

# UWP LUXE

FINE STATIONERY & POP-UP GREETING CARDS

*2025 Catalog*







2025





## About us

UWP Luxe is a boutique line of pop-up greeting cards and stationery. We believe that paper, the humblest of mediums, holds so much potential. We hope the integrity of our beliefs shines through in all our products, from elaborately foiled pop-ups to dainty details printed onto envelope flaps. We love what we do at UWP Luxe, and we thank you for letting us share our craft with you.

## New for 2025

### **ALL-IN-ONE CATALOG**

For the first time, products from UWP Luxe and Up With Paper are combined in one cohesive catalog. You can now easily shop all Everyday and Seasonal products from both brands in one place.

### **3-SIDED COLLECTIONS SPINNER**

2025 is the debut launch of our natural wood and brushed brass metal floor display spinner. Your store can mix and showcase UWP Luxe and Up With Paper brands in one sleek fixture. Order from top-selling pre-curated collections that enhance your offering. New color-coded category cards and package graphics quickly guide customers to the perfect card. See page 5 to learn more or trade up your old floor display.

### **COUNTER-TOP DISPLAY**

Our newest counter-top display can accommodate Pure Alchemy, Paper Artisan Series, and Dear Alchemy, cards. Choose from pre-selected fills for all three lines featuring new and best-selling cards. Refer to page 9 for more details.

### **SINGLE CARD DISPLAY HOLDERS**

Sleek individual wood or brushed brass holders display open pop-up cards to draw customers' attention and are ideal for table-top display. Refer to page 11 for more details.





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Look for our best-selling & favorite designs.



## Card sizes & pricing

### Paper Artisan Series

One size:  
4" x 7.25"

W: \$6.50 R: \$12.99

### Pure Alchemy™

Cards come in a variety of sizes:  
4" x 8" | 4.5" x 5.5" | 5" x 6" | 5" x 7"

W: \$5.50 R: \$10.99

### Dear Alchemy,™

Cards come in a variety of shapes & sizes,  
but all fit into a 3.5" x 5" envelope

W: \$3.00 R: \$5.99

### Layers™ Greetings

One size:  
5" x 7"

W: \$4.00 R: \$7.99

### Boxed Notes

Cards: 3.5" x 5"  
Box is approximately: 5.75" L x 4" H x 1" D

W: \$9.00 R: \$17.99



## MERCHANDISING YOUR PRODUCT



# DISPLAYS & ACCESSORIES

We offer various display options to merchandise all of our pop-up formats. From counter-top solutions to our new floor spinner, slatwall, and in-line options, we have you covered. If you have any questions about the best options for your store, our Sales Associate Team is always ready to help.

## NEW 3-SIDED COLLECTIONS SPINNER

Merchandise UWP Luxe and Up With Paper with our 3-sided Collections Spinner. Interchangeable wire cage options accommodate both brands, and can also be wall-mounted on slatwall or drywall. This spinner is made in the USA from natural wood and brushed brass, and is 73" tall with a slender 24" spin radius.

Wire cages can hold UWP Luxe Layers™ Greetings, Paper Artisan Series, Dear Alchemy®, and Pure Alchemy™ cards. They can also hold our sister brand, Up With Paper Treasures, Panoramics, Open Sesame!™, and Trinkets Mini Pop-Up Cards®.

You can order from 2 different curated fill options featuring best sellers and new designs. For each fixture and assortment purchased, a free incremental fill of cards will be sent to offset the display cost. For more details, see pages 6-7.

For Up With Paper options, see pages 6-8 on reverse catalog side.







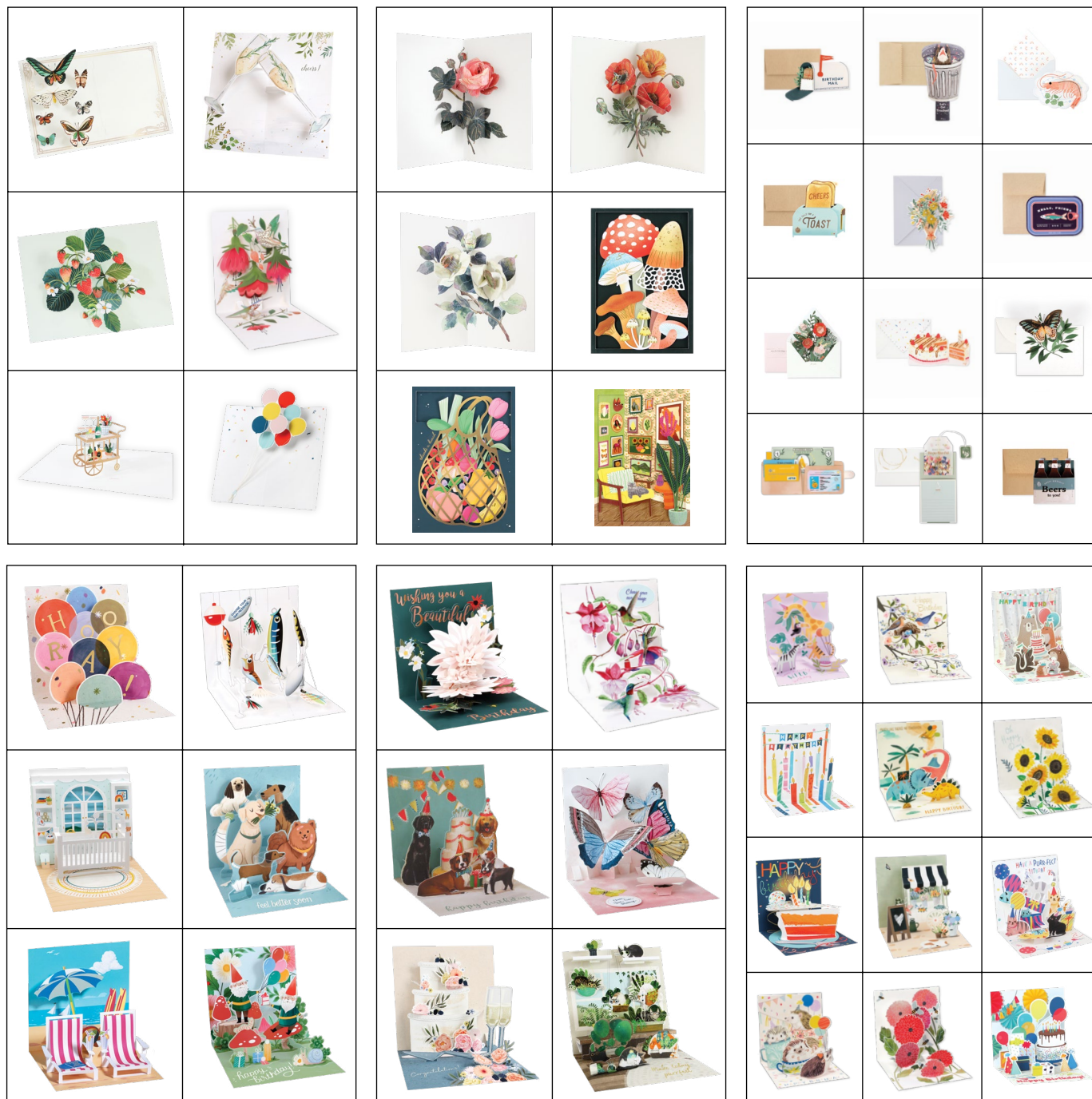
## Option 2:

Pure Alchemy, Dear Alchemy, Paper Artisan Series, Layers Greetings  
Treasures, Trinkets Mini Pop-Up Cards

Includes our newest and best-selling designs for every occasion:

[Birthday](#) | 
 [All Occasion](#) | 
 [Baby](#) | 
 [Congrats & Celebrate](#) | 
 [Get Well](#) | 
 [Sympathy](#) | 
 [Wedding & Anniversary](#)

\*Cards subject to change based on availability.



- **DISPLAY**

**WIREDISPLAY**

Floor Display Tower  
24" spin diameter  
73" tall

**\$199.00**



- **PRODUCT CAGES**

**WIREMIX4**

6 Product Cages -  
UWP/Luxe Mix

**\$450.00**



- CARDS

## ZWIREMIX4

6 each of 48 assorted skus  
36 free sample cards  
72 cards offset  
360 total salable cards

**\$1,071.00**



- **COMPLETE KIT**

**TOTAL COST**  
**ZKIT-WIREMIX4**

**\$1,720.00**



# Individual Wire Cages for Wall Mounting

Shop our new individual Wire Cages, available to mount on drywall or slatwall with the provided hardware. Each Wire Cage is designed to hold specific lines in our offering, with room for one open sample and salable product. Order in increments of 2. Can be a combination of any 2 skus.



