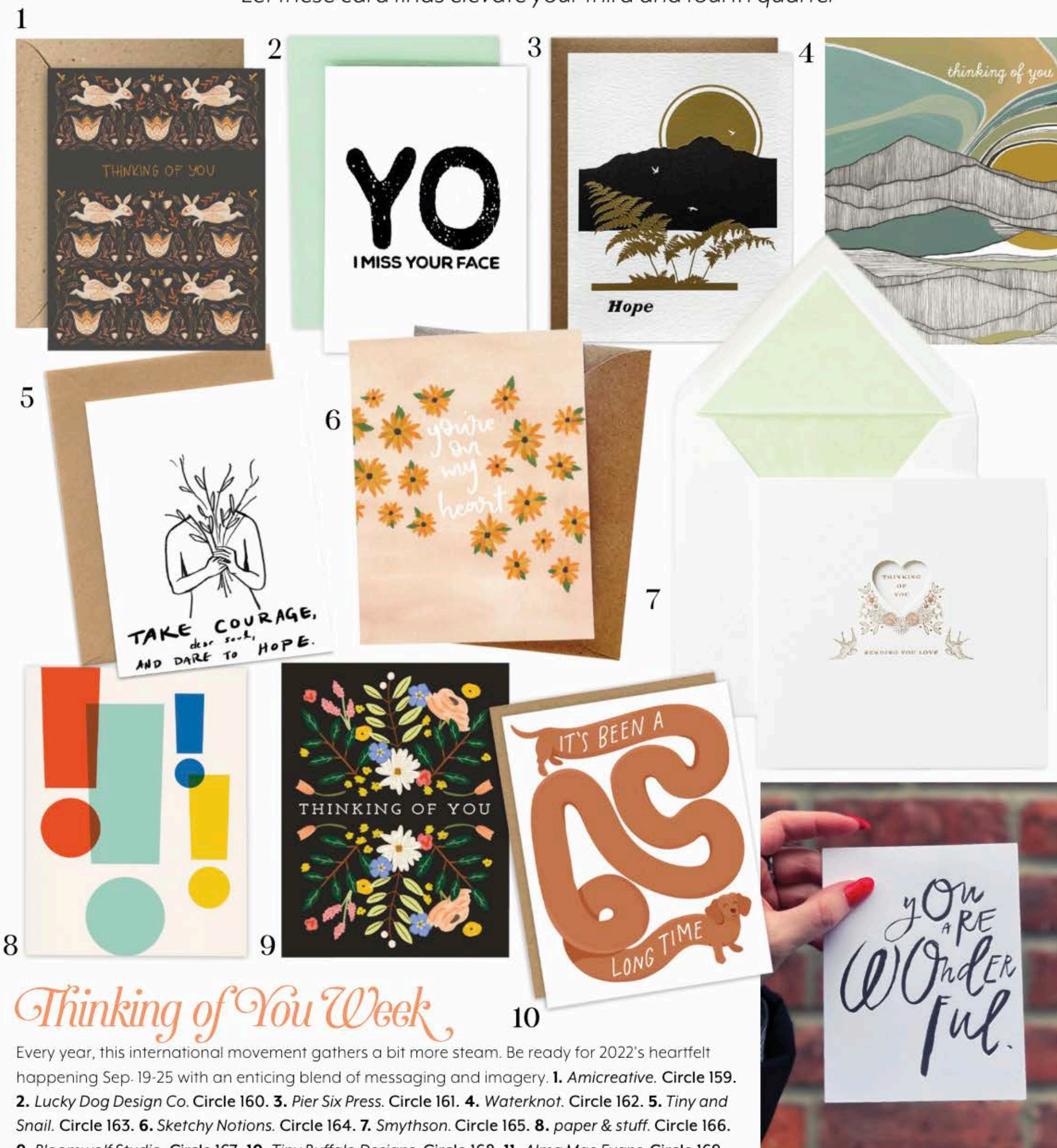
**E.** From the “At Home” series, apartment card appeals to the urban urbane. \$14.50/pack of eight. **Studio Z Mendocino**, Ft. Bragg, CA. (707) 964-9488. #417

All prices retail

## WHAT'S IN THE CARDS

# A Fabulous Finish

Let these card finds elevate your third and fourth quarter



## Thinking of You Week

Every year, this international movement gathers a bit more steam. Be ready for 2022's heartfelt happening Sep. 19-25 with an enticing blend of messaging and imagery. **1.** Amicreative. Circle 159. **2.** Lucky Dog Design Co. Circle 160. **3.** Pier Six Press. Circle 161. **4.** Waterknot. Circle 162. **5.** Tiny and Snail. Circle 163. **6.** Sketchy Notions. Circle 164. **7.** Smythson. Circle 165. **8.** paper & stuff. Circle 166. **9.** Bloomwolf Studio. Circle 167. **10.** Tiny Buffalo Designs. Circle 168. **11.** Alma Mae Evans. Circle 169.

