

# Up With Paper

The original pop-up greeting card company.



Everyday 2020



# Everyday

2020

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Dear Retailer:

We are excited to be able to share our Everyday 2020 Catalog with you! This catalog features all of our new and best-selling innovative pop-up products, and showcases premium artwork across a wide variety of product categories. For the past 42 years we have been known as the true and original pop-up greeting card company, dedicated to developing unique products featuring amazing paper engineering since 1978.

We do not just make paper products, we make memorable keepsakes, as each card showcases intricate paper engineering, artwork, and embellishments. Customers are just as proud to purchase, give, and receive our products, as we are to create, design, and craft each individual card.

Up With Paper creates and markets one of the specialty market's leading greeting card brands, Treasures. Consumers world-wide recognize Treasures as the square pop-up cards that feature trend setting embellished designs. Many Treasures cards feature "Choose-Your-Own" message tags, allowing the design to be personalized for different occasions. A proven performer in retail for decades, the Treasures line is available in everyday and seasonal offerings. Merchandised in our unique display clips with open samples, Treasures cards always catch the eye of discriminating consumers.

The Treasures line is not our only top performing brand; we also offer several other greeting card lines:

- Panoramics feature intricate paper engineered pull tabs that generate movement and, in some cases, sound or light effects. These cards are 3.75" x 9" and come in everyday and seasonal designs. Most cards include the option of "Choose-Your-Own" message tags, allowing one design to be personalized for just the right occasion.
- Pop-Up Snow Globe Greetings® fold flat for mailing and storing, and are merchandised with open samples in our unique display clip. These patented globes include greeted medallions, many of which feature "Choose-Your-Own" message tags, allowing the consumer to tailor each card to their own personal needs. These amazing globes are 5" tall, and are available in everyday and Christmas designs.
- Sight 'n Sound® cards combine the best of paper engineering and high quality, push-button activated sound. These 5 x 7" cards are available in everyday and Christmas designs. Some designs also feature a "Choose-Your-Own" message tag option for the consumer to personalize.
- Delighted Shadow Box Cards™ - our newest line - features push-button activated LED and fiber-optic lights that are nestled within artistic scenes composed of die-cut layers. Each 5.5" x 6.5" card features a wide variety of lighting techniques, specialty finishes, and metallic foils, and are paired with coordinating envelopes.

This catalog includes all everyday designs available in January 2020. We release everyday supplement catalogs, showcasing our newest designs, in May and October. We also offer seasonal catalogs that include products specially tailored for: Valentine's Day, Spring (Easter, Mother's Day, Father's Day, and Graduation), Summer, Halloween, and Christmas.

We invite you to like us on Facebook and follow us on Instagram (@upwithpaper) to receive new product announcements and promotional discounts. You may also review all of our designs and catalogs at [www.upwithpaper.com](http://www.upwithpaper.com).

Thank you.

George, President & COO

Monika, Vice President of Creative

Jannette, Vice President of Key Account  
Sales and Merchandising





Delighted Shadowbox Cards feature push-button activated LED lights nestled within artistic scenes composed of die-cut layers of paper. Our designers explore a wide variety of lighting techniques—and specialty finishes such as Pantone ink and metallic foils—to showcase each concept. Cards are paired with an envelope featuring matching art. Each card measures 5.5" x 6.5" and has a

wholesale cost of \$4.75 and SRP of \$9.99 per card. The line is best merchandised in our innovative displays, including our 12-, 28-, 42-pocket (page 29), and Flex (page 14) spinners, complete with custom acrylic clips to showcase open samples. There is a minimum order of 6 per sku.

## Delighted Shadowbox Cards™





# Delighted Shadowbox Cards™



**D011**  
**Rainbows**

*Inside copy:*  
Happy Birthday



**D010**  
**Blue Mermaid**

*Inside copy:*  
Happy Birthday



**D009**  
**Lake Swans**

*Inside copy:*  
Happy Birthday



**D008**  
**Leopard**

*Inside copy:*  
Go Wild



**D007**  
**Disco Balls**

*Cover copy:*  
Be Brilliant

*Inside copy:*  
Happy Birthday!



**D006**  
**Cactus  
Terrarium**

*Inside copy:*  
Have a beautiful  
birthday



**D005**  
**Sharks**

*Inside copy:*  
Have a fantastic Birthday!



**D004**  
**Dog Party**

*Inside copy:*  
Yappy Birthday

# Delighted Shadowbox Cards™



## P-LUC-2

The Delighted collection LUC-2 Lucite clip fits on our 12-, 28-, 42- and Flex Combo spinners, as well as slatwall. Each clip holds one sample card and the stock behind it.

P-LUC-2, \$3.00



## P-LUC-2J

The Delighted collection LUC-2J Lucite clip fits on a J-channel. The clip holds one sample card while the J-channel/gondola holds the stock.

P-LUC-2J, \$3.00





## Panoramics

*Panoramics* greeting cards capture the best of pop-up books, combining lots of pop-ups with pull-tab interactive components. These compact 3.75" x 9" greeting cards fold flat for mailing in side-opening, 9.5" x 4.125", envelopes. Look for the light bulb symbol for designs with push-button light effects and the sound symbol, which indicates designs with sound. (All sounds are available for listening on our website.)

Most *Panoramics* cards include the option of "Choose-Your-Own" message tags, allowing one design to be personalized for just the right occasion. Consumers and retailers love this flexibility.

Titlefinders and sample cards are sent, free of charge, with every design upon first order, and upon request thereafter. *Panoramics* are merchandised in Up With Paper's unique clips, which hold an open sample and can fit into any slat wall, but are best-utilized in our innovative *Flexible Combo Spinner* (page 14). The *Panoramics* line has a wholesale cost of \$4.25 and an SRP of \$8.99/card, (\$5.40/\$10.99 for sound or light *Panoramics*). (There is a minimum order of six per SKU.)