## WIRE6INLINE

Fits Pure Alchemy, Paper Artisan Series, Layers Greetings, & Open Sesame! cards.  
Holds 6 skus.  
28" L x 12" W x 4" D

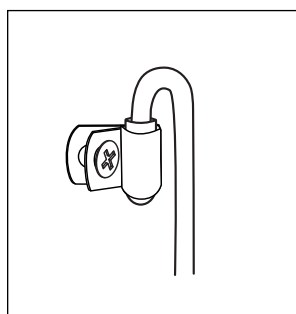
**\$75.00**



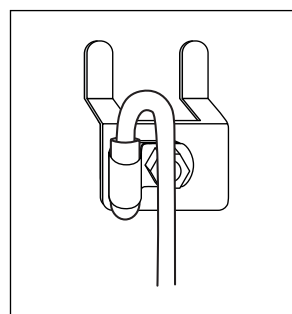
## WIRE12DAL

Fits Dear Alchemy, cards only.  
Holds 12 skus.  
12" L x 12" W x 4" D

**\$75.00**



**Drywall**



**Slatwall**

## WIRECLIP

Clips to mount wire cages on slatwall or direct to wall.

**\$4.00**





# Counter-top Display

New & improved! We redesigned the look of our original counter-top display to hold all your cards more securely in place. With engraved branding on the front, there is no additional signage required. A slightly wider footprint can now accommodate our Pure Alchemy, Paper Artisan Series, and Dear Alchemy, cards. We've curated this display to feature new and best-selling designs. With the purchase of the fixture and product assortment, a free incremental fill of cards will be sent to offset the cost of the display. See pages 9-10 for more information.



NEW!

## USALUXE

Empty counter display  
3 pockets  
18" W x 13.5"H x 9.5" D

\$100.00



We've curated this display to include a **pre-selected fill** of our new and best-selling **Pure Alchemy** designs.



### • DISPLAY

#### USALUXE

Counter-top Display  
3 pockets  
18" W x 13.5"H x 9.5" D

\$100.00



### • CARDS

#### Z9PA

6 each of 9 Pure Alchemy skus  
12 cards offset  
66 total salable cards

\$297.00



### • COMPLETE KIT

#### TOTAL COST ZKIT-9PA

\$397.00



We've curated this display to include a **pre-selected fill** of our new and best-selling **Paper Artisan Series** designs.



• **DISPLAY**

**USALUXE**

Counter-top Display  
3 pockets  
18" W x 13.5"H x 9.5" D

**\$100.00**



• **CARDS**

**Z9LAC**

6 each of 9 Paper Artisan skus  
12 cards offset  
66 total salable cards

**\$351.00**



• **COMPLETE KIT**

**TOTAL COST**  
**ZKIT-9LAC**

**\$451.00**



We've curated this display to include a **pre-selected fill** of our new and best-selling **Dear Alchemy**, designs.



• **DISPLAY**

**USALUXE**

Counter-top Display  
3 pockets  
18" W x 13.5"H x 9.5" D

**\$100.00**



• **CARDS**

**Z12DAL**

6 each of 12 Dear Alchemy, skus  
12 free sample cards  
18 cards offset  
90 total salable cards

**\$216.00**



• **COMPLETE KIT**

**TOTAL COST**  
**ZKIT-12DAL**

**\$316.00**



## Single Card Display Holders

Our display solution that makes showcasing a single card in your shop a breeze. You have the option to choose between a brushed brass or wooden display, depending on which one complements your store's aesthetics better. This will effectively highlight the unique opening and pop-up features of our cards.

### BRASSLUXE

Brass card holder  
Order in units of 1  
W: \$2.00



Approximately 1.5" W x .75" H x 1" D.  
Best suited for Dear, Alchemy™ cards.

### WOODLUXE

Wooden card holder  
Order in units of 1  
W: \$1.00



Approximately 3.5" W x .5" H x 1.5" D.  
Best suited for Pure Alchemy™, Paper Artisan Series,  
and Layers™ Greetings cards.





## PAPER ARTISAN SERIES

We've partnered with our favorite makers to showcase the best in paper engineering. Explore our latest collaboration with Hiromi Takeda, a pop-up artist from Japan who uses paper to capture the ephemeral beauty and essence of blooming flowers.

W \$6.50 R \$12.99 | sold in units of 6

## Paper Artisan Series

Featuring artist Hiromi Takeda

W: \$6.50 R: \$12.99

NEW!

### LAC109 BOUGAINVILLEA

**FRONT COPY**  
bougainvillea

**INSIDE COPY**  
blank

**ENVELOPE**  
warm white

*featuring: gold foil & debossing*  
*packaging: poly jacket*  
*size: 4" x 7.25"*



NEW!

### LAC108 HIBISCUS

**FRONT COPY**  
hibiscus

**INSIDE COPY**  
blank

**ENVELOPE**  
warm white

*featuring: gold foil & debossing*  
*packaging: poly jacket*  
*size: 4" x 7.25"*



## Paper Artisan Series

Featuring artist Hiromi Takeda

W: \$6.50 R: \$12.99

### LAC107 PASSION FLOWER

#### FRONT COPY

passion flower

#### INSIDE COPY

blank

#### ENVELOPE

warm white

*featuring: gold foil & debossing*

*packaging: poly jacket*

*size: 4" x 7.25"*



### LAC106 CAMELLIA

#### FRONT COPY

white camellia

#### INSIDE COPY

blank

#### ENVELOPE

warm white

*featuring: gold foil & debossing*

*packaging: poly jacket*

*size: 4" x 7.25"*





## Paper Artisan Series

Featuring artist Hiromi Takeda

W: \$6.50 R: \$12.99



### LAC105 POPPIES

**FRONT COPY**  
poppies

**INSIDE COPY**  
blank

**ENVELOPE**  
warm white

*featuring: gold foil & debossing*

*packaging: poly jacket*

*size: 4" x 7.25"*



### LAC104 FUCHSIA

**FRONT COPY**  
fuchsia

**INSIDE COPY**  
blank

**ENVELOPE**  
warm white

*featuring: gold foil & debossing*

*packaging: poly jacket*

*size: 4" x 7.25"*



## Paper Artisan Series

Featuring artist Hiromi Takeda

W: \$6.50 R: \$12.99

### LAC103 COLUMBINE

**FRONT COPY**  
columbine flower

**INSIDE COPY**  
blank

**ENVELOPE**  
warm white

*featuring: gold foil & debossing*

*packaging: poly jacket*

*size: 4" x 7.25"*



### LAC102 LADY SLIPPER ORCHID

**FRONT COPY**  
lady slipper orchid

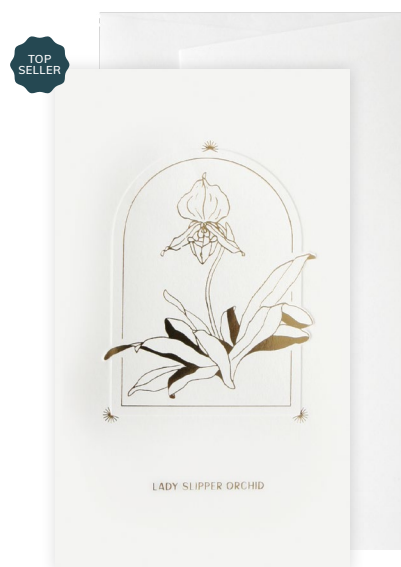
**INSIDE COPY**  
blank

**ENVELOPE**  
warm white

*featuring: gold foil & debossing*

*packaging: poly jacket*

*size: 4" x 7.25"*



## Paper Artisan Series

Featuring artist Hiromi Takeda

W: \$6.50 R: \$12.99



### LAC101 PROTEA

**FRONT COPY**  
protea

**INSIDE COPY**  
blank

**ENVELOPE**  
warm white

*featuring: gold foil & debossing*

*packaging: poly jacket*

*size: 4" x 7.25"*



### LAC100 ROSE

**FRONT COPY**  
rose

**INSIDE COPY**  
blank

**ENVELOPE**  
warm white

*featuring: gold foil & debossing*

*packaging: poly jacket*

*size: 4" x 7.25"*





# PURE ALCHEMY™

Our PURE ALCHEMY™ cards celebrate the best in paper engineering with trend-driven designs. These eclectic greeting cards offer clever salutations and can be purchased for a variety of sending occasions. The majority of our cards are sold in a poly jacket so that consumers can experience our pop-up cards easily.