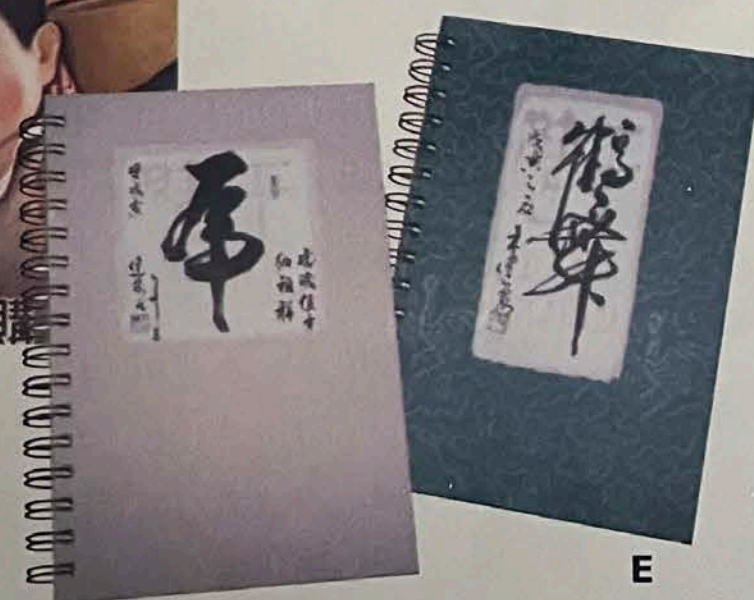
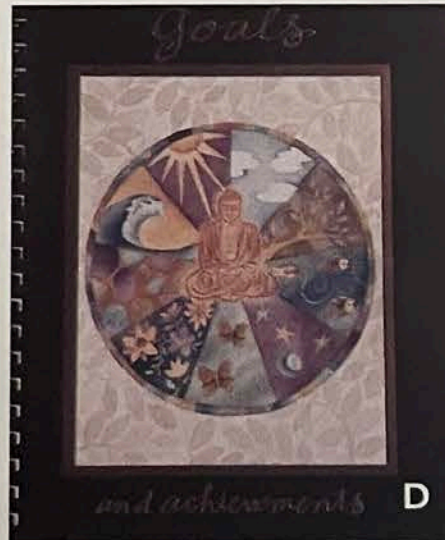
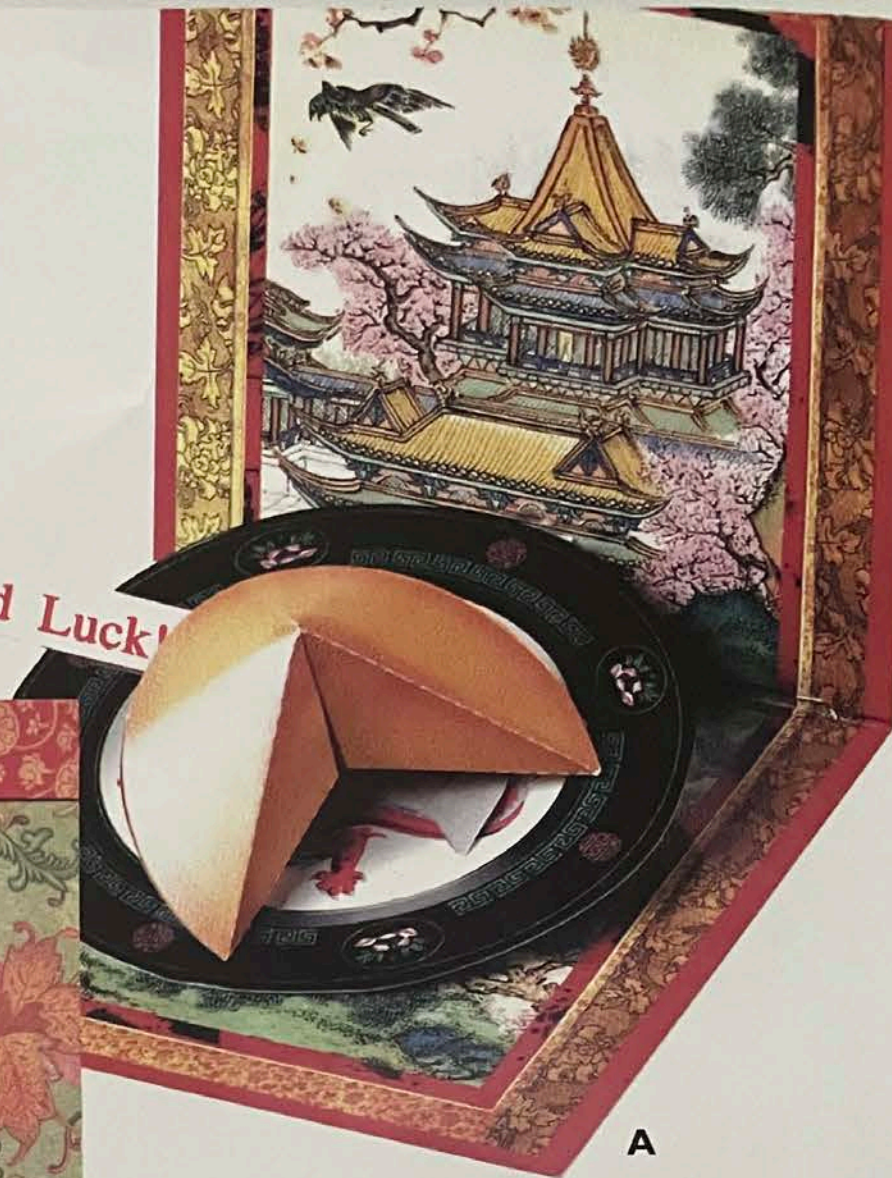
On Trend/Stationery

# Asian Accents

These notebooks and greeting cards prove that the Eastern-themed stationery explosion shows no sign of slowing.



Good Luck!



A. 3-D cards allow the sender to insert a greeting appropriate to the occasion or to create their own special greeting. Cards come with five phrases, from Happy Birthday to Congratulations. \$5. **PopShots Studios**, Bridgeport, CT. (800) 852-7677. #411