**A358**  
**Botanical Delivery**

Inside copy:  
have a beautiful birthday



Vintage-inspired truck is filled with various house plants!



**A353**  
**Hummingbirds**

Message tags:  
Happy Birthday  
Happy Mother's Day  
Feel Better Soon  
Blank



Hummingbirds fly in and out amongst vibrant flowers!



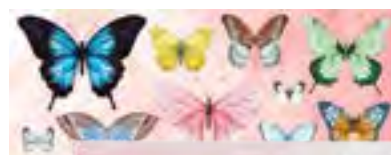
# Panoramics



Glowing lights illuminate holographic mermaid tail scales and effervescent bubbles!

**A346LIT**  
**Underwater**

Inside copy:  
Happy Birthday



Delicate butterflies flutter and fly as card is opened!

**A341**  
**Butterfly Dance**

Message tags:  
Happy Birthday  
Happy Mother's Day  
Thinking of You  
Blank



Cats heads tilt as they walk around jungle!

**A332**  
**Big Cats**

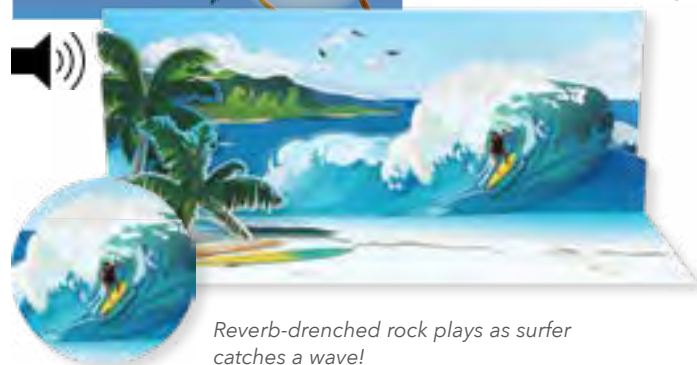
Inside copy:  
Have a Roaring  
Good Birthday



Holographic rainbows gleam with light from behind the floating clouds!

**A345LIT**  
**Rainbows**

Inside copy:  
follow your rainbow  
Message tags:  
happy birthday!  
congratulations!  
good luck!  
love wins  
Blank



Reverb-drenched rock plays as surfer catches a wave!

**A333AUD**  
**Big Wave**

Message tags:  
Enjoy the ride!  
Happy Birthday!  
Happy Birthday, Dude!  
Surf's up!  
Blank



A shining goldfish swims amongst a school of fish!

**A331**  
**One in a Million**

Inside copy:  
You are One in a Million  
Message tags:  
Happy Birthday!  
Congratulations!  
I love you!  
Blank



**A330**  
**Swans**

*Inside copy:*  
Wishing you a  
Beautiful Birthday



*Swans flap wings and frolic amongst the flowers!*



**A313**  
**Party Cats**

*Inside copy:*  
Have a Purr-fect Birthday

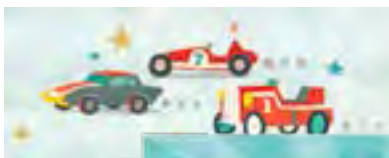


*Cat pops out of gift box and floats up with balloons!*



**A308**  
**Race Cars**

*Inside copy:*  
Happy Birthday

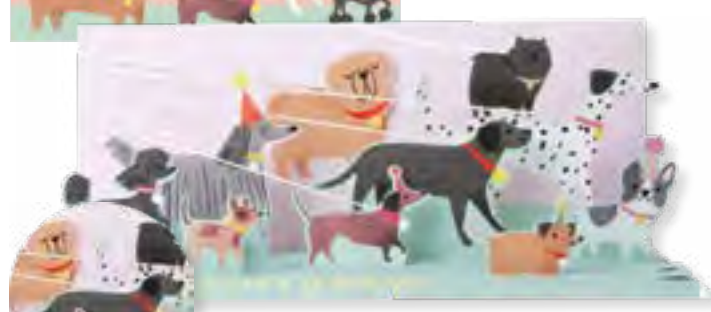


*Race cars rotate along a race track!*



**A329**  
**Dog Walker**

*Inside copy:*  
Happy Birthday!



*Dogs wag tails and move heads as they are walked with real string leashes!*



**A309**  
**Birthday Parrots**

*Cover copy:*  
Squawk

*Inside copy:*  
Happy Birthday!



*Parrots tilt on branch and ride bicycle across!*



**A304LIT**  
**Sparkling Beach**

*Message tags:*  
Happy Birthday  
Thank You  
Thinking of You  
Blank



*Thirty points of white sparkling light highlight the white foaming crests of the waves!*

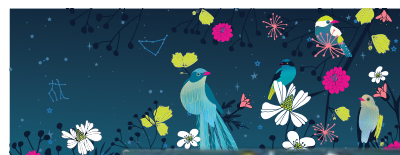


# Panoramics



**A303LIT**  
**Midnight Birds**

Message tags:  
Happy Birthday!  
Happy Mother's Day!  
Happy Anniversary!  
Blank

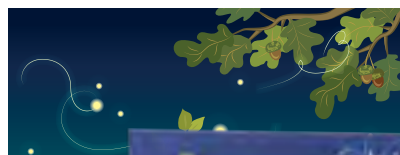


Colorful birds are perched on a tree under the twinkling night sky!



**A301LIT**  
**Fireflies**

Inside Copy:  
Happy Birthday

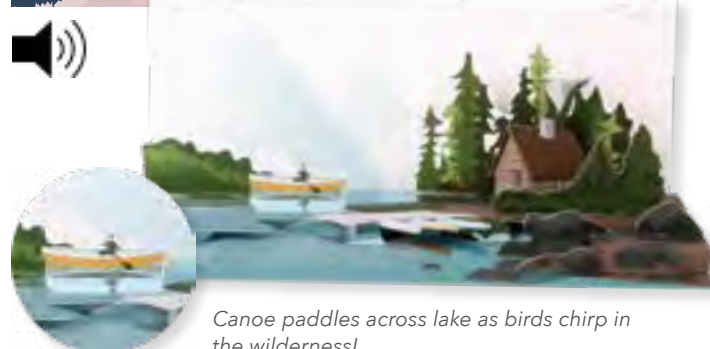


Six warm white LED lights fade in and out in jars!