W \$5.50 R \$10.99 | sold in units of 6





## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99

NEW!

### AL124 BABY MOBILE

Playful nursery icons dangle from delicate strings.

#### FRONT COPY

hello little one

#### INSIDE COPY

welcome

#### ENVELOPE

white with scalloped edge flap & printed details

*featuring:* gold holographic foil & gold string

*packaging:* poly jacket

*size:* 4" x 8"



0 48641 49000 2

NEW!

### AL123 COASTAL VIEW

View a breezy coastline through the binoculars.

#### FRONT COPY

have a lovely day

#### INSIDE COPY

blank

#### ENVELOPE

chartreuse

*featuring:* gold foil

*packaging:* poly sleeve

*size:* 4" x 8"



0 48641 48990 7

### AL119 DEEP SEA BIRTHDAY

Sea creatures float freely amongst seaweed and coral.

#### FRONT COPY

happy birthday

#### ENVELOPE

light blue with dark navy flap

*featuring:* gold foil

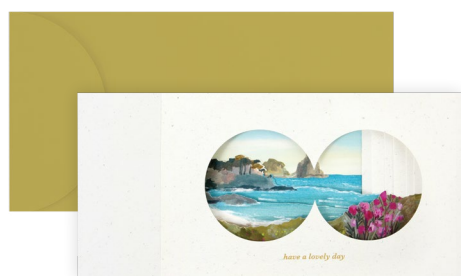
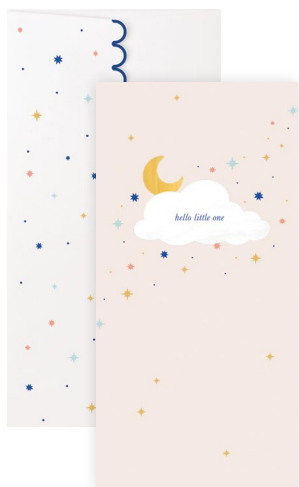
*packaging:* poly sleeve

*size:* 5" x 7" when flat

3" x 7" x 2" when popped up



0 48641 47840 6



## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99

### AL118 NIGHT GARDEN

A cluster of flowers bloom underneath the evening stars.

#### FRONT COPY

blank

#### INSIDE COPY

always here for you

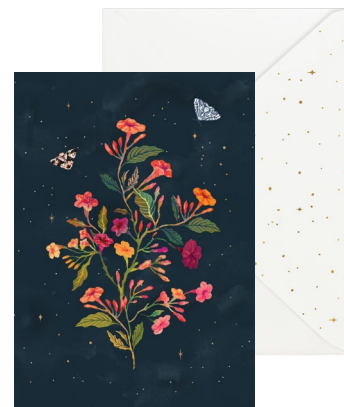
#### ENVELOPE

white with gold foiled stars on flap

*featuring: gold foil*

*packaging: poly jacket*

*size: 5" x 7"*



0 48641 47830 7

### AL115 TAROT BIRTHDAY

Pull the tarot deck to manifest the perfect birthday.

#### CARD CLOSED COPY

sending good fortune to you

#### CARD OPEN COPY

sending birthday magic & good fortune to you

#### ENVELOPE

ecru with celestial motifs

*featuring: gold holographic foil*

*packaging: poly sleeve*

*size: 5" x 7"*



card open



card closed



0 48641 47710 2

### AL114 LOVE BIRDS

A pair of doves tie the knot between two golden hoops.

#### FRONT COPY

to the love birds

#### INSIDE COPY

blank

#### ENVELOPE

white with scalloped edge flap

*featuring: gold foil*

*packaging: poly jacket*

*size: 4" x 8"*



0 48641 47700 3



## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99



TOP  
SELLER



### AL107 STRAWBERRIES

Sweet berries and tiny blooms are nestled within lush leaves.

#### FRONT COPY

have a sweet birthday

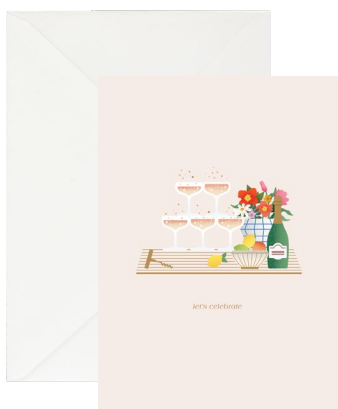
#### INSIDE COPY

blank

#### ENVELOPE

white with scalloped edge flap

*featuring: gold foil  
packaging: poly jacket  
size: 5" x 7"*



### AL106 BAR CART

A party spread, complete with champagne, awaits on a golden cart.

#### FRONT COPY

let's celebrate

#### INSIDE COPY

cheers

#### ENVELOPE

warm white

*featuring: gold foil  
packaging: poly jacket  
size: 5" x 7"*



### AL105 BEES KNEES

Gilded bee wings flutter and metallic honeycombs unfold.

#### FRONT COPY

you're the bees knees

#### INSIDE COPY

blank

#### ENVELOPE

metallic gold

*featuring: gold foil  
packaging: poly sleeve  
size: 4.5" x 5.5"*



## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99

### AL103 HOME SWEET HOME

A garden flourishes around  
a cozy cottage.

#### FRONT COPY

home sweet home

#### INSIDE COPY

cheers

#### ENVELOPE

yellow with scalloped edge flap

*packaging: poly jacket*

*size: 4.5" x 5.5"*



0 48641 43210 1

### AL099 STAFFORDSHIRE DOGS

Mirrored chinoiserie pooches flank  
a porcelain vase filled with blooms.

#### FRONT COPY

blank

#### INSIDE COPY

blank

#### ENVELOPE

lilac

*featuring: neon Pantone ink  
& gold foil*

*packaging: poly jacket*

*size: 5" x 7"*



0 48641 42030 6

### AL098 TROPHY

A gilded lady pops up to reveal an  
inscription of your choosing.

#### FRONT COPY

way to go

#### MESSAGE TAGS

you survived, congratulations, another  
year older, you are tolerated, proud of  
you, A for effort, blank

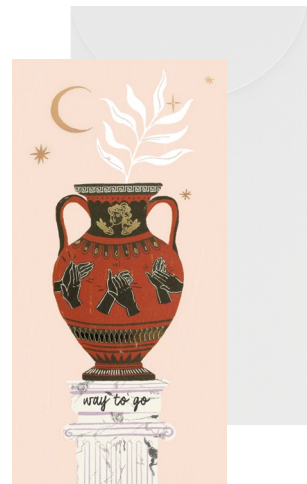
#### ENVELOPE

warm white

*featuring: gold foil*

*packaging: poly jacket*

*size: 4" x 8"*



0 48641 42020 7

## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99



### AL097 WOODLAND BIRTHDAY

When the tunnel card is activated, the forest fauna emerge for a birthday surprise.

**FRONT COPY**  
blank

**INSIDE COPY**  
happy bday

**ENVELOPE**  
chartreuse

*featuring:* neon Pantone ink  
& gold foil  
*packaging:* poly sleeve  
*size:* 4" x 8"



### AL094 SPECTACULAR

Simple and classic. Glasses rest on the card as if waiting to be worn.

**FRONT COPY**  
you are spectacular

**INSIDE COPY**  
blank

**ENVELOPE**  
dark blue

*featuring:* gold foil  
*packaging:* poly sleeve  
*size:* 4" x 8"



### AL092 MAGNOLIA

Vellum creates a delicate magnolia spray as the card opens.

**FRONT COPY**  
hello.

**INSIDE COPY**  
blank

**ENVELOPE**  
sky blue

*featuring:* gold foil  
*packaging:* poly jacket  
*size:* 5" x 7"





## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99

### AL091 BETTER TOGETHER

Abstracted figures daydream together.