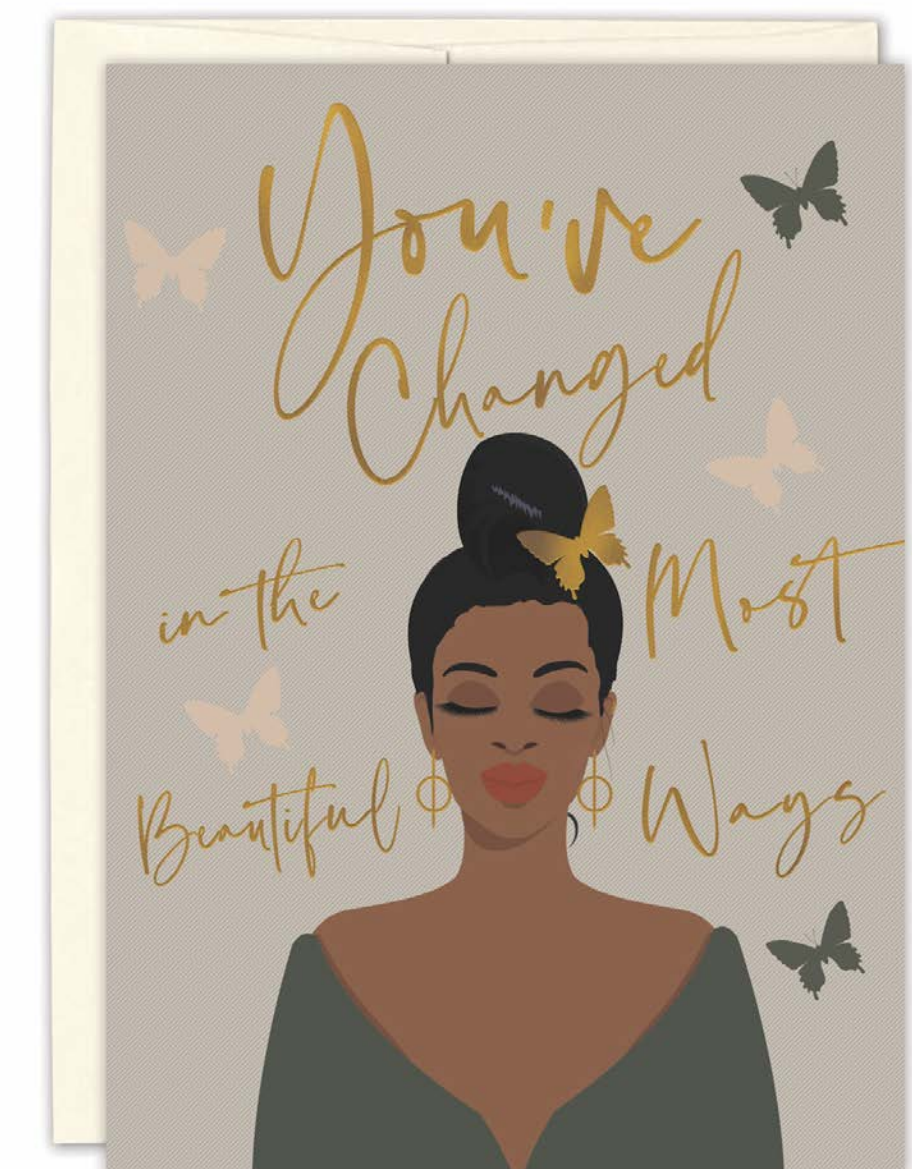
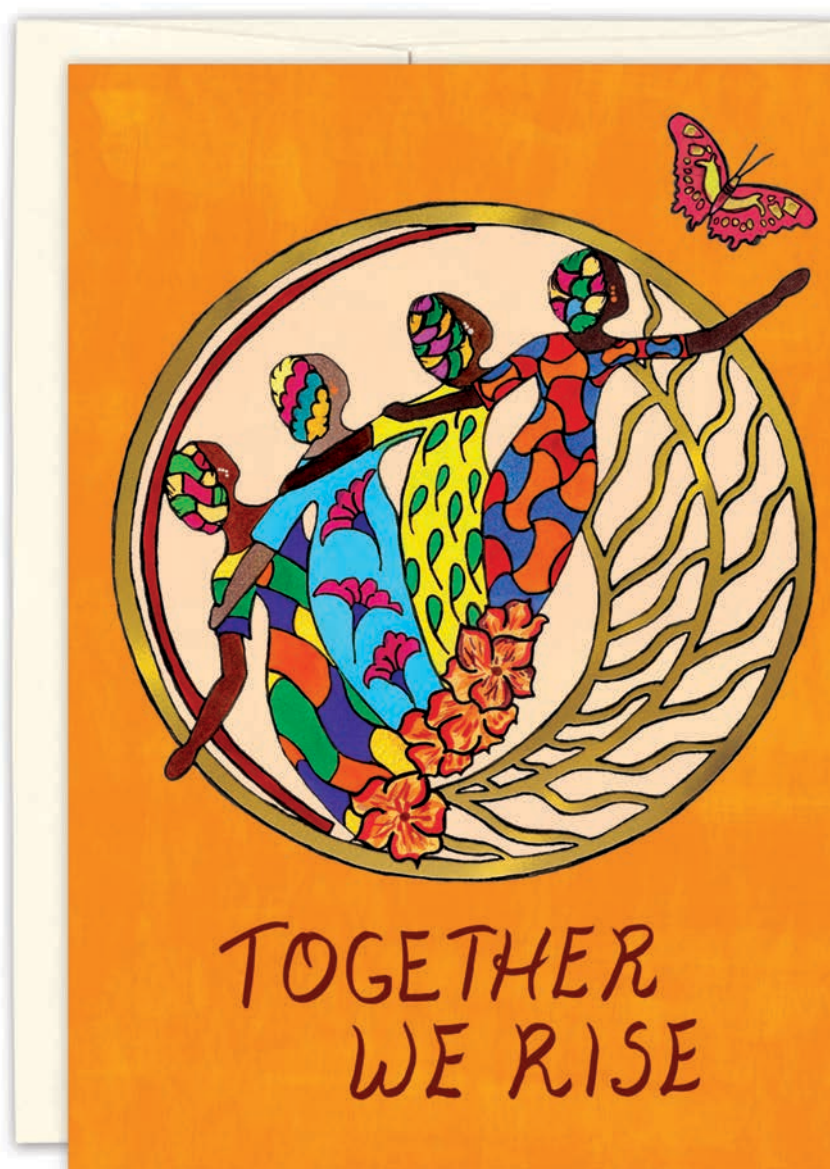
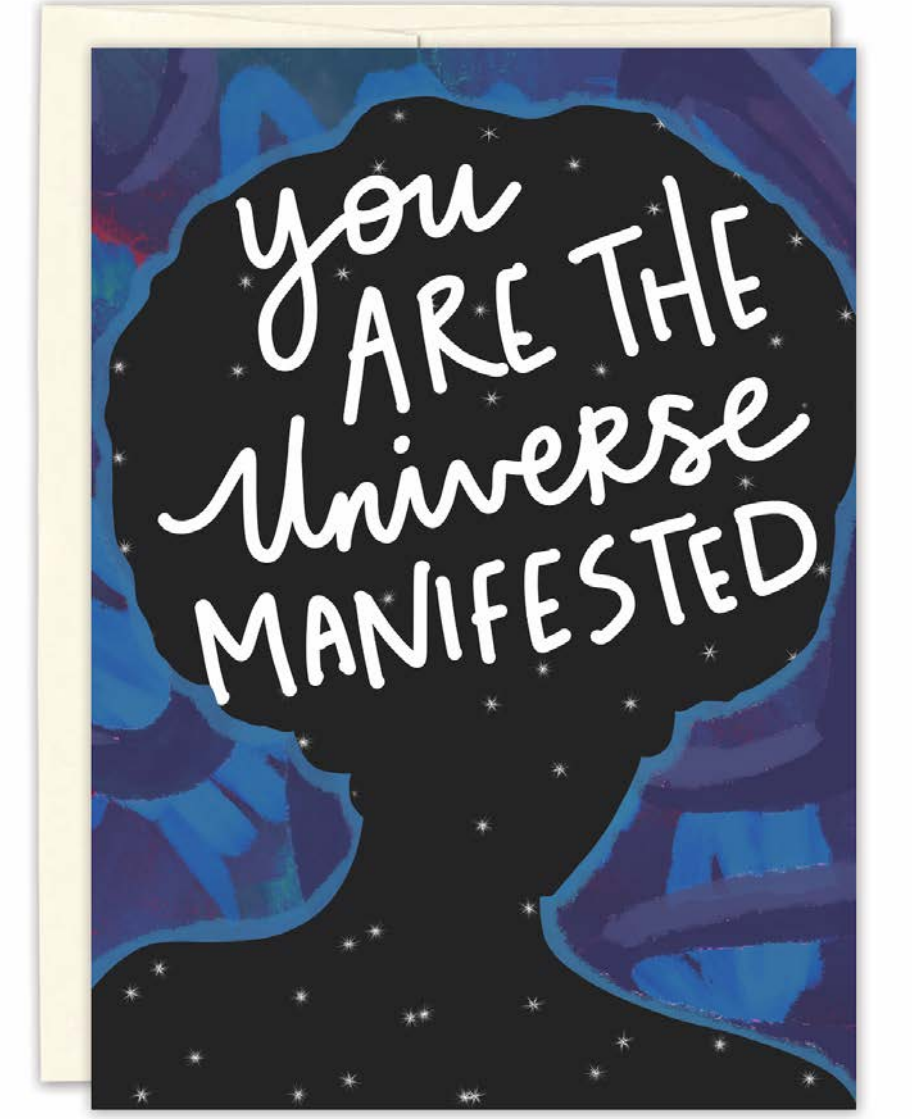
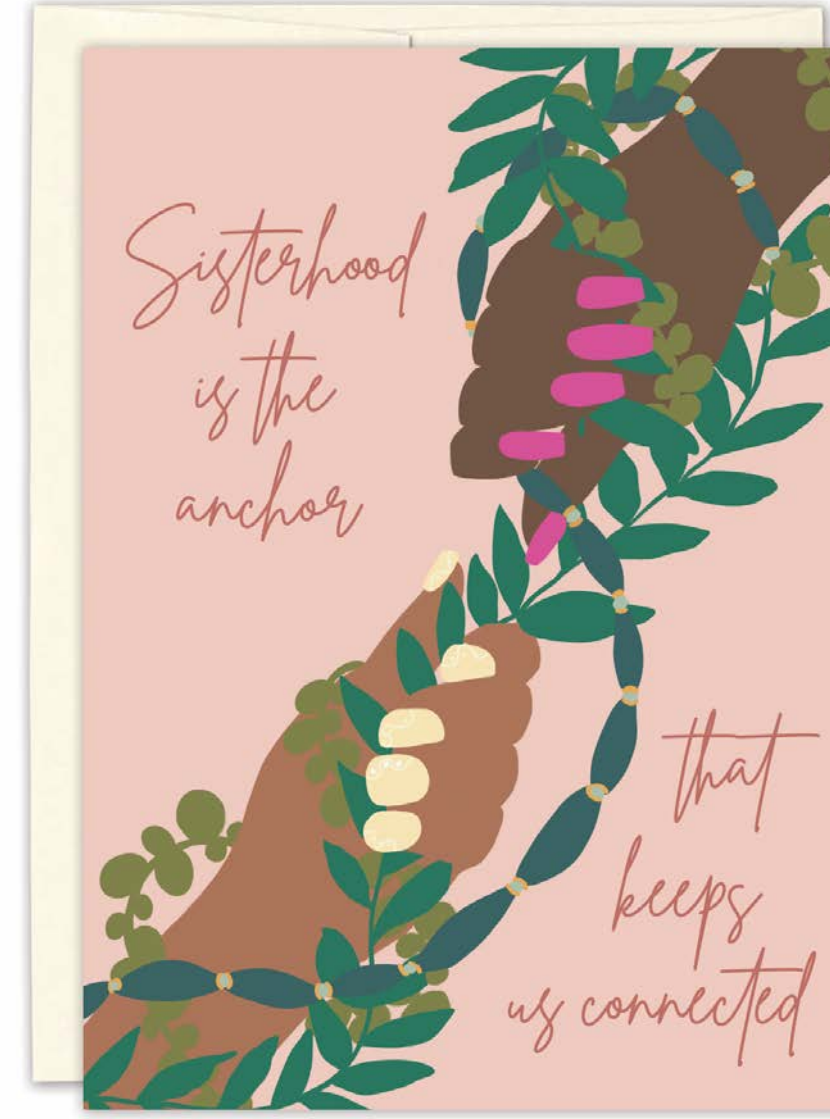
B. Lucky Chinese Character Gift Cards bear the symbols for wealth, long life, happiness, harmony, and good fortune. When appropriately placed in the home (instructions included), they enhance just those things. Box of 20 with four of each design, \$11.95. **BHB Intl.**, Seneca, SC. (864) 885-9444. #412