**A299AUD**  
**Lake Canoe**

Message tags:  
Happy Birthday  
Happy Father's Day!  
Adventure Awaits  
Blank

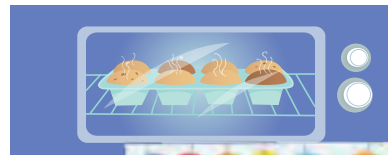


Canoe paddles across lake as birds chirp in the wilderness!



**A302LIT**  
**Cupcakes and Candles**

Inside copy:  
Happy Birthday



Three yellow LED lights make candles glow on cupcakes, which wiggle when pull tab is activated!



**A300**  
**Airplanes!**

2018 Winner

Inside copy:  
Have an awesome birthday!

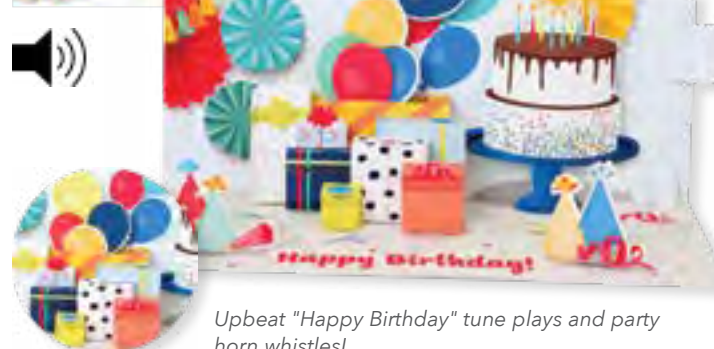


Planes lift and fly around in the sky!



**A286AUD**  
**Birthday Party**

Inside copy:  
Happy Birthday!



Upbeat "Happy Birthday" tune plays and party horn whistles!



## A282AUD Dachshunds

Inside copy:  
Happy Birthday!



Dachshunds bark and dance as party music plays!

## A281 Unicorns

Inside copy:  
You're Magical



Unicorns leap into sky and holographic stars shine!

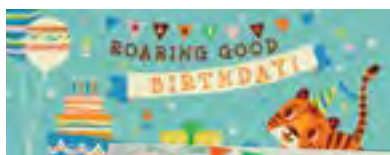


2017 Finalist

## A278 Tiger

Cover copy:  
Have a Roaring Good  
Birthday!

Inside copy:  
Hope it's a Fierce One!



Tigers' heads tilt as they celebrate around cake, gifts, and balloons!

## A265AUD

### Classical Music Ensemble

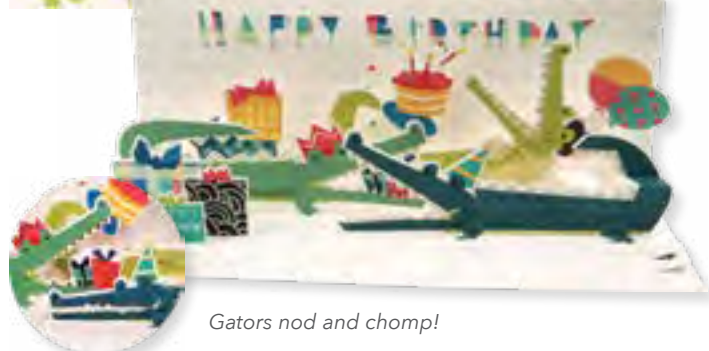
Inside copy:  
Happy Birthday!



Cheerful classical birthday music plays while musicians move bows over instruments!

## A262 Big Chomp

Inside copy:  
Happy Birthday



Gators nod and chomp!

## A244 Peacock

Message tags:  
Happy Birthday  
Happy Mother's Day  
Thank You  
Blank



Stunning iridescent blue foil accents peacock's feathers!

# Panoramics

## A242 Grad Butterflies

Inside copy:  
You are on your way.  
Congratulations!

Butterflies flit across card!

## A241AUD The Great Outdoors

Message tags:  
Happy Father's Day!  
Happy Birthday!  
Hunting Season!  
Blank

Geese fly, fish jumps, and deer tilts head, plus  
geese honk, water splashes, and birds sing!

## A231AUD Birthday Candles

Inside copy:  
Happy Birthday

"Happy Birthday" words jump up, while jazzy piano  
version of Happy Birthday song plays!

## A230 Garden Cats

Message tags:  
Happy Birthday  
Thank You!  
Thinking of You!  
Blank

Butterfly flies above flowers, while cat leaps after  
bee, across sky!

## A226AUD Grand Piano

Message tags:  
Happy Birthday  
Thank You  
Congratulations  
Blank

Butterflies hover and fly above piano, while  
beautiful classical piano music Chopin Waltzes  
Op. 54 plays!

## A210 Wedding Carriage

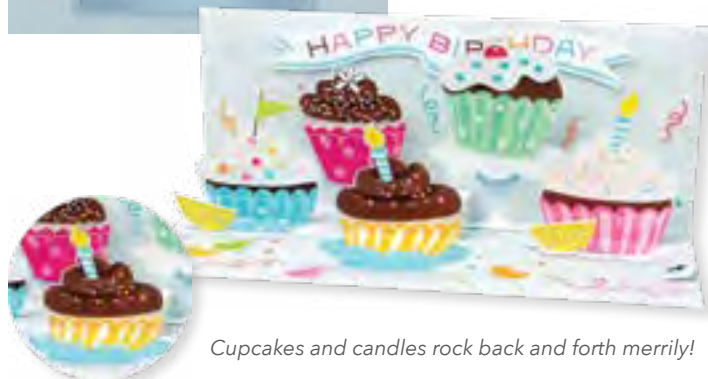
Message tags:  
Congratulations!  
Best Wishes!  
Alles Gute zur Hochzeit  
Blank

Couple leans in for romantic kiss!