**FRONT COPY**

better together

**INSIDE COPY**

blank

**ENVELOPE**

terracotta

*packaging: poly jacket*

*size: 5" x 7"*



### AL090 FLUTTER

A carefully pinned arrangement of butterflies and moths flap their wings within a curio display.

**FRONT COPY**

blank

**INSIDE COPY**

blank

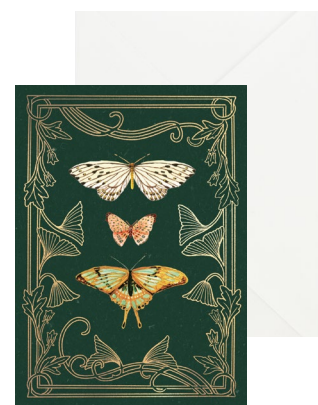
**ENVELOPE**

warm white

*featuring: antique gold foil*

*packaging: poly sleeve*

*size: 5" x 7"*



 LOUIE AWARDS  
BLANK CARD  
WINNER 2022

### AL086 NEW CHAPTER

A classic hardcover opens up to an enchanted forest.

**FRONT COPY**

a new chapter unfolds

**INSIDE COPY**

blank

**ENVELOPE**


ecru

*featuring: gold foil*

*packaging: poly jacket*

*size: 4.5" x 5.5"*



 \*NOTED @ \*NOTED  
BEST TEAR JERKER  
WINNER 2021

## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99



### AL084 ORCHID

A Victorian-inspired greenhouse encloses two orchid blooms.

#### FRONT COPY

have a beautiful day.

#### INSIDE COPY

blank

#### ENVELOPE

chartreuse

*featuring: matte gold foil*

*packaging: poly jacket*

*size: 5" x 6"*



### AL083 WILDFLOWER ENVELOPE

A spray of wildflowers are nestled within an envelope-inspired card.

#### FRONT COPY

-message-

#### INSIDE COPY

blank

#### ENVELOPE

pearlescent white with hidden message-  
have a beautiful day

*featuring: gold foil*

*packaging: poly sleeve*

*size: 4.5" x 5.5"*



### AL082 ARMOIRE

A gilded armoire opens its doors with words of encouragement.

#### FRONT COPY

love wins

#### INSIDE COPY

follow your rainbow

#### ENVELOPE

white with rainbow  
printed flap

*featuring: gold foil*

*packaging: poly jacket*

*size: 4.5" x 5.5"*



## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99

### AL080 DESERT VIEW

Peek through the binoculars to enter a warm desert setting.

#### FRONT COPY

looking forward to new adventures

#### INSIDE COPY

blank

#### ENVELOPE

terracotta

*featuring: gold foil  
packaging: poly sleeve  
size: 4" x 8"*



0 4864135734 3



### AL079 DWELL

A mid-century inspired room invites you in with its good vibes.

#### FRONT COPY

blank

#### INSIDE COPY

blank

#### ENVELOPE

dark green

*featuring: green velvet flocking  
packaging: poly jacket  
size: 5" x 7"*



0 4864135724 4



### AL074 SEED PACKET

Vintage seed packet-inspired gouache flowers unfold as the card opens.

#### FRONT COPY

hope your day blooms

#### INSIDE COPY

blank

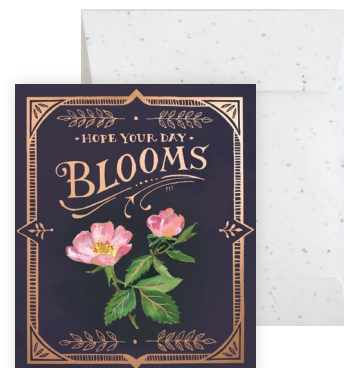
#### ENVELOPE

textured seed paper  
(not plantable)

*featuring: rose gold foil  
packaging: poly jacket  
size: 5" x 6"*



0 4864134804 4





## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99



### AL073 FEEL BETTER

Send a Dalmatian wearing an acetate cone for an expedited recovery.

**FRONT COPY**  
feel better

**INSIDE COPY**  
blank

**ENVELOPE**  
blue with printed flap

*featuring:* acetate cone  
*packaging:* poly jacket  
*size:* 5" x 6"



### AL072 CAMEL

A tethered camel is loaded with birthday gifts.

**FRONT COPY**  
happy birthday

**INSIDE COPY**  
blank

**ENVELOPE**  
floral printed flap

*featuring:* string with tassel  
*packaging:* poly jacket  
*size:* 5" x 7"



### AL071 CHAMPAGNE TOAST

Two glasses of champagne clink together, flanked by foliage.

**FRONT COPY**  
this calls for a toast

**INSIDE COPY**  
cheers!

**ENVELOPE**  
metallic silver

*featuring:* champagne gold foil  
*packaging:* poly jacket  
*size:* 4" x 8"



## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99

### AL062 FINCH

A petite bird soars outward, bearing laurels for the recipient.

#### FRONT COPY

hello

#### INSIDE COPY

blank

#### ENVELOPE

white pearlescent with scalloped edge flap

*featuring: gold foil*  
*packaging: poly jacket*  
*size: 4.5" x 5.5"*



### AL059 HOORAY

Brightly colored balloons drift upward as the card opens.

#### FRONT COPY

hooray

#### INSIDE COPY

blank

#### ENVELOPE

white with confetti printed flap

*featuring: textured gold holographic foil & white string*  
*packaging: poly jacket*  
*size: 4" x 8"*



### AL057 HUMMINGBIRD BIRTHDAY

Jewel-like buds open and hummingbirds flutter as they search for nectar.

#### FRONT COPY

Have a beautiful birthday

#### INSIDE COPY

blank

#### ENVELOPE

metallic rose gold

*featuring: rose gold foil*  
*packaging: poly sleeve*  
*size: 4.5" x 5.5"*



## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99



### AL056 FLOWERS FOR YOU

A hand delicately holds fresh blooms.

**FRONT COPY**  
for you

**INSIDE COPY**  
blank

**ENVELOPE**  
metallic gold

*featuring: gold foil*  
*packaging: poly jacket*  
*size: 4" x 8"*



 LOUIE AWARDS  
WINNER 2019



### AL042 FORTUNE COOKIE

A gilded cookie on a painted plate pops up to reveal a fortune of your choosing.

**FRONT COPY**  
your fortune awaits

**INSIDE COPY**  
choose your message:  
best wishes, happy birthday, you're  
a tough cookie, you crack me up,  
make your own luck, blank

**ENVELOPE**  
delft blue

*featuring: gold foil & message tags*  
*packaging: poly jacket*  
*size: 5" x 7"*



 LOUIE AWARDS  
WINNER 2019



### AL041 GREENHOUSE

Laser-cut leaves thrive within a delicate greenhouse.

**FRONT COPY**  
blank

**INSIDE COPY**  
make today lovely.

**ENVELOPE**  
white pearlescent

*featuring: gold foil*  
*packaging: poly jacket*  
*size: 5" x 7"*





## Pure Alchemy™

Cheeky salutations and clever pop-ups.

W: \$5.50 R: \$10.99

### AL009 JELLYFISH

An ethereal jellyfish floats upwards surrounded by holographic bubbles.

#### FRONT COPY

if you got stung by a jellyfish...

#### INSIDE COPY

i'd totally pee on you

#### ENVELOPE

metallic silver

*featuring: holographic foil*

*packaging: poly jacket*

*size: 4" x 8"*



### AL008 GO WILD

A flock of neon flamingos dance and preen.

#### FRONT COPY

blank

#### INSIDE COPY

go wild.

#### ENVELOPE

neon coral

*featuring: neon coral ink*

*packaging: poly jacket*

*size: 5" x 7"*



dear  
ALCHEMY,™



## DEAR ALCHEMY,™

Dear Alchemy,™ is our curious and petite card line. Each design is handled smartly to create little salutations with big impact. Our inspiration is rooted in childhood memories and brought to life with twists on our favorite current trends and popular puns. Die-cutting and interactive elements abound! All cards come with a mailable envelope size of 3.5" x 5".

W \$3.00 R \$5.99 | sold in units of 6

*Dear Alchemy,*<sup>™</sup>

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

**NEW!** AVAILABLE MAY**DAL052 RECORD PLAYER**

Spin a groovy message on the record.

