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6 February, 2011. Avanti Press is launching its 2011 Christmas range, profiling its strong Avanti Occasions offering, and launching an exciting new range called A+Plus at Spring Fair this year.

The Christmas range includes deluxe interpretations of classic best sellers, which are marketed under the company's A+Plus premium umbrella. Featuring quality embellishments such as glitter, emboss and foil, each card offers a memorable way to say "Merry Christmas." The entire range can be merchandised on a custom 24 pocket display that Avanti provides at no charge to its MAX programme customers.

Avanti Occasion cards have received a boost, with brand new captions just published to round out a full-service assortment for all sending moments.

Receiving tremendous attention in early previews, Avanti's new A+Plus cards for everyday are a real treat:

"Our 24-pocket A+Plus programme will include MOTION, 3D, and the pop-out StandOut cards," reports Chip Owen, Avanti's Executive Vice President. "This exciting new range will be front stage and center in Birmingham."

Samples of the A+Plus StandOuts included in this range are now available for viewing on Avanti's website.

Avanti Press, Inc. is a privately-owned publisher based in Detroit, Michigan, with Creative Offices in New York and UK Executive and Customer Service Offices in Chichester. Since its founding in 1980, the company has earned numerous awards for its best-selling greeting card collections, which are sold globally in approximately 20,000 retail locations.