## A204 Cupcakes

Inside copy:  
Happy Birthday

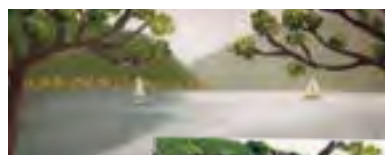


*Cupcakes and candles rock back and forth merrily!*



## A185 Lake View

Message tags:  
Happy Birthday  
Thank You  
Happy Anniversary  
Blank

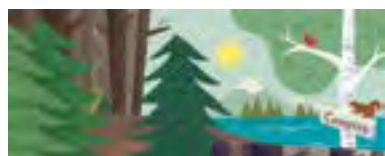


*Sailboats sail in two different directions!*



## A120 Camping

Message tags:  
Happy Father's Day!  
Happy Birthday!  
Relax and Enjoy!  
Blank



*Surprise! Friendly bear appears from behind tree!*



## A199 Fly Fishing

Message tags:  
Happy Father's Day  
Happy Birthday  
Happy Retirement  
Blank

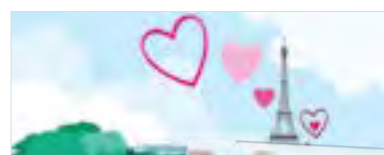


*Man raises rod as fish pulls at line!*



## A170 Paris

Message tags:  
Happy Valentine's Day!  
I Love You  
Happy Anniversary!  
Blank

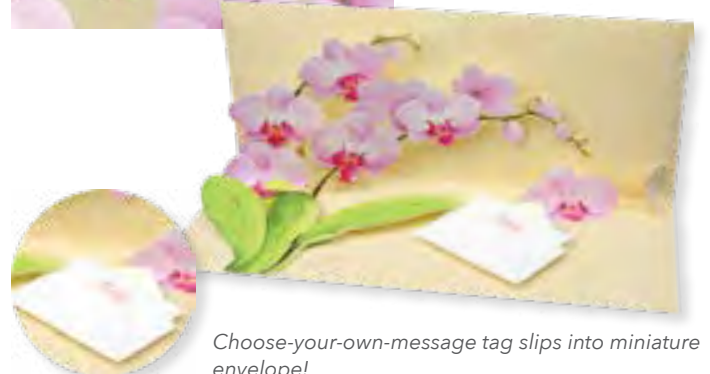


*Couple embraces as delicate hearts float over Paris!*



## A116 Orchid

Message tags:  
Happy Mother's Day  
Happy Birthday  
Feel Better  
Blank



*Choose-your-own-message tag slips into miniature envelope!*



# Panoramics

## A113 Garden Bouquet

Message tags:  
Happy Mother's Day  
Happy Birthday  
Thank You  
Blank



*Dimensional flowers glitter and sparkle!*

## A039 Rose Bouquet

Message tags:  
Happy Valentine's Day  
Happy Anniversary  
Congratulations  
Blank



*Roses sparkle against beautifully embossed paper!*

## A027 Balloon & Cake Explosion

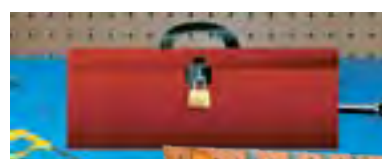
Inside copy:  
Happy Birthday!  
Message tags:  
Assortment of  
Birthday Numbers



*Gifts pop open!*

## A078 Toolbox

Inside copy:  
World's Best Handyman | Mr. Fix It  
Message tags:  
Happy Father's Day!  
Happy Birthday!  
You're the Best  
Blank



*Tools emerge from toolbox!*

## A034 Butterflies

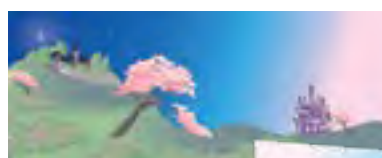
Message tags:  
Happy Birthday  
Thank You  
Feel Better  
Blank



*Butterflies flit and flap wings!*

## A008 Princess

Message tags:  
Happy Birthday Little Princess  
Happy Birthday!  
Have a Magical Birthday  
Blank



*Princess waves fan while horses turn their heads!*



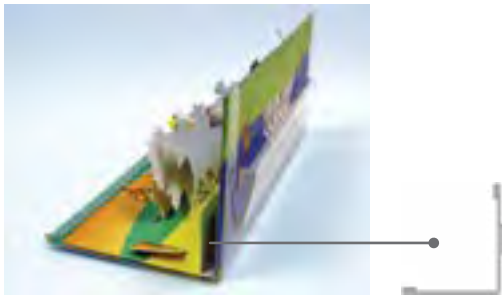
**A001**  
**Beach Day**

Message tags:  
Let's Get Away  
Happy Birthday  
Wish We Were Here!  
Blank



*Waves sparkle behind chairs and sandy beach!*

*Panoramics* greeting cards are best displayed in our *Flexible Combo Spinner* display (see next page), but two clip designs make slatwalls and gondolas another great display option.



**P-LUC-PNJ**

Up With Paper's *Panoramics* LUC-PNJ lucite clip fits on a J-channel. The clip holds a single sample card, while the J-channel/gondola holds the stock.

P-LUC-PNJ, \$3.00



**P-LUC-PN**

Up With Paper's *Panoramics* P-LUC-PN clip fits into any slatwall, as well as our *Flexible Combo Spinner* (next page). The clip holds one sample card, with salable stock behind it.

P-LUC-PN, \$3.00



# Flexible Combo Spinner

Up With Paper always offsets fixture costs with free products!