C. A reproduction of a vintage Japanese ad is mounted on heavy stock. Blank, \$3. **blankety blank designs**, Santa Monica, CA. (310) 828-8802. #413

D. Buddha Goals and Achievements notebook features foil-stamped seal-able cover and illustrated pages. \$12.95. **Running Rhino**, Seattle. (800) 574-4665. #410

E. Crane Dance (green cover) and Tiger (beige cover) journals feature the arresting calligraphy of master artist Wang JianQuan. \$15.95 each. **Sianscript Creative Lines**, Chicago. (877) SCRIPT-8. #409

All prices retail



Black Joy Paper

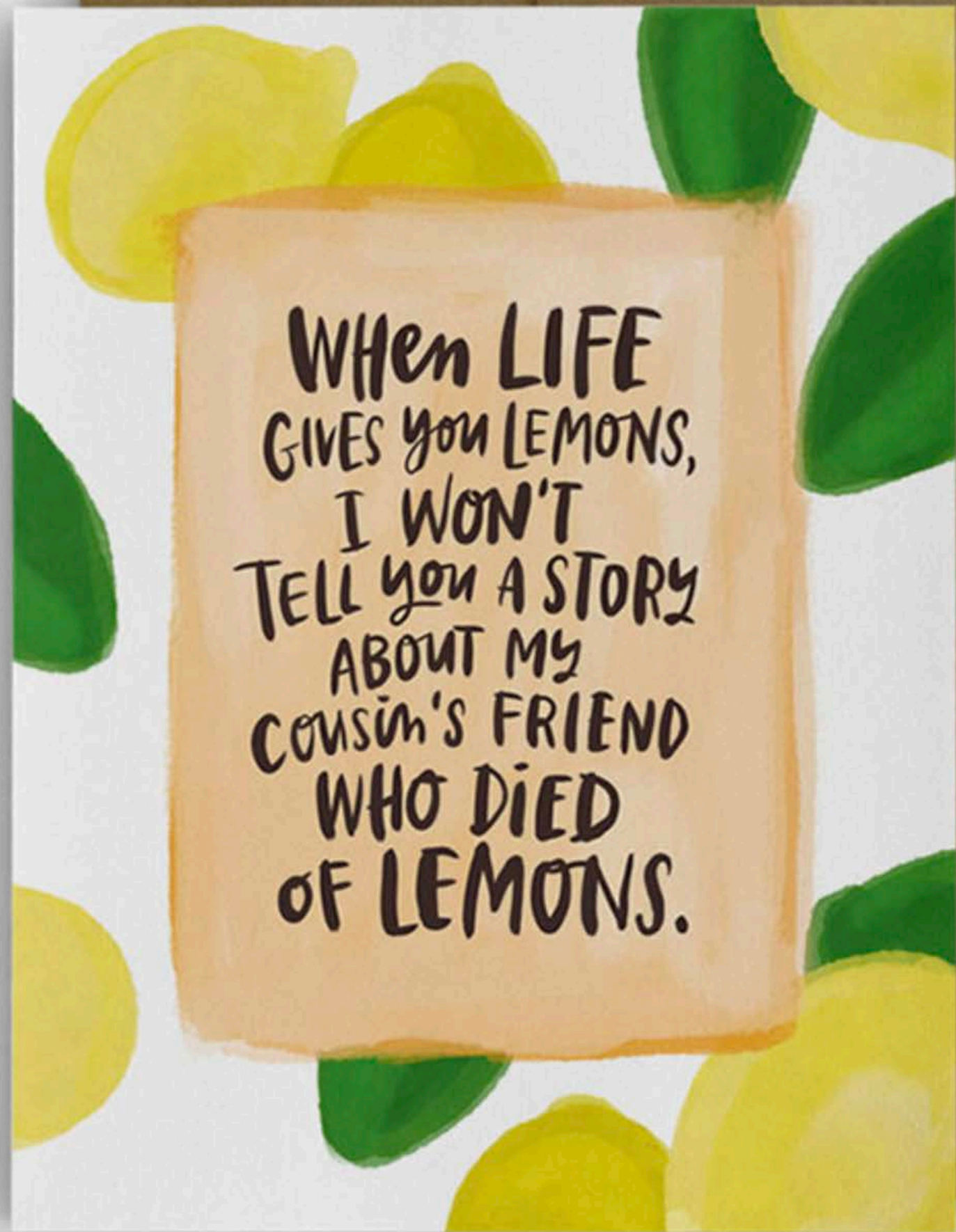
“I created these empathy cards for serious illness because we need some better, more authentic ways to communicate about sickness and suffering”



“A ‘f\*\*k cancer’ card is a nice sentiment, but when I had cancer, it never really made me feel better”