**FRONT COPY**

good vibes

**INSIDE COPY**hope your day is a hit  
keep groovin'**ENVELOPE**burnt orange with detailed flap  
& striped liner*featuring: holographic foil**—write your message on the card back—***NEW!****DAL051 MESSENGER PIGEON**

Deliver birthday wishes too a coo friend.

**FRONT COPY**

I Bring Good News

**INSIDE COPY**Poo York Times: Everyone Gathers  
to Celebrate You!  
Cheers**ENVELOPE**

newspaper print

*featuring: iridescent foil**—write your message on the card back—*



## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

NEW!

### DAL050 LAPTOP CAT

Open the laptop for a purr-fect birthday surprise.

**FRONT COPY**  
blank

**INSIDE COPY**  
Happy birthdafghhcjjjjrrrrtttt

**ENVELOPE**  
lavender with printed  
pattern interior

*featuring: red foil & yarn string*  
—write your message on the card back—



### DAL048 TEA BAG

Confet-tea brewing inside. (Not for human consumption.)

**FRONT COPY**  
-a gift for you  
-100% organic quali-tea blend  
-supports healthy friendship  
-stress free

**INSIDE COPY**  
-make today beau-tea-ful  
-to my best-tea

**ENVELOPE**  
warm white with tea-stained flap

*featuring: copper foil, confetti, & string*  
—write your message on the card back—



## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

### DAL047 BUTTERFLY

Send a butterfly to brighten someone's day.

#### FRONT COPY

for you

#### INSIDE COPY

blank

#### ENVELOPE

warm white

*featuring: gold foil*

*—card opens for your message—*



### DAL046 WALLET

Fits a heartfelt note & a lil' \$omething extra.

#### INSIDE COPY

-heartfelt note  
-brightest of the bunch  
-plus various other puns

#### ENVELOPE

bright mustard yellow

*featuring: holographic foil & neon ink*

*holds any bank note, check, or gift card*

*—write your message on the note sheet included inside—*



### DAL045 CHAIR

Have a seat! We always have room for you.

#### FRONT COPY

I chair-ish you

#### ENVELOPE

warm white

*featuring: gold foil & flocking*

*—write your message on the card back—*



## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99



### DAL044 SHRIMP

Devein the shrimp for a shitty compliment.

#### FRONT COPY

you're the shit

#### ENVELOPE

white with patterned lining

*featuring: pull-strip reveal  
—card opens for your message—*



### DAL043 CAKE

Pull the cake slice to light the birthday candle.

#### FRONT COPY

blank

#### INSIDE COPY

happy birthday

#### ENVELOPE

white with scalloped edge flap

*featuring: magenta foil  
—write your message on the card back—*



### DAL042 HERB BOUQUET

Share a joint delivered by Mary Jane.

#### FRONT COPY

let the good times roll

#### ENVELOPE

white with foiled liner

*featuring: purple foil & laser-cutting  
—write your message on the card back—*





## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

### DAL041 BINGO

Highlight your friend's greatest qualities.

#### FRONT & INSIDE COPY

bingo  
you're always a winner to me  
+ various compliments

#### ENVELOPE

speckled white with neon edges

*featuring: holographic foil,  
neon Pantone ink, & acetate stickers  
—write your message on the card back—*



Stickers included to personalize bingo board

### DAL040 TOASTER

Send a clink free "cheers".

#### FRONT COPY

this calls for a toast

#### INSIDE COPY

cheers

#### ENVELOPE

kraft

*featuring: champagne gold foil  
—write your message on the card back—*



### DAL039 FOUNTAIN

Remind your friends to stay hydrated.

#### FRONT COPY

you've found the  
fountain of youth...

#### INSIDE COPY

drink up, bitch.

#### ENVELOPE

terracotta

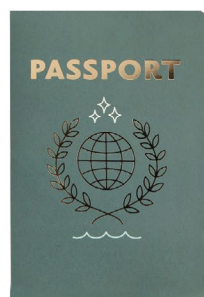
*featuring: copper foil  
—write your message on the card back—*



## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99



### DAL038 PASSPORT

Open the passport to discover a map of destinations.

**FRONT COPY**  
passport

**INSIDE COPY**  
to new adventures

**ENVELOPE**  
warm white

*featuring: gold foil*  
—card opens for your message—



### DAL037 TRASH

Pull the tab for a possum surprise.

**FRONT COPY**  
blank

**INSIDE COPY**  
let's get trashed

**ENVELOPE**  
kraft

*featuring: dark silver foil*  
—write your message on the card back—



### DAL036 OUIJA

Use the planchette to reveal a hidden message.

**FRONT COPY**  
summoning good vibes  
oh yeah  
cheers

**ENVELOPE**  
light blue

*featuring: Pantone inks,  
red acetate, & gold foil*  
—write your message on the card back—



*Dear Alchemy,™*

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

**DAL035 MAILBOX**

Open the door to receive a special delivery.

**FRONT COPY**

cheers, birthday mail

**INSIDE COPY**

blank

**ENVELOPE**

kraft

*featuring: deep blue foil**—write your message on the card back—*TOP  
SELLER**DAL034 CATERPILLAR**

Lift the leaf to reveal a nibbled note.

**FRONT COPY**

enjoy the little things

**INSIDE COPY**

cheers

**ENVELOPE**

white with sticker seal

*featuring: gold foil**—write your message on the card back—***DAL033 GREENERY**

Open the door and be surrounded by tropical foliage.

**FRONT COPY**

blank

**INSIDE COPY**

blank

**ENVELOPE**

light sage

*featuring: gold foil**—write your message on the card back—*

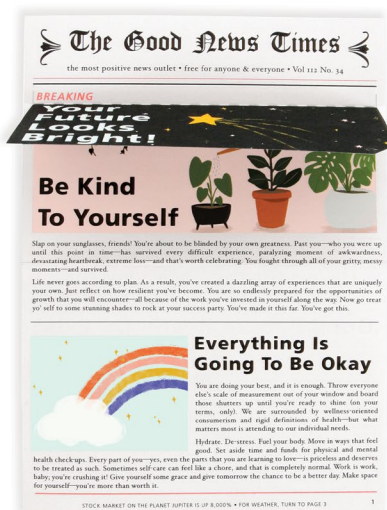


## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

 LOUIE AWARDS  
SUPERBLY STATED  
WINNER 2021



### DAL032 GOOD NEWS

A daily dose of what you need the most.

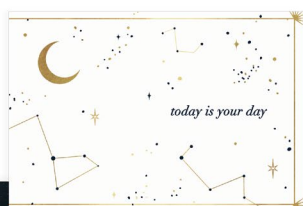
#### FRONT & INSIDE COPY

positive news articles,  
a weather forecast,  
& a word search

#### ENVELOPE

kraft paper

*featuring: Pantone neon coral ink  
—write your message on the card back—*



### DAL031 IN THE STARS

Unfold the map to reveal  
a stellar scene.

#### FRONT COPY

today is your day

#### INSIDE COPY

it's written in the stars

#### ENVELOPE

white with star printed flap

*featuring: gold foil  
—write your message on the card back—*



### DAL030 TUBULAR

Pull and rotate tab to start  
a dance party!

#### FRONT COPY

totally tubular

#### INSIDE COPY

party on!

#### ENVELOPE

mint with confetti printed flap

*featuring: textured blue foil  
—write your message on the card back—*



## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

### DAL029 WILDFLOWERS

Tuck in the tab to show off a sweet bouquet.

#### FRONT COPY

blank

#### INSIDE COPY

blank

#### ENVELOPE

lilac

—write your message on the card back—



### DAL026 WHOOP-ASS

Pop open this vintage-inspired can to unleash some serious encouragement.

#### FRONT COPY

the original whoop ass  
now with 30% more whoop!

#### INSIDE COPY

you got this

#### ENVELOPE

mint blue

*featuring: silver foil  
& envelope sticker*

—write your message on the card back—



### DAL025 COOTIE CATCHER

Share a dose of confidence mixed with nostalgia with this brightly-colored fortune teller.

#### FORTUNES

yaasss | you got this!  
so far, so good | you are a badass  
this calls for a drink  
do whatever you want | hell yeah  
you're doing great

#### ENVELOPE

white with striped flap

*featuring: silver holographic foil  
—card opens for your message—*



## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99



### DAL024 JUICE BOX

Send this sweet treat to celebrate a friendship that's peachy keen!