Our *Flexible Combo Spinner* can hold any combination of *Treasures*, *Panoramics*, *Snow Globe Greetings*, *Delighted Shadowbox Cards*, and *Sight 'n Sound*® cards. This four-sided spinner can merchandise clips for any of these brands on any of the sides. Each side holds fourteen *Treasures*, *Snow Globe Greetings*, *Delighted Shadowbox Cards*, and/or *Sight 'n Sound* clips, or nine *Panoramics* clips. Standing 66" tall (without the header), with a footprint of just 23.75" and maximum spin diameter of just 31.5", the *Flexible Combo Spinner* may be the highest dollars/square foot profit generator in the industry!

Retailers can mix and match combinations to best fit their individual needs, but we suggest the following formats:

- For retailers seeking to maximize the tried-and-true *Treasures* format, the spinner holds 56 *Treasures* designs, 14 per side.
- For retailers seeking to maximize their *Panoramics* sales, this spinner holds 36 *Panoramics* designs, 9 per side.
- For retailers with limited space who need to combine multiple lines in the spinner, the following mixes may work best:
  - Two sides of *Treasures* (28 designs) and two sides of *Sight 'n Sound* (28 designs)
  - or
  - Two sides of *Treasures* (28 designs) and two sides of *Panoramics* (18 designs)
  - or
  - Two sides of *Treasures* (28 designs), one side of *Panoramics* (9 designs), and one side of *Sight 'n Sound* (14 designs).
  - or
  - One side *Treasures* (14 designs), one side of *Panoramics* (9 designs), one side of *Snow Globe Greetings* (14 designs), and *Delighted Shadowbox Cards* or one side of *Sight 'n Sound* (14 designs).

Please feel free to contact Up With Paper at 1-800-852-7677 for more details, or to discuss other options.

PCOMBO-56MIXSPIN - Six (6) each of twenty-eight (28) best-selling *Treasures* & twenty-eight (28) best-selling *Sight and Sound* designs, plus spinner, \$1,502.00\*



PCOMBO-51SPIN - Six (6) each of nine (9) best-selling *Panoramics*, twenty-eight (28) best-selling *Treasures*, & fourteen (14) best-selling *Sight and Sound* designs, plus spinner, \$1,372.50\*



PCOMBO-46SPIN - Six (6) each of eighteen (18) best-selling *Panoramics*, & twenty-eight (28) best-selling *Treasures* designs, plus spinner, \$1,247.00\*



\*Price based on inclusion of regular, non-sound and non-light *Panoramics* and non-light *Treasures*.

PCOMBO-36SPIN - Six (6) each of thirty-six (36) best-selling *Panoramics* designs, plus spinner, \$1,118.00\*



PCOMBO-56TSPIN - Six (6) each of fifty-six (56) best-selling *Treasures* designs, plus spinner, \$1,376.00\*



PCOMBO-51SPIN2 - Six (6) each of fourteen (14) each best-selling *Treasures*, *Snow Globe Greetings*, and *Sight 'n Sound*, & nine (9) best-selling *Panoramic* designs, plus spinner, \$1,353.50\*



USAFLEXSPIN - Empty spinner, \$200.00



card images are not representative of what is currently available





## Treasures

*Treasures* greeting cards combine on-trend designs with impressive pop-ups, making it one of the specialty market's most unique and dependable performers at retail. Look for the light bulb symbol which indicates designs with push-button light effects.

Most *Treasures* cards include the option of "Choose-Your-Own" message tags, allowing a single design to be personalized for just the right occasion. Consumers and retailers love this flexibility! *Treasures* have a wholesale cost of \$3.50/card (minimum order, six per SKU), and an SRP of \$7.50 (\$4.40/\$8.99 for light-up designs).

Titlefinders and sample cards are sent, free of charge, with every design upon first order, and upon request thereafter.

Our *Treasures* cards are also available for Valentine's Day, Easter, Mother's Day, Father's Day and Graduation, Summer, Halloween, and Christmas. Our seasonal prepacks may be purchased with full returns privileges for retailers also carrying one of our 28-pocket or larger everyday fixtures.

*Treasures* cards are best merchandised in our innovative displays, with eye-catching open samples (see pages 29 and 30). Cards measure 5.25" x 5.25", with envelopes measuring 5.5" x 5.5". There is a minimum order of 6 per sku.



new!

**1376**  
**Waterfall**

*Inside copy:*  
Adventure awaits  
Happy Birthday



new!

**1375**  
**Elephant**

*Inside copy:*  
Happy Birthday!



new!

**1374**  
**Places**

*Inside copy:*  
Here's to new  
adventures  
Happy Birthday



new!

**1366**  
**Sailor Cat**

*Inside copy:*  
Happy Birthday

# Treasures



**1365**  
**Floral Envelope**

Message tags:  
Happy Birthday  
Happy Mother's Day  
Thank You  
Feel Better Soon  
Blank



**1366**  
**Dog and Cat  
Bike Ride**

Inside copy:  
Happy Birthday



**1349LIT**  
**Astronaut**

Inside copy:  
You are out of this world  
Message tags:  
Great Job!  
Happy Birthday  
Congrats!  
Blank

*Astronaut defies gravity amongst twinkling lights of outer space!*



**1348LIT**  
**Unicorn**

Inside copy:  
You are enchanting...  
Happy Birthday

*Fiber optic lights fill the sky with twinkling lights!*



**1347LIT**  
**Patriotic**

Message tags:  
Thank You!  
Happy Birthday  
Happy 4th!  
Blank

*Holographic American flags glow amongst firework style light effects!*



**1345**  
**Dinosaurs**

Inside copy:  
Happy Birthday



**1344**  
**Greenhouse**

Message tags:  
Hello Sunshine  
Home Sweet Home  
Happy Birthday!  
Make Today Lovely  
Blank



**1328**  
**Jungle Cats**

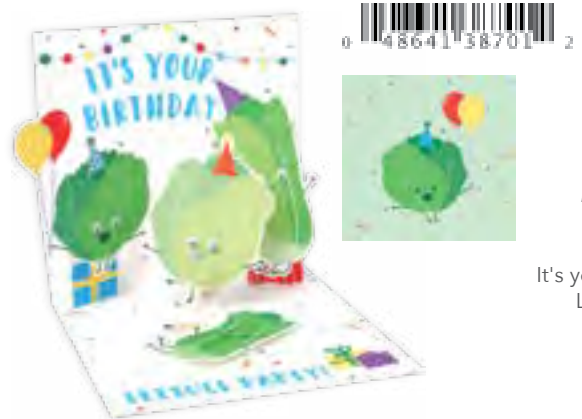
Message tags:  
Be Fierce  
Go Wild  
Happy Birthday  
Party Animals  
Blank





**1327**  
**Kitten in a Basket**

*Inside copy:*  
Have a Purrfect  
Birthday!



