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1 March, 2011 (Chichester) – Avanti Press Ltd. introduces a new generation of lenticular movement greetings cards this month, with the new A+Plus MOTION collection. While 3D and movement cards have been around for years, Avanti takes advantage of the format to elevate story telling to a new level with exceptional quality. By utilizing multi-frame imagery that smoothly transitions characters through everyday situations, MOTION cards aspire to animate characters without requiring a computer screen!

An example of a card that brings a character to life is card 08319 featuring a “glam” frog with diamond-studded eyelashes and vivid blue eye-shadow. When tilted top to bottom, the frog’s lips pucker and kiss, while winking saucily as the diamonds twinkle. The whole effect is made even more life-like by the way the frog’s skin actually contracts and wrinkles!

Card 08323 features an alternately pugnacious then perky woman in curlers showing off her bicep. When she flexes, her muscle bulges and the smiley faced tattoo on her arm grins; when her arm relaxes the smiley face frowns, and so does she! The change in her face from smile to frown is accompanied by arched eyebrows and the other facial maneuvers that make expressions distinct.

Other cards in the collection feature owls playing mariachi music on a bouncing wire of lights, prairie dogs with Birthday hats popping out of their homes, an orangutan playing a guitar in a sold-out arena with flashbulbs going off and cheering fans in the foreground, and a hilarious cat blowing a bubble which continuously pops as she crosses her eyes.

The A+Plus MOTION collection is quickly becoming a go-to product line for creating excitement on stands and energizing the card department.

Priced at MM (£3.24 each)

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