**FRONT COPY**  
you're a peach!

**ENVELOPE**  
white with printed flap  
mimicking shopping bag

*featuring: neon ink &  
magnetic lock closure*  
—write your message on the card back—



### DAL023 BEERS TO YOU

Ship a six pack that's petite in size but filled with bottled birthday cheer.

**FRONT COPY**  
happy birthday  
beers to you!

**ENVELOPE**  
kraft paper

*featuring: silver foil*  
—write your message on the card back—



\*NOTED BEST NEW PRODUCT  
AWARD WINNER 2019



### DAL021 SARDINES

Send this tightly packed tin to a close friend.

**FRONT COPY**  
hello, friend

**INSIDE COPY**  
glad we're tight

**ENVELOPE**  
kraft paper

*featuring: silver foil*  
—write your message on the card back—





## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

### DAL020 FLIP PHONE

Keep it old-school by snail mailing this text message.

#### FRONT COPY

1 new message

#### INSIDE COPY

happy flippin' birthday

#### ENVELOPE

lavender

**featuring:** holographic silver foil  
& embossing

—write your message on the card back—



### DAL019 AVOCADO

Party in style with a millennial favorite!

#### FRONT COPY

let's get smashed

#### ENVELOPE

light green with printed  
sticker designs

**featuring:** green foil &  
honeycomb paper

—card opens for your message—



### DAL018 MARQUEE PRIDE

Good or gay? Celebrate both with this marquee easel!

#### FRONT COPY

have a good day

#### PULL-TAB COPY

have a gay day

#### ENVELOPE

white with rainbow flap detail

**featuring:** pearlescent foil

—write your message on the card back—



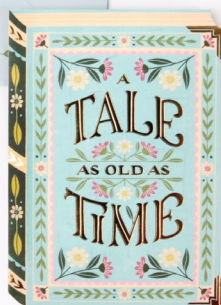
LOUIE AWARDS  
WINNER 2020



# Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99



LOUIE AWARDS  
WINNER 2019

## DAL017 FAIRY TALE

A classic fairytale book reveals a golden castle inside.

### FRONT COPY

a tale as old as time

### INSIDE COPY

just like you

### ENVELOPE

light blue with printed floral details

*featuring: silver foil*  
—card opens for your message—



## DAL016 NUMBER ONE

Deliver a backhanded compliment to all of your frenemies.

### FRONT COPY

you are #1

### PULL-TAB COPY

at something (probably)

### ENVELOPE

white with middle finger printed interior

*featuring: silver foil*  
—write your message on the card back—



## DAL015 FLOPPY DISK

Share a neon throwback, complete with a cheeky sentiment hidden behind the sleeve.

### FRONT COPY

happy birthday!  
p.s. you're old

### ENVELOPE

blue with printed label design

*featuring: silver foil & neon pink ink*  
—card opens for your message—



**Dear Alchemy,™**

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

**DAL014 FLORAL ENVELOPE**

A laser-cut envelope containing a floral pop-up is nestled within a mailable envelope.

**FRONT COPY**

for you.

**ENVELOPE**light pink with hidden message—  
enjoy the little things*featuring: gold foil*

—write your message on the card back—

LOUIE AWARDS  
CARD OF THE YEAR 2019**DAL010 BRAVO**Hook the bra clasps together  
for standing display.**FRONT COPY**

bravo!

**ENVELOPE**

pink with printed ribbon design

*featuring: locking clasp*

—write your message on the card back—

**DAL009 SUNNY SIDE UP**A dimensional honeycomb  
yolk pops up from the egg.**FRONT COPY**you make my day  
sunny side up**ENVELOPE**

toast printed design

*featuring: yellow honeycomb paper*  
& debossing

—card opens for your message—





*Dear Alchemy,*<sup>™</sup>

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

**DAL008 TACO**

Peek inside to see all of the taco filling! The lettuce note sheet slips out for your message.

**FRONT COPY**

let's taco 'bout it

**ENVELOPE**

translucent vellum

*featuring: embossing &**blank note sheet**—card opens for your message—***DAL007 PRIZE RIBBON**

Award this ribbon (complete with two copy options!) to a cheeky friend.

**FRONT COPY**

my #1 bitch

**STICKER COPY**

I hate you the least

**ENVELOPE**

light purple with printed flap design

*featuring: holographic gold foil**& alternate sticker option**—write your message on the card back—***DAL006 MYSTICAL SEER**

Turn the wheel to reveal your fortune.

**WHEEL COPY**

-signs point to a rad birthday

-outlook pretty fuckin' great

-as I see it, you're lookin' good

-my sources say you're the best

**ENVELOPE**

blue with star printed flap

*featuring: black foil &**spinning wheel**—write your message on the card back—*

## Dear Alchemy,™

Petite pop-up and interactive cards.

W: \$3.00 R: \$5.99

### DAL005 PAPER AIRPLANE

Scribble a secret note inside and fly it toward your recipient.

#### FRONT COPY

sending good vibes

#### ENVELOPE

white with printed flap detail

*featuring: blue foil*  
—card opens for your message—



LOUIE AWARDS  
WINNER 2019



# DEAR ALCHEMY,<sup>™</sup> BOXED SETS

We took a selection of our favorite and most popular Dear Alchemy,<sup>™</sup> designs and packed them into 4 uniquely themed boxed sets. Each box comes with 2 each of 3 designs, along with coordinating envelopes.

W: \$15.00 R: \$29.99 | sold in units of 2



Designs inside:



## DALBX103 BRUNCH

The most egg-citing meal of the week.

- Includes 2 each of:
- DAL019 Avocado
  - DAL009 Sunny Side Up
  - DAL008 Taco



Designs inside:



## DALBX102 BOTANICAL

Don't worry—no green thumb required.

- Includes 2 each of:
- DAL033 Greenery
  - DAL029 Wildflowers
  - DAL014 Floral Envelope





## Dear Alchemy,<sup>™</sup> Boxed Sets

Uniquely themed sets of our most popular Dear Alchemy, designs.

W: \$15.00 R: \$29.99

Designs inside:



### DALBX101 BIRTHDAY

Who has time to bake a cake anyway?

Includes 2 each of:

- DAL035 Mailbox
- DAL023 Beers to You
- DAL017 Fairy Tale



### DALBX100 Y2K

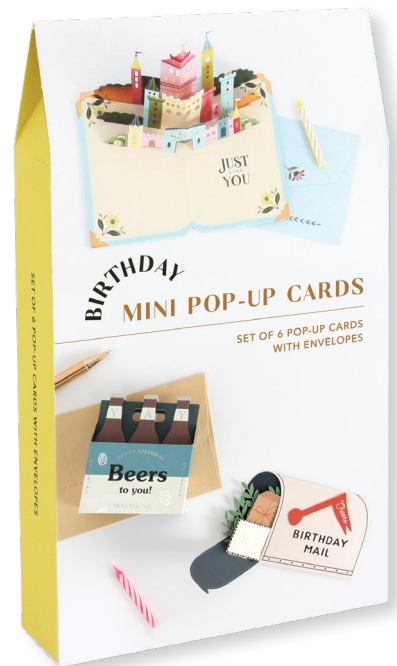
Let your BFFs know it's not TTYL—  
it's cya l8r.

Includes 2 each of:

- DAL025 Cootie Catcher
- DAL020 Flip Phone
- DAL015 Floppy Disk



Designs inside:





## LAYERS™ GREETINGS

Several layers of artisan paper are laser-cut and die-cut to create subtly dimensional greeting cards. Our designs are finished with bright foils and lush Pantone colors. The collection encompasses a variety of sending occasions and each card interior is blank for a personal touch.

W \$4.00 R \$7.99 | sold in units of 6



*Layers™ Greetings*

Layers of laser-cut paper finished with foil.

W: 4.00 R: \$7.99

**FP047 MUSHROOMS****FRONT COPY**

blank

**ENVELOPE**

blue

*featuring: gold foil***FP046 GALLERY WALL****FRONT COPY**

blank

**ENVELOPE**

lavender

*featuring: lavender foil*



## Layers™ Greetings

Layers of laser-cut paper finished with foil.