**1326**  
**Lettuce Party**

*Inside copy:*  
It's your Birthday!  
Lettuce Party!



**1325**  
**Swan Lake**

*Message Tags:*  
Happy Birthday!  
Congratulations!  
Bravo!  
Blank



**1324**  
**Puppy Balloons**

*Inside copy:*  
Happy Birthday



**1323**  
**Lots of Candles**

*Cover copy:*  
Make a Wish!

*Inside copy:*  
Happy Birthday



**2019 Winner**

**1322**  
**Princess  
& Unicorn**

*Inside copy:*  
Happy Birthday



**1321**  
**Potted Plants**

*Message Tags:*  
Happy Birthday  
Thank You  
Congrats on your new home  
Happy Mother's Day  
Blank



**1316LIT**  
**Lightning Bugs**

*Inside copy:*  
Make a wish  
Happy Birthday



Lightning bugs glow inside jars!

# Treasures



Lights flash off of neon signage!



**1315LIT**  
**Birthday Lights**

Cover copy:  
Happy Birthday!

Inside copy:  
Happy Birthday!  
Plus miscellaneous  
upbeat signs



Stars twinkle in the night sky!



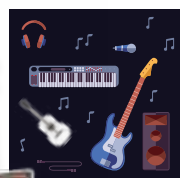
**1314LIT**  
**Nocturnal  
Birthday**

Inside copy:  
Happy Birthday!



**1303**  
**Guitars**

Message Tags:  
Happy Birthday  
Happy Father's Day  
You Rock  
Blank



**1302**  
**Watercolor  
Butterflies**

Message Tags:  
Happy Birthday  
Happy Mother's Day  
Thinking of You  
Blank



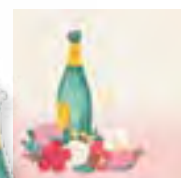
**1301**  
**Cascading  
Bouquet**

Message Tags:  
Happy Birthday  
Happy Mother's Day  
Congratulations!  
Blank



**1300**  
**Layered Cake**

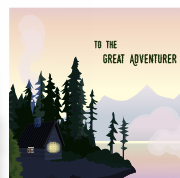
Inside copy:  
Happy Birthday



**1298**  
**Great Adventurer**

Cover copy:  
To the Great  
Adventurer

Message Tags:  
Happy Birthday  
Happy Father's Day  
Happy Retirement  
Adventure Awaits  
Blank



**1297**  
**Fishing Lures**

Message Tags:  
Happy Birthday  
Happy Father's Day  
Happy Retirement  
You're A Great Catch  
Blank







**1292**  
**Space Dogs**

*Inside copy:*  
Happy Birthday!



**1291**  
**Underwater Seals**

*Inside copy:*  
Make a splash on  
your Birthday!



**1290**  
**Ice Cream**

*Cover copy:*  
Oh, SWEET!

*Inside copy:*  
HAPPY BIRTHDAY



**1289**  
**Dino-Mite Birthday**

*Inside copy:*  
Have a dino-mite  
birthday!



**1280**  
**Woodland Animals**

*Inside copy:*  
Happy Birthday!



**1279**  
**Tropical Birds**

*Inside copy:*  
Happy day!



**1278**  
**New Baby**

*Inside copy:*  
Hello baby!



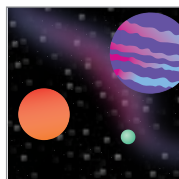
**1273LIT**  
**City Motorcycle**

*Message Tags:*  
Happy Birthday!  
Happy Father's Day!  
Enjoy the ride  
Blank



Lights glow from the city skyline!

# Treasures



**1272LIT**  
**Outer Space**

Message tags:  
Happy Birthday!  
Happy Father's Day!  
Congrats!  
You're out of  
this world!  
Blank

*Stars pulse throughout outer space!*



**1271LIT**  
**Unicorn  
Constellation**

Inside copy:  
Have a Stellar  
Birthday

*Stars twinkle in the night sky!*



**1270LIT**  
**Birthday Cake**

Inside Copy:  
Happy Birthday

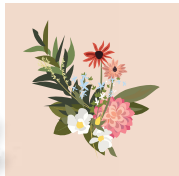
*Candles light up with a warm glow!*



**1268LIT**  
**Fireworks**

Inside copy:  
Celebrate!

*Fireworks burst with flashes of light!*



**1265**  
**Beautiful Birthday**

Inside copy:  
Wishing you a  
Beautiful Birthday



**1264**  
**Camping**

Message tags:  
Happy Birthday!  
Happy Father's Day!  
Adventure Awaits!  
You make me a  
happy camper  
Blank



**1263**  
**Popsicles**

Inside copy:  
Stay Cool  
Happy Birthday



**1245**  
**London**

Inside copy:  
LONDON





**1239**  
**Wedding Car**

*Inside copy:*  
Just Married!



**1238**  
**Big Crane**

*Inside copy:*  
Happy Birthday!



**1237**  
**Retro**  
**Happy Birthday**

*Cover copy:*  
Happy Birthday!