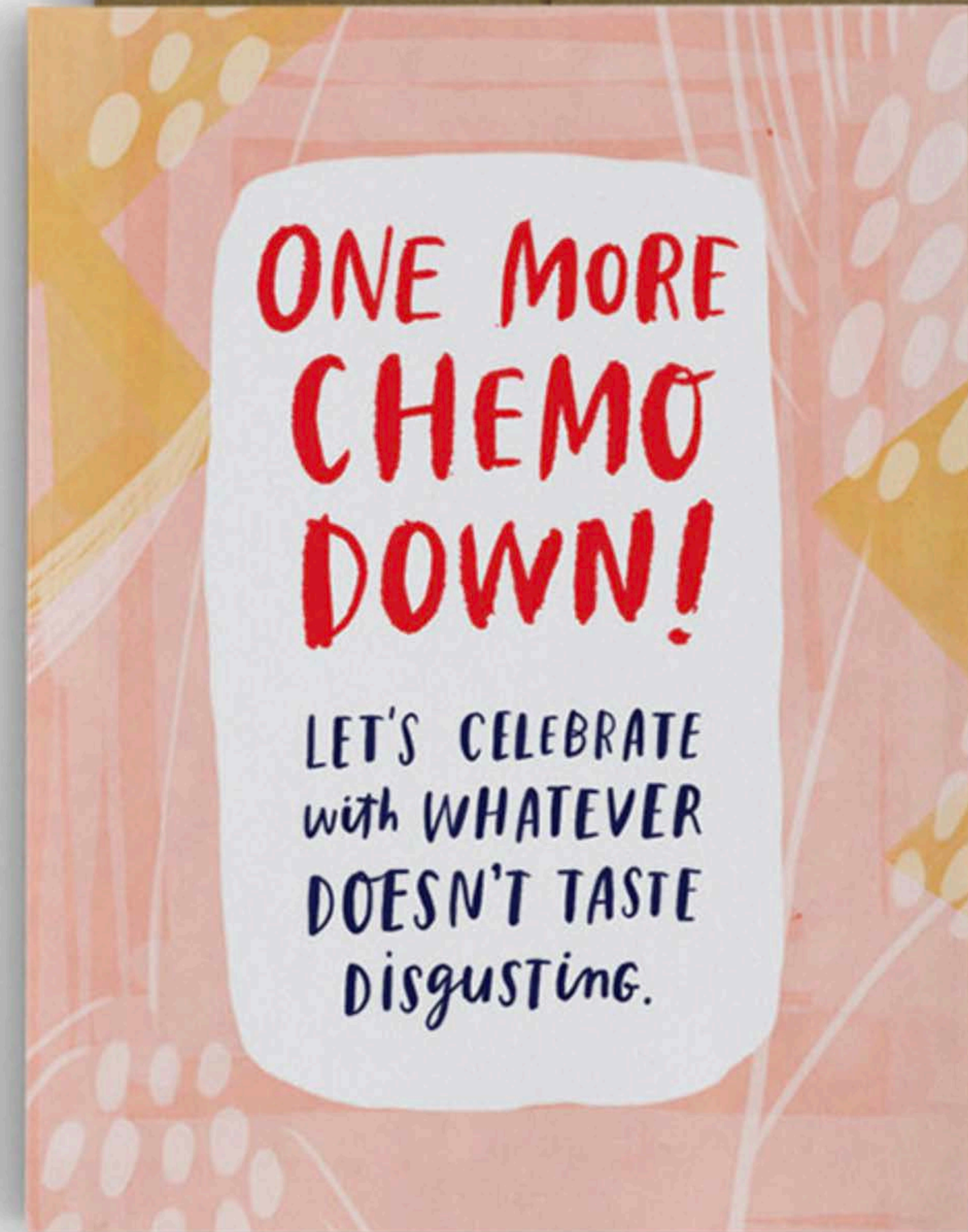
Emily McDowell (now EM & Friends)

"As a result of my own experiences, I've wanted to create this collection for a long time"



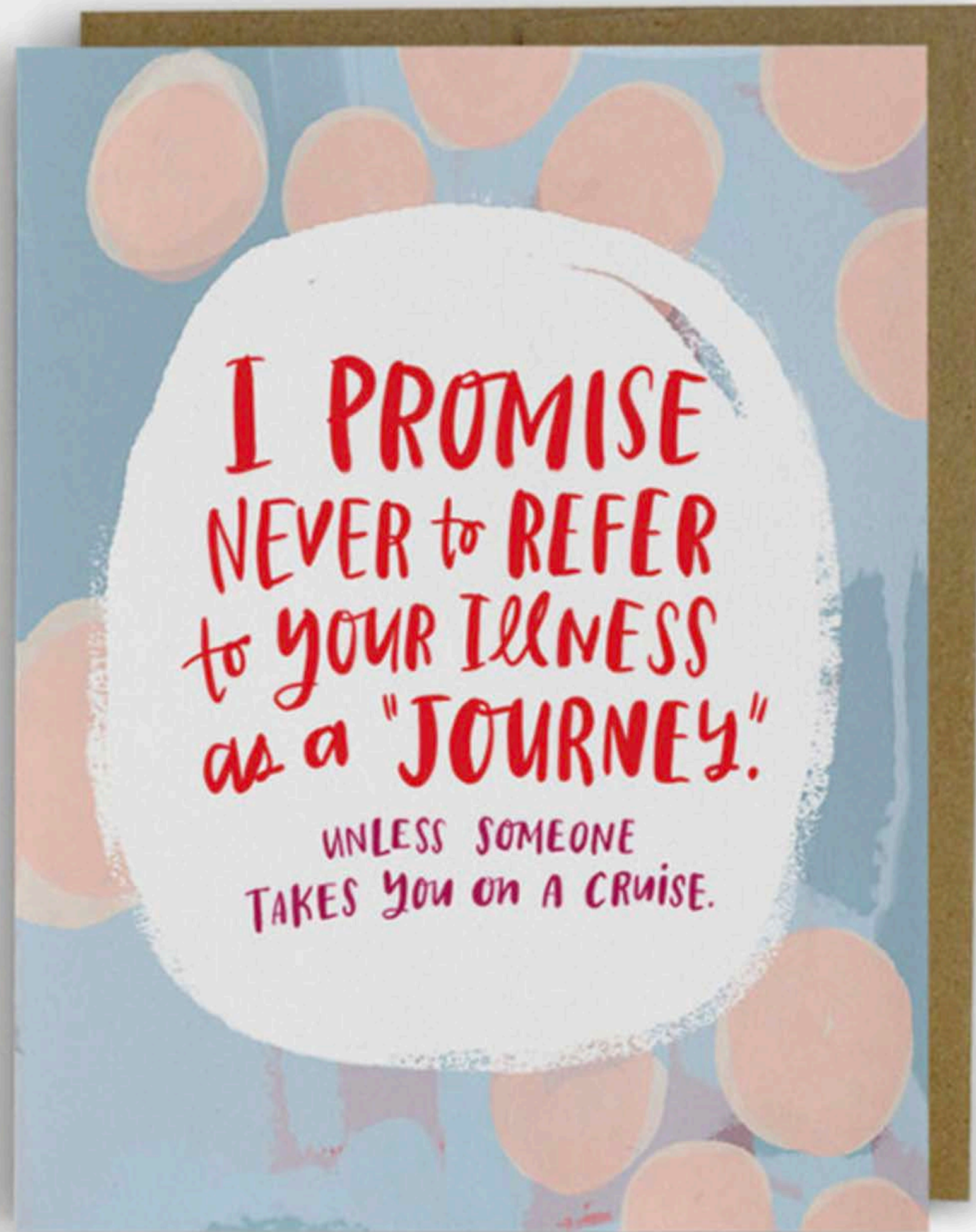
EMILYMCDOWELL.COM

"I never personally connected with jokes about being bald or getting a free boob job, which is what most 'cancer cards' focus on"

