

MEDIA RELEASE

Spirit's *Meri Meri* hand-made greeting cards in Australia

spirit
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Spirit Publishing distributes one of America's most popular hand-crafted card ranges, *Meri Meri*, winner of over 100 Louie Awards with a wide range of products and greeting cards in the Australian market.

"The beauty of this collection is the stunning design element which attracts the customer. Each card is hand made and adorned with ribbons and fabrics inspired by classic and contemporary fashion and interior design," says Spirit founder and managing director, Mary Bradner, "they are a card and gift in one, a keepsake, something people may even frame."

The *Meri Meri* range covers all occasions—birthday, anniversary, New Baby, Get Well, Wedding, Engagement and Thank you, as well as blank designs.

The collection consists of over 60 designs and will retail for between \$9.95 and \$12.95, which provides retailers with a quality product at a higher price point. New product lines such as gift enclosures, gift bags, invitations Christmas seasonal product and many other items are set to be released into the range during 2008.

The card concept was created by ex-Los Angeles art teacher Meredith Stuart Smith in 1985. Hand cutting and illustrating designs herself, demand quickly surpassed her one-person production capacity. She placed an ad in the local paper offering take-home work for mothers. This niche card line quickly boomed and is carried by over 4,000 accounts in the United States, including pre-eminent stores such as Barneys New York, Saks Fifth Avenue and other speciality stores around the world. *Meri Meri's* studio is now situated in the English countryside with their head office in San Francisco, USA.

"We believe *Meri Meri's* immense success abroad will carry into the Australian market. Australians love contemporary and stylish designs with an unusual bent," adds Ms Bradner.

Spirit Publishing was established in 2001. Its core card range is based on humour, but the company is expanding into selected markets with high-quality products.

Spirit distributes to department, stores, bookstores, newsagencies and speciality gift stores.

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