*Inside copy:*  
Happy Birthday!  
plus  
Miscellaneous upbeat signs



**1232**  
**Sloth Birthday**

*Cover copy:*  
Happy Birthday

*Inside copy:*  
I may be slow, but I  
know it's your birthday



**1231**  
**Cacti**

*Inside copy:*  
Lookin' Sharp!  
Happy Birthday!!



**1230**  
**Dogs and Cake**

*Inside copy:*  
Happy Birthday!



**1224**  
**Animal Balloons**

*Inside copy:*  
Happy Birthday



**1223**  
**Ocean**

*Inside copy:*  
Happy Birthday



**1219**  
**Llama Birthday**

*Inside copy:*  
Happy Birthday!



**1218**  
**Bees and Flowers Birthday**

*Inside copy:*  
Happy Birthday!



**1217**  
**Trampoline**

*Inside copy:*  
hello  
Happy Birthday



**1216**  
**Hummingbirds**

*Message tags:*  
Happy Birthday  
Feel Better Soon  
Happy Mother's Day  
Blank



**1203**  
**Baby Grand Piano**

*Message tags:*  
Happy Birthday  
Thank You  
Congratulations!  
Blank



**1202**  
**A Toast to You**

*Message tags:*  
A toast to you!  
Happy New Year!  
Congratulations!  
Happy Birthday!  
Happy Anniversary!  
Blank



**1201**  
**Birthday Wreath**

*Inside copy:*  
The happiest of  
birthdays



**1196**  
**Botanical Cat**

*Inside copy:*  
Happy Birthday





**1195**  
**Narwhals**

Inside copy:  
Happy Birthday



**1194**  
**Balloon Bouquet**

Inside copy:  
Happy Birthday!



**1193**  
**San Francisco**

Message tags:  
Greetings from San Francisco  
Wish you were here in SF  
Happy Birthday  
Blank



**1188**  
**Happy Clouds & Rainbows**

Inside copy:  
Enjoy  
Happy Birthday



**1187**  
**Farm Birthday**

Inside copy:  
Happy Birthday

Message Tags:  
Numerals 1-6



**1186**  
**Big Slice of Cake**

Inside copy:  
HAPPY birthday



**1182**  
**Garden Butterflies**

Message tags:  
Happy Birthday  
Feel Better Soon  
Happy Mother's Day  
Thank You  
Blank



**1181**  
**Birds**

Message tags:  
Happy Birthday  
Happy Mother's Day  
Thank You  
Blank



**1169**  
**Lightning Bugs**

*Inside copy:*  
Make a Wish  
Happy Birthday



**1168**  
**Giraffes**

*Inside copy:*  
Happy Birthday!



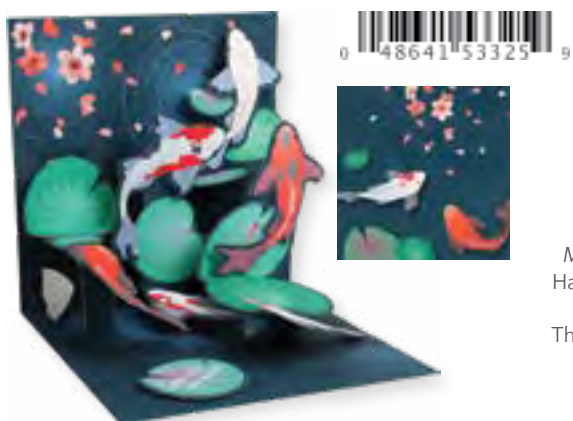
**1167**  
**Cake Pops**

*Inside copy:*  
Happy Birthday



**1157**  
**Craft Beer**

*Message tags:*  
Happy Birthday!  
Happy Father's Day!  
Congrats!  
Thanks Mate!  
Blank



**1152**  
**Koi**

*Message tags:*  
Happy Birthday  
Thank You  
Thinking of You  
Get Well  
Blank



**1149**  
**ALASKA**

*Cover and*  
*Inside copy:*  
ALASKA  
The Last Frontier  
*Inside copy:*  
Names of several  
major attractions



**1148**  
**Mermaid's  
Birthday**

*Inside copy:*  
Happy Birthday!



**1147**  
**Tropical  
Beach Chairs**

*Message tags:*  
Happy Birthday  
Thank You  
Thinking of You  
Relax!  
Blank





**1146**  
**Fireworks**  
**Celebration**

Message tags:  
Congratulations!  
Happy Birthday!  
Happy Anniversary!  
Birthday Numerals 0-9  
(x2)  
Blank



**1127**  
**Fox**

Message tags:  
Happy Birthday!  
Happy Mother's Day!  
Thinking of You  
Feel Better Soon  
Blank



**1126**  
**Watercolor**  
**Bouquet**

Message tags:  
Happy Mother's Day!  
Happy Birthday  
Feel Better Soon!  
Thank You  
Blank



**1119**  
**NYC**

Inside copy:  
NEW YORK



**1118**  
**Classical Music**

Message tags:  
Congratulations!  
Happy Birthday!  
Thank You!  
Bravo!  
Blank



**1112**  
**Wildflower**  
**Bouquet**

Message tags:  
Happy Birthday  
Feel Better Soon  
Thank You  
Blank



**1104**  
**Dogs Birthday**

Inside copy:  
Happy Birthday



**1095**  
**Dad, You're**  
**a Hero!**

Cover copy:  
Dad

Inside copy:  
Dad, you're a hero

Message tags:  
Happy Father's Day  
Happy Birthday  
Congratulations!  
You're the Best!  
Blank



**1080**  
**Festive Hats**

*Inside copy:*  
Happy Birthday



**1074**  
**Big Blue Whale**

*Inside copy:*  
Happy Birthday!  
*Message tags:*  
Choose Your Birthday  
Number 1-5



**1071**  
**Owl Get Well**

*Cover copy:*  
Thinking of You  
*Inside copy:*  
Feel Better Soon



**1062**  
**Unicorn**

*Inside copy:*  
Happy Birthday!