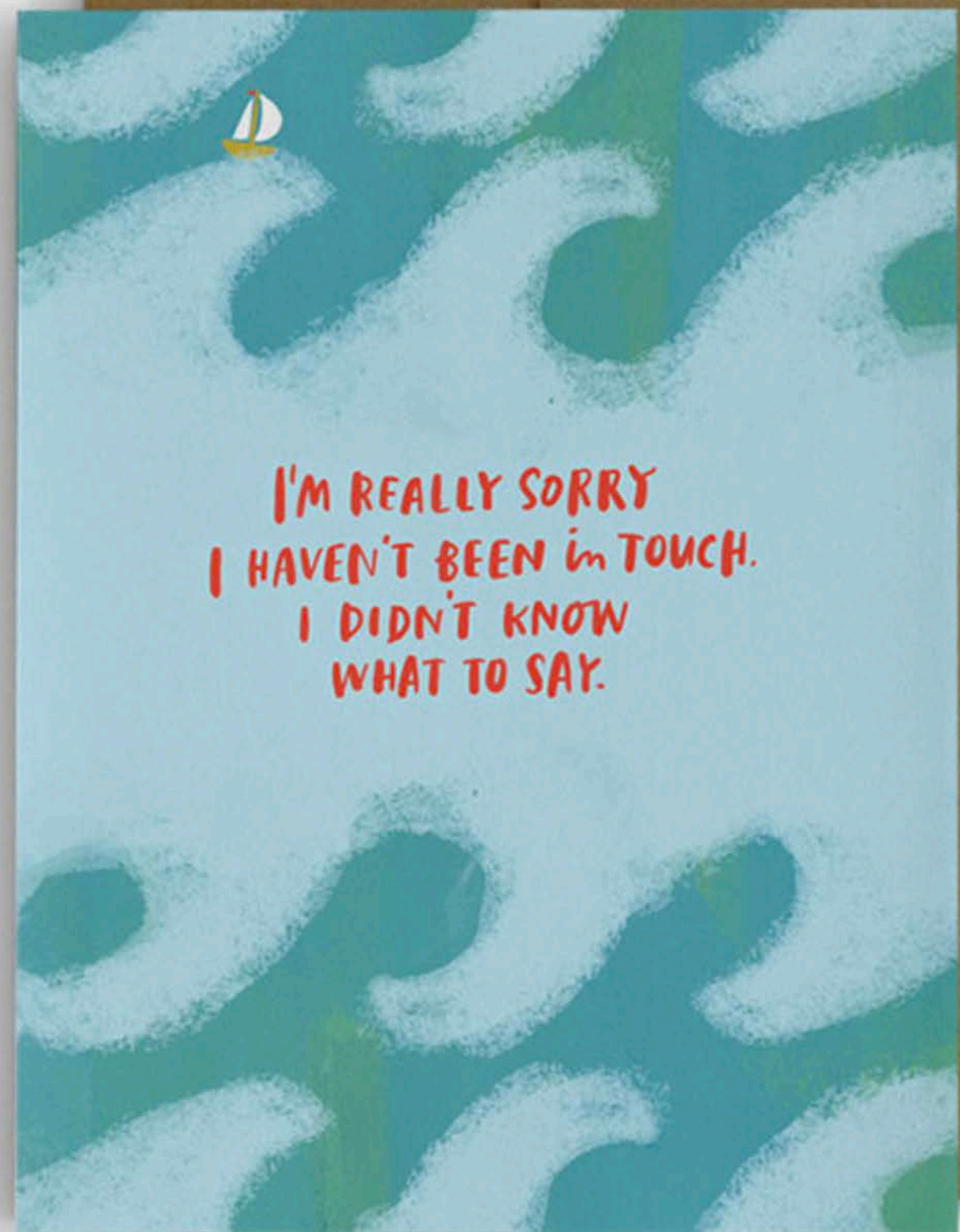


EMILYMCDOWELL.COM

Emily McDowell (now EM & Friends)



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"Sympathy cards can make people feel like you think they're already dead"

Emily McDowell (now EM & Friends)



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Emily McDowell (now EM & Friends)



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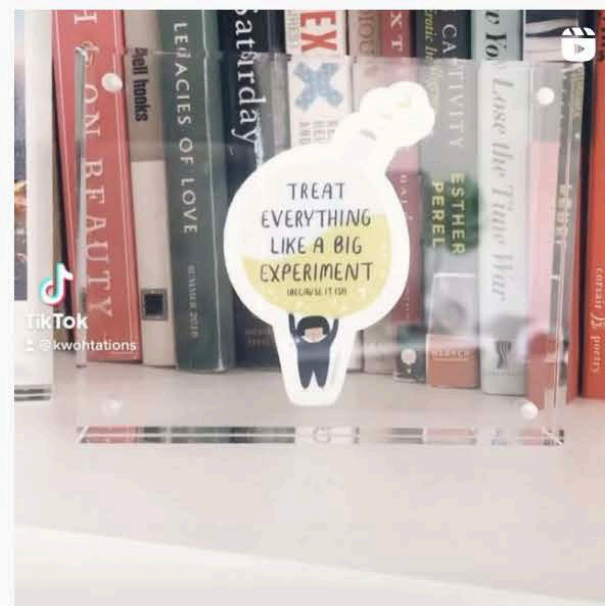