W: 4.00 R: \$7.99



### FP045 THANKS A BUNCH

**FRONT COPY**  
thanks a bunch

**ENVELOPE**  
kraft

*featuring: gold foil*



### FP044 BALLOONS

**FRONT COPY**  
celebrate

**ENVELOPE**  
blue

*featuring: gold foil*



# Layers™ Greetings

Layers of laser-cut paper finished with foil.

W: 4.00 R: \$7.99



## FP043 SOUL SISTERS

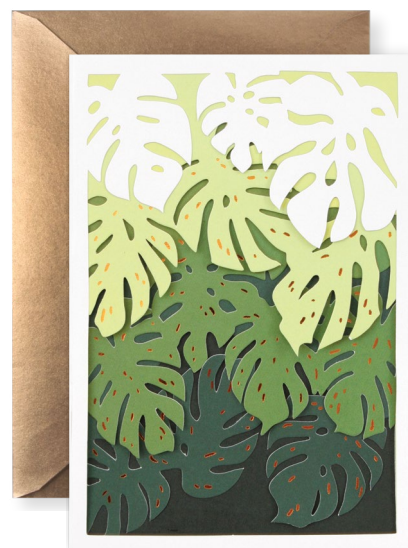
### FRONT COPY

blank

### ENVELOPE

bright blue

*featuring: gold foil*



## FP041 MONSTERA

### FRONT COPY

blank

### ENVELOPE

metallic gold

*featuring: gold foil*



## FP040 MOUNTAINS OF THANKS

### FRONT COPY

mountains of thanks

### ENVELOPE

watercolor printed liner

*featuring: copper foil*



## FP039 CLOUDS

### FRONT COPY

thinking of you

### ENVELOPE

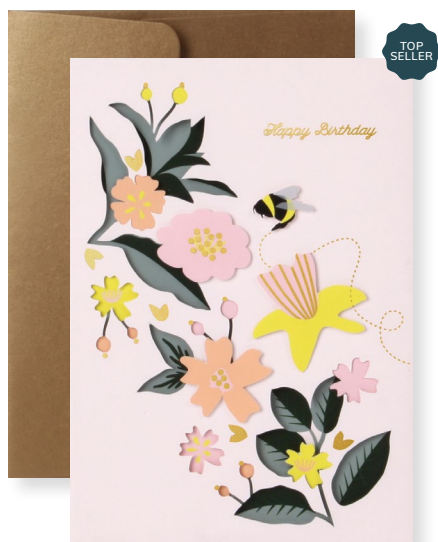
white with watercolor edges



## Layers™ Greetings

Layers of laser-cut paper finished with foil.

W: 4.00 R: \$7.99



### FP035 FLORAL BIRTHDAY

#### FRONT COPY

Happy Birthday

#### ENVELOPE

metallic gold

*featuring: gold foil*



0 48641 38601 5



### FP034 CITRUS

#### FRONT COPY

To my main squeeze

#### ENVELOPE

light blue

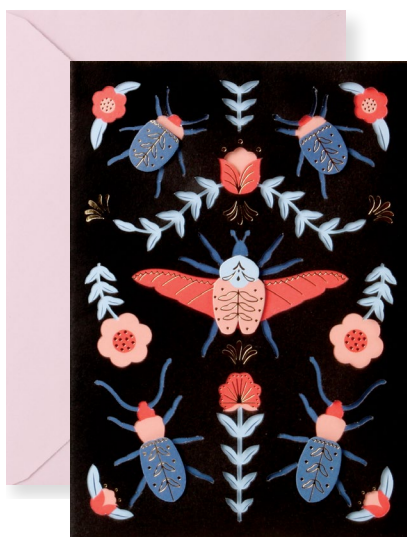
*featuring: gold foil*



0 48641 37361 9



2018 LOUIE AWARD WINNER  
JUDGE'S AWARD FOR EXCELLENCE



### FP033 BEETLES

#### FRONT COPY

blank

#### ENVELOPE

light pink

*featuring: gold foil*



0 48641 37351 0



### FP025 LOVE WINS

#### FRONT COPY

love wins.

#### ENVELOPE

metallic silver

*featuring: holographic foil*



0 48641 33671 3





## BOXED NOTES

We've invited our artists to illustrate four original works of art—which we've translated into pop-up cards. Each hard-cover box with magnetic closure includes 2 cards each of 4 designs, paired with coordinating envelopes.

W \$9.00 R \$17.99 | sold in units of 4

## Boxed Notes

8 pop-up cards with coordinating envelopes.

W: 9.00 R: \$17.99

AVAILABLE MAY

NEW!

**BN151 HEARTS**

**COPY**  
blank

**ENVELOPE**  
white with printed liner

*featuring: gold foil*



**BN150 STILL LIFE**

**COPY**  
blank

**ENVELOPE**  
speckled white

*featuring: gold foil*





## Boxed Notes

8 pop-up cards with coordinating envelopes.

W: 9.00 R: \$17.99

### BN149 LANDSCAPES

TOP  
SELLER

#### COPY

blank

#### ENVELOPE

warm white



### BN148 BOTANICAL DOGS

#### COPY

blank

#### ENVELOPE

white with  
patterned liner





## Boxed Notes

8 pop-up cards with coordinating envelopes.

W: 9.00 R: \$17.99

NEW!

### BN147 LITERARY CATS

#### COPY

Alice in Whiskerland  
Purridge and Prejudice  
Romeow and Juliet  
The Great Catsby

#### ENVELOPE

kraft

*featuring: gold foil*



### BN145 FLORAL

#### COPY

blank

#### ENVELOPE

blush pink

*featuring: gold foil*



*Boxed Notes*

8 pop-up cards with coordinating envelopes.

W: 9.00 R: \$17.99

**BN140 POTTED PLANTS****COPY**

blank

**ENVELOPE**white with leaf  
print interior**BN130 WINGS****COPY**

blank

**ENVELOPE**

kraft paper







## PURE ALCHEMY™ CHRISTMAS

Showcase the most elegant cards for the holiday season. As with our Everyday collection, our holiday cards celebrate the best in paper engineering with trend-driven designs. The majority of our cards are sold in a poly jacket so that customers can experience our pop-up cards easily.

W \$5.50 R \$10.99 | sold in units of 6



*Pure Alchemy™ Christmas*

Holiday cards with clever pop-ups.

W: \$5.50 R: \$10.99

NEW!

**AL127 HOLIDAY BAR CART**

A gilded cart is laden with Christmas treats and holiday spirits.

**FRONT COPY**

Merry Christmas

**INSIDE COPY**

cheers!

**ENVELOPE**

dark sage green with wavy flap

*featuring: gold foil*  
*packaging: poly jacket*  
*size: 5" x 7"*



NEW!

**AL121 CANDY**

Handfuls of brightly-illustrated Christmas sweets swirl together.

**FRONT COPY**

blank

**INSIDE COPY**

merry &amp; sweet

**ENVELOPE**

warm white with wavy edge flap

*featuring: red & gold foil*  
*packaging: poly jacket*  
*size: 5" x 6"*



NEW!

**AL120 SKI SLOPES**

Cozily-bundled skiers swish down an alpine slope.

**FRONT COPY**

Merry Christmas

**INSIDE COPY**

blank

**ENVELOPE**

warm white with striped flap

*featuring: gold foil*  
*packaging: poly sleeve*  
*size: 5" x 7"*



## Pure Alchemy™ Christmas

Holiday cards with clever pop-ups.

W: \$5.50 R: \$10.99



### AL117 SNOW GLOBE

A pair of deer pause quietly within an idyllic winter landscape.

#### FRONT COPY

happy winter

#### INSIDE COPY

blank

#### ENVELOPE

warm white with scalloped edge flap

*featuring:* gold foil & Pantone ink

*packaging:* poly sleeve

*size:* 4" x 8"



### AL116 PEACE DOVE

A dove bearing an olive branch soars through snowflakes and fir.

#### FRONT COPY

peace on earth

#### INSIDE COPY

blank

#### ENVELOPE

warm white with scalloped edge flap

*featuring:* copper foil

*packaging:* poly jacket

*size:* 6" x 5"



### AL113 CHRISTMAS ROSE

Winter blooms are nestled within sprigs of holly and pine.

#### FRONT COPY

merry & bright

#### INSIDE COPY

blank

#### ENVELOPE

warm white

*featuring:* gold foil, green foil,

& debossing

*packaging:* poly jacket

*size:* 4" x 7.25"



## Pure Alchemy™ Christmas

Holiday cards with clever pop-ups.

