

NEW PRODUCT LETTER FOR STORES for Gobsmack'd Greetings:



Greetings Martha! Friend and Future Fan (we hope) of Gobsmack'd Greetings.

Three really exciting things (and one sorta exciting thing) in the history of the arts:

In 534 B.C.E, Thespis realized he was tired of just being another member of the chorus and stepped out and uttered the first lines as an individual on stage, the first credited actor.

In 1872, Claude Monet wanted something fresh and quick and realized he didn't need to spend days slaving over a canvas and painted *Impression, Sunrise*. A critic's harsh review mockingly used the terms "impression" and "embryonic wallpaper". Luckily, the term Impressionist is the one that stuck.

In 1913, Igor Stravinsky caused a classical music riot with the debut of his new piece, *The Rite of Spring*. The police were called to bring order to the fisticuffs that broke out in the audience over whether or not it was an important step forward in music or just senseless cacophony.

In 2011, Gobsmack'd Greetings went thinner, taller and more compact - we went rectangular! No looking back! No extra postage! Now we are cranking out new leaner cards each year.

So we're still 100% recycled and 100% post-consumer waste paper loving, compostable eco-clear sleeve using, tree huggers. We're still going to save your customers valuable minutes in every week that they would normally spend manufacturing sentiment to put in card form and we're still going to say it without cheesy imagery or commonplace, corny declarations. And I know people were thinking about our non-square cards, can you ever love the second Mrs. Rochester as much as you loved the fire-starting first? I had my doubts, but we think that the answer is yes.

We've got new cards in our *'Tis the Season* holiday card line, *Shop Talk theatre* card line, and our *Well Played* thank you card line. So take a look at our cards. Open one and take a peak at our embossed envelope. Learn a little bit more about our cards on our website and peruse our online catalog (if you are so inclined) at our ISSUU page. I've also thrown in a flash drive with your own electronic copy of our catalog and some ~~bride~~ sample cards I thought might fit in your shop (I seem to mostly say, "I have a crush on you", "I'm sorry", "happy birthday" and "thank you"). And if you think our cards might be a good fit, the shipping charges on your first order via USPS Priority are on us. Since you are local and I'm local, we can always make a turnaround happen pretty quickly since the entire inventory lives in my apartment.

Please feel free to contact me with any questions. Gobsmack'd related or otherwise. I have strong feelings on a lot of things and love to talk about them.

Welcome to the Gobsmack'd Greetings world of saccharine-free revelry!

Cheers,

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