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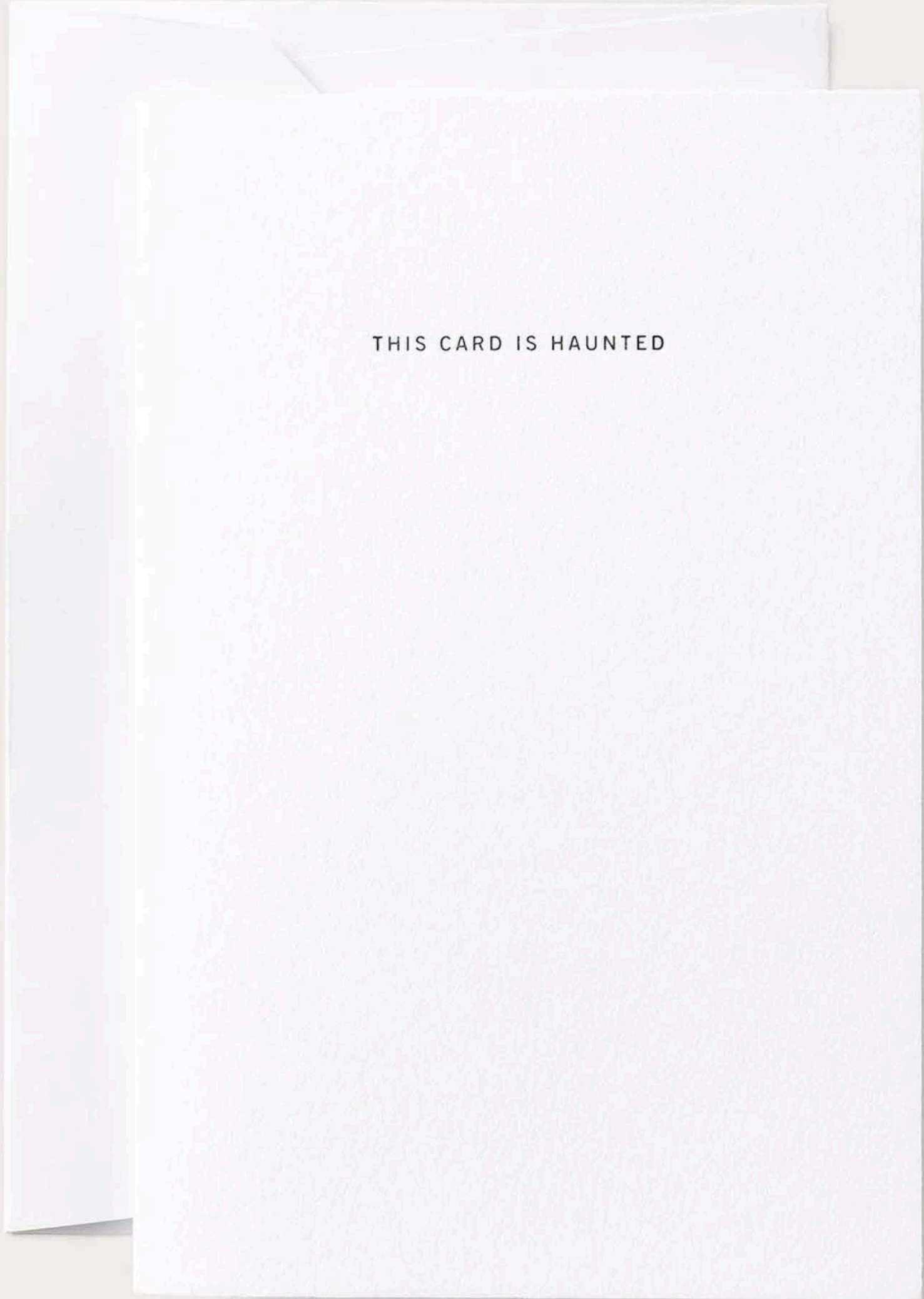
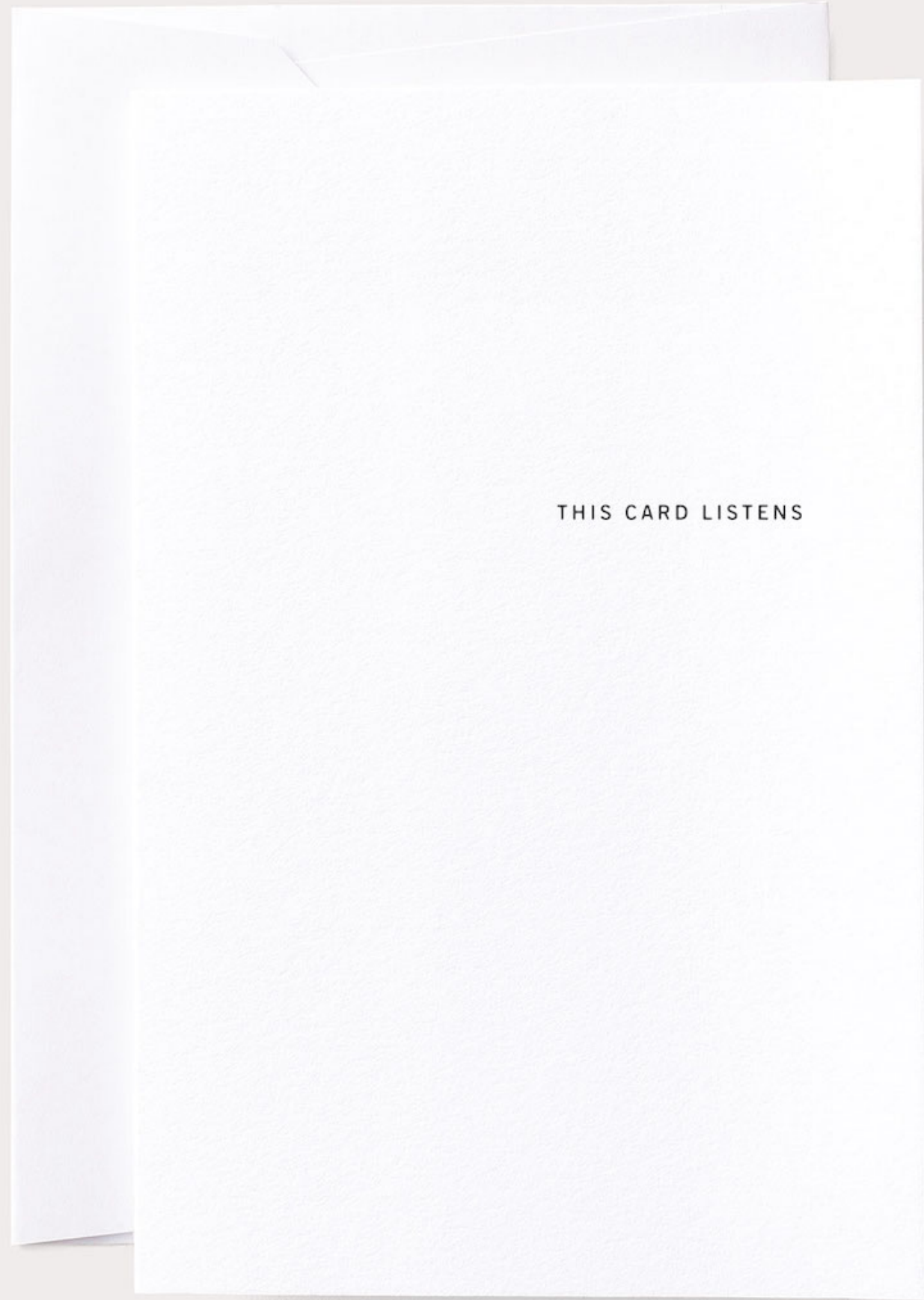




Age-Friendly Vibes



Noat





DEAR MAMA,  
ACCEPT ALL *the* HELP,  
CRY ALL THE TEARS  
(OF BOTH JOY+DEFEAT),  
HEAL *at your* OWN PACE,  
& GIVE YOURSELF  
ALL THE GRACE.

YOU ARE  
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&  
Loved.