W: \$5.50 R: \$10.99

### AL112 ALPINE SKI SLOPE

Merry skiers glide down tall, snowy peaks.

#### FRONT COPY

wishing you a...

#### INSIDE COPY

happy christmas

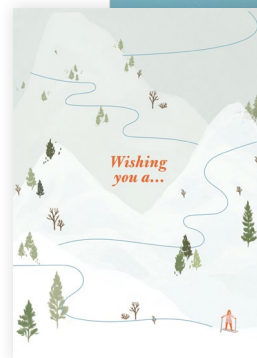
#### ENVELOPE

blue

*featuring: light blue foil*

*packaging: poly jacket*

*size: 5" x 7"*



### AL111 SLED DOGS

Winter dogs prance through the snow, pulling Santa's sleigh filled with gifts.

#### FRONT COPY

merry christmas

#### INSIDE COPY

blank

#### ENVELOPE

bright red

*featuring: gold foil & red string*

*packaging: poly jacket*

*size: 5" x 7"*



### AL110 CANDLES

A golden hoop encircles winter sprigs and tapered candles.

#### FRONT COPY

wishing you...

#### INSIDE COPY

a very merry christmas

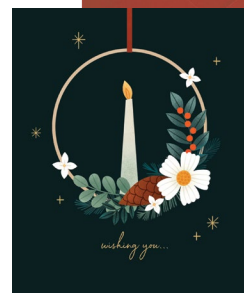
#### ENVELOPE

red

*featuring: gold foil*

*packaging: poly jacket*

*size: 5" x 6"*





## Pure Alchemy™ Christmas

Holiday cards with clever pop-ups.

W: \$5.50 R: \$10.99



### AL109 FESTIVE DEER

Prancing deer are surrounded by falling snowflakes and delicate winter shrubbery.

#### FRONT COPY

blank

#### INSIDE COPY

holiday cheer

#### ENVELOPE

spruce green

*featuring:* gold foil & Pantone ink

*packaging:* poly jacket

*size:* 5" x 7"



### AL102 OFFERING HAND

Hands come together to exchange winter sprigs and warm wishes.

#### FRONT COPY

peace to all

#### INSIDE COPY

blank

#### ENVELOPE

warm white with scalloped edge flap

*featuring:* gold foil

*packaging:* poly jacket

*size:* 5" x 7"



### AL101 FESTIVE BAKERY

Peek inside this charming boulangerie to enjoy holiday sweets.

#### FRONT COPY

warm wishes  
eat drink & be merry

#### INSIDE COPY

blank

#### ENVELOPE

warm white with scalloped edge flap

*featuring:* gold foil & acetate

*packaging:* poly sleeve

*size:* 4" x 8"



## Pure Alchemy™ Christmas

Holiday cards with clever pop-ups.

W: \$5.50 R: \$10.99

### AL100 WINTER GREENHOUSE

A Christmas tree grows within an alpine greenhouse.

#### FRONT COPY

merry & bright

#### INSIDE COPY

blank

#### ENVELOPE

dark green

*featuring: matte frost blue foil*

*packaging: poly jacket*

*size: 5" x 6"*



0 48641 42080 1



### AL089 WINTER FOLIAGE

A frost-touched bouquet blooms for the recipient.

#### FRONT COPY

season's greetings

#### INSIDE COPY

cheers

#### ENVELOPE

ecru

*featuring: antique gold foil*

*packaging: poly jacket*

*size: 4" x 8"*



0 48641 38124 9



### AL088 COZY DWELLING

A festive room is complete with a pop-up Christmas tree and potbelly stove.

#### FRONT COPY

merry christmas

#### INSIDE COPY

blank

#### ENVELOPE

soft blush

*featuring: gold foil*

*packaging: poly jacket*

*size: 5" x 7"*



0 48641 38114 0



## Pure Alchemy™ Christmas

Holiday cards with clever pop-ups.

W: \$5.50 R: \$10.99



### AL087 SWEATERS

Armoire doors swing open to reveal cozy winter knits, hung with care.

**FRONT COPY**  
wishing you...

**INSIDE COPY**  
a cozy christmas

**ENVELOPE**  
sage green

*featuring: gold foil  
packaging: poly jacket  
size: 5" x 7"*



### AL078 COZY ROOM

Peek inside the door and be welcomed into a warmly-decorated home.

**FRONT COPY**  
blank

**INSIDE COPY**  
blank

**ENVELOPE**  
metallic gold

*featuring: gold foil  
packaging: poly sleeve  
size: 6" x 5"*



### AL031 NUTCRACKER

Laser-cut details allow the viewer to peek through the windows.

**FRONT COPY**  
blank

**INSIDE COPY**  
blank

**ENVELOPE**  
blue with printed flap

*featuring: rose gold acetate  
packaging: poly sleeve  
size: 8" x 4"*



LOUIE AWARDS WINNER 2018  
LOUIE AWARDS CARD OF THE YEAR 2018





## JUMPING JACK PRESS *pop-up books*

The same creative forces behind our favorite designs have collaborated to bring forth Jumping Jack Press, our in-house pop-up book imprint! We offer curated Everyday and Holiday titles. See the entire collection on the reverse side of this catalog on pages 41-46.

## THE FINE PRINT

### TO PLACE AN ORDER

Orders may be placed through your sales rep or directly with us via online, mail, fax, telephone, or email, using the following contact information:

UWP Luxe  
6049 Hi-Tek Court  
Mason, OH 45040-2603  
Phone: 800-852-7677 or 513-759-7473 | Please use extension 1 to place an order.  
Fax: 800-293-8471 or 513-336-3119  
Email: [orders@upwithpaper.com](mailto:orders@upwithpaper.com) Website: [wholesale.upwithpaper.com](http://wholesale.upwithpaper.com)

### ONLINE ORDERING

Simply register for an account and place your orders directly through our site. As a current retailer, you can utilize your current account information, or, if you don't have an account or terms registered with Up With Paper, you can apply online at [wholesale.upwithpaper.com](http://wholesale.upwithpaper.com).

### MINIMUM ORDERS

UWP Luxe minimum opening order is \$200.00. Minimum reorders are \$100.00. Orders below the minimum are subject to a \$20 service fee.\*

### SHIPPING AND HANDLING

All orders ship FOB Mason, Ohio via FedEx, in the Continental United States, unless other shipping terms are requested in advance. The customer is responsible for all shipping charges.

### TERMS & CONDITIONS

We accept VISA, MasterCard, American Express, Discover, Net 30-day terms, and ACH payments. To apply for Net 30-day terms, customers must provide three credit references along with a completed credit application. Please allow two weeks for final approval. Accounts that do not provide credit references will be placed on pre-paid terms. In order to facilitate the shipment in a timely fashion, a credit card payment is encouraged for first-time orders.

Customers with past-due balances are subject to a Late Payment Fee and having their payment terms revoked.

A \$25.00 handling fee will be charged on all returned checks.

No returns will be accepted without a Return Authorization Number, which may be obtained from your local Up With Paper sales representative or our Sales Associate team. Returned merchandise will be inspected in our warehouse. Credits will only be issued for merchandise that is resalable and meets return eligibility. All credits issued are to be applied toward future purchases only. Credits are not automatically applied; credits are only applied at the customer's direction. Credits must be used within nine months of issuance. No cash refunds.

### POSTAGE INFORMATION

As of July 14, 2024, the cost for regular First Class stamps is 73 cents, the surcharge cost for a non-machinable envelope is 46 cents, and the cost for each additional ounce over one ounce is 28 cents.

### MAILING ADDRESS

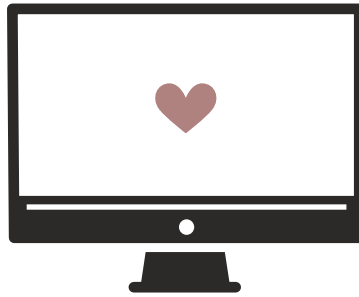
UWP Luxe  
6049 Hi-Tek Court  
Mason, OH 45040-2603



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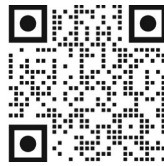
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- shop by Occasion or Collection
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## TRADE SHOWS & FAIRS

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Or, simply head over to the Trade Shows tab on our website at your convenience.

