



## PRESS RELEASE

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Avanti Press introduces new greeting card designs spanning 5 different holidays for Spring 2012.

“Avanti spring seasonal cards sometimes skirt the edges of traditional holiday sentiments,” describes Avanti’s Director of UK Sales, David Worthington. “They offer an exciting alternative to what’s available in the market, with unique characters and graphics that help people celebrate every holiday from Valentine’s Day through Father’s Day and Graduation.”

There are 40 card designs for Valentine’s Day, which is Avanti’s second best-selling holiday behind Christmas. The holiday gives Avanti a chance to introduce characters that put a different twist on familiar seasonal images, which is sometimes as simple as putting a cupid’s arrow prop on a cross-eyed pup with the verse “I can’t get you out of my head!” (card 700006). Avanti cards retail at the HI price code.

The 2012 Spring Holiday program offers new merchandising options for retailers in 6 pocket clip strips for flexible point of sale display.

Avanti Press is a privately-owned publisher based in Detroit, Michigan, with Creative Offices in New York. 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. The company’s UK division, Avanti Press, Ltd., was established in 2007 and offers a unique selection of designs for the UK market, plus complete fulfillment, customer care and in-store agent services.