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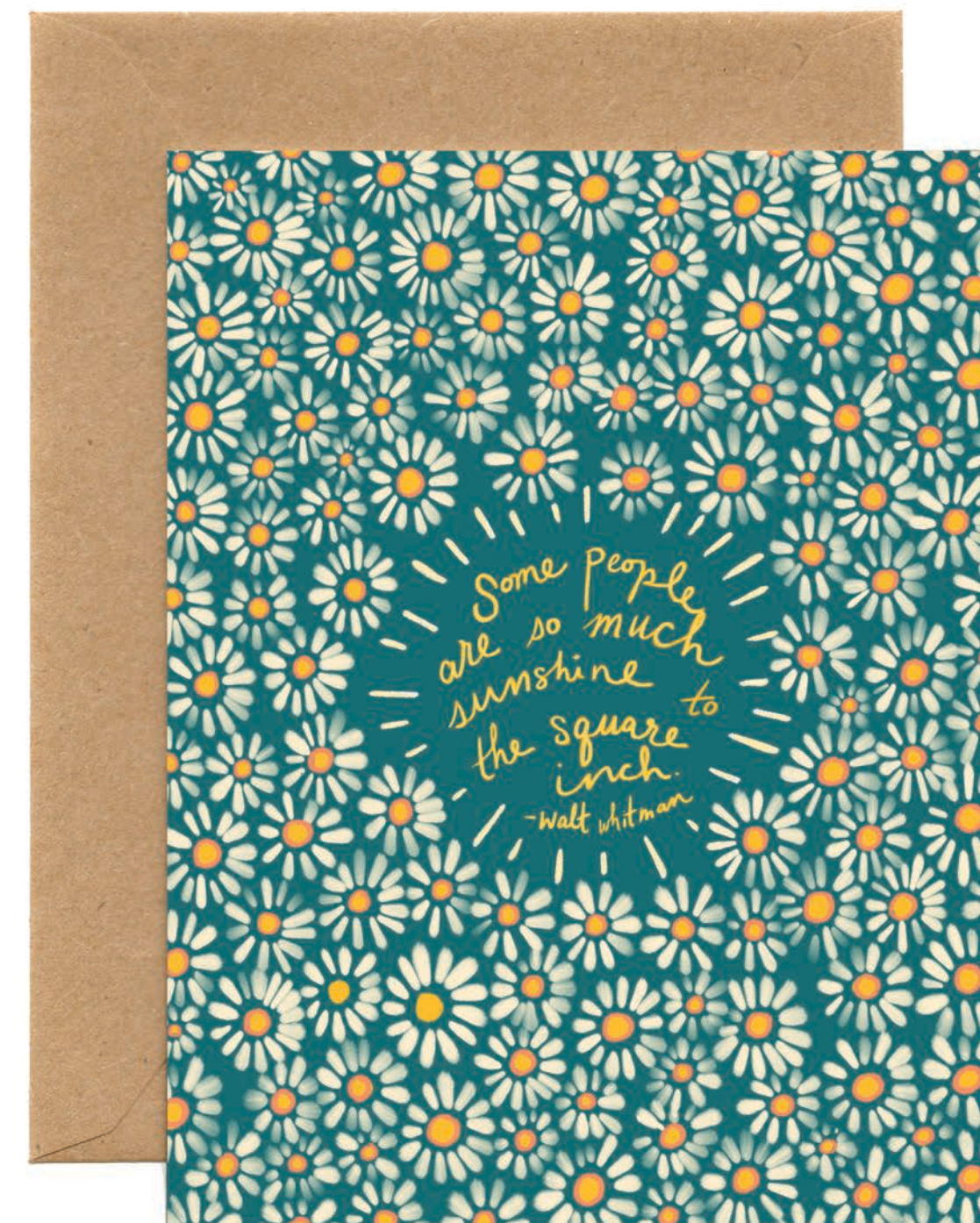
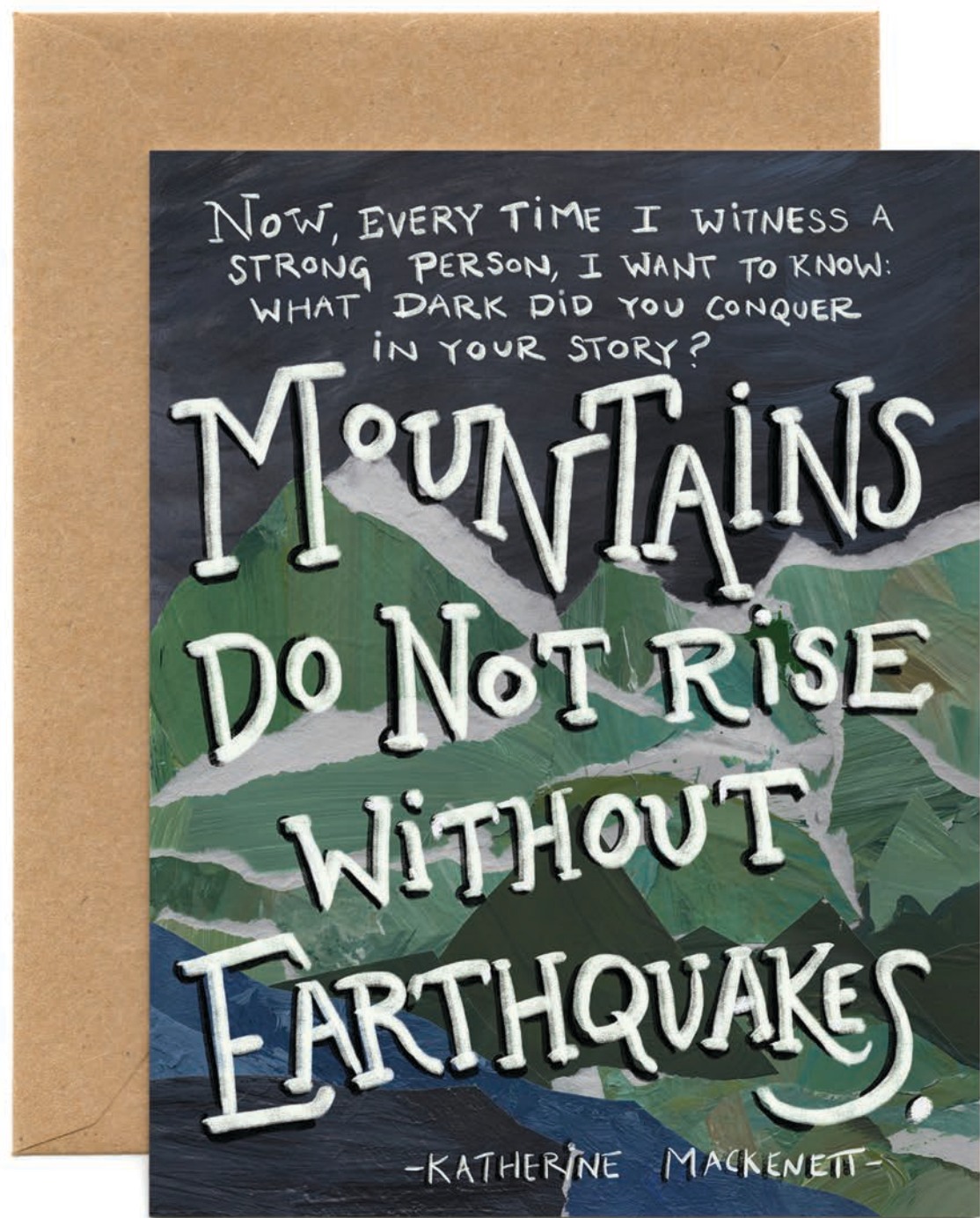
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Tiny and Snail





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Lucky Dog Design Co.



Odd Daughter Paper

Thank you!  
Please don't hesitate  
to reach out at [sarah@thepapernerd.com](mailto:sarah@thepapernerd.com)