**1037**  
**Peacock and Magnolias**

*Message tags:*  
Happy Birthday  
Congratulations!  
Happy Mother's Day  
Thinking of You  
Blank



**1034**  
**Owls**

*Message tags:*  
Happy Birthday  
Thank You  
Happy Mother's Day  
Blank



**1025**  
**Birthday Candles**

*Inside copy:*  
Happy Birthday



**993**  
**Pandas**

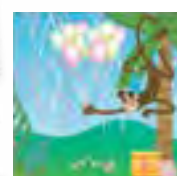
*Inside copy:*  
Happy Birthday





**865**  
**Pug Bouquet**

Message tags:  
Happy Birthday  
Thank You  
Feel Better Soon  
Happy Mother's Day  
Happy Father's Day  
Blank



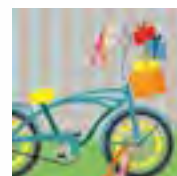
**864**  
**Birthday Monkeys**

Inside copy:  
Happy Birthday!



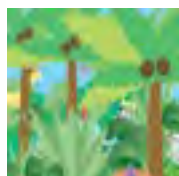
**843**  
**Toolbox**

Inside copy:  
World's Best Handyman  
Mr. Fix It  
Message tags:  
Happy Birthday  
Happy Father's Day  
You're the Best  
Superdad  
Blank



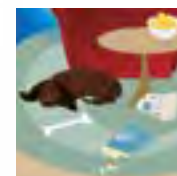
**837**  
**Cat and Cake Bike Ride**

Inside copy:  
Happy Birthday



**827**  
**Jungle**

Inside copy:  
Happy Birthday!



2006 Winner  
1st Runner-Up for  
Card of the Year

**803**  
**Couch Potato**

Message tags:  
Happy Father's Day  
Happy Birthday  
World's Greatest Dad  
Your day to chill  
Blank  
Also includes interchangeable TV  
screens with different sports!



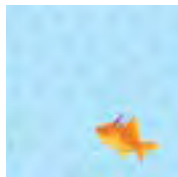
**795**  
**Daisy Bouquet**

Message tags:  
Happy Mother's Day  
Happy Birthday  
Thank You  
Thinking of You  
Feel Better  
Blank



**777**  
**Bees & Daisies**

Inside copy:  
Happy Birthday!



**775**  
**Goldfish Birthday**

Inside copy:  
Happy Birthday



**759**  
**White Persian Kitty**

Inside copy:  
Have a Purrfect Birthday!



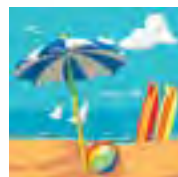
**633**  
**Floating Butterflies**

Message tags:  
Happy Mother's Day!  
Thinking of You  
Thank You  
Get Well  
Happy Birthday!  
Blank



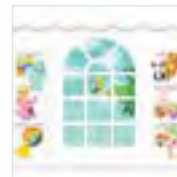
**618**  
**Heart Balloons**

Message tags:  
Hugs & Kisses  
Happy Anniversary!  
Be Mine  
Happy Valentine's Day!  
Blank



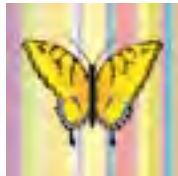
**611**  
**Beach Chairs**

Message tags:  
Wish We Were Here  
Happy Retirement  
Happy Birthday  
It's 5 o'clock somewhere  
Happy Anniversary  
Blank



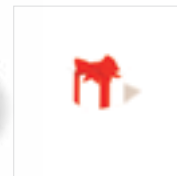
**594**  
**Baby Crib**

Blank



**591**  
**Spring Butterflies**

Blank



**559**  
**Balloons**

Message tags:  
Happy Birthday!  
Congratulations!  
I Love You  
Celebrate!  
Surprise!  
Blank



Up With Paper's high-impact, space-efficient displays meet the needs of any retailer, and include 28- and 42-pocket spinner floor displays, our flexible combo spinner display (page 14), a 12-pocket spinner counter display, and clips for effective use of in-line displays and slatwall displays.

## GENERIC HEADER



H-ED20A (Default header)



H-ED17A

## Choose Your Own Header

Top off your new 28-pocket, 42-pocket or Flex display with one of our two header options. Simply specify which design you want when you place your order.  
(Default header will be chosen if not specified.)

*card images are not representative of what is currently available*

## USA28SPIN

28 SKU floor spinner  
(20" footprint/  
22 1/2" spin diameter/  
69" high, not  
including header/  
74" high with  
header)



## USA42SPIN

42 SKU floor spinner  
(24" footprint/27" spin  
diameter/69" high, not  
including header/  
74" high with header)

*Also available in  
Blonde Wood*



## USA12SPIN

12 SKU counter spinner  
(14" footprint/20" spin diameter/25"  
high, not including header)



USA12SPIN - empty spinner, \$65.00



USA28SPIN - empty spinner, \$150.00



USA42SPIN-BLN - empty blonde wood,  
\$175.00



USA42SPIN - empty white spinner,  
\$175.00



PTREA-12SPIN - six (6) each of twelve  
(12) best-selling designs,  
plus spinner, \$317.00\*



PTREA-28SPIN - six (6) each of  
twenty-eight (28) best-selling  
designs, plus spinner, \$738.00\*



PTREA-42SPIN - six (6) each of forty-  
two (42) best-selling designs, plus  
spinner, \$1,057.00\*



# Treasures Displays



## P-LUC-J

The *Treasures* Collection LUC-J lucite clip fits on a J-channel. The clip holds one sample card while the J-channel/gondola holds the stock.

P-LUC-J clip, \$3.00



P-LUC-J clip - side view



## P-LUC-1

Slatwall Merchandising Solutions: The *Treasures* collection LUC-1 Lucite® clip fits on a slatwall. The clip holds one sample card and the stock behind it.

P-LUC-1 clip, \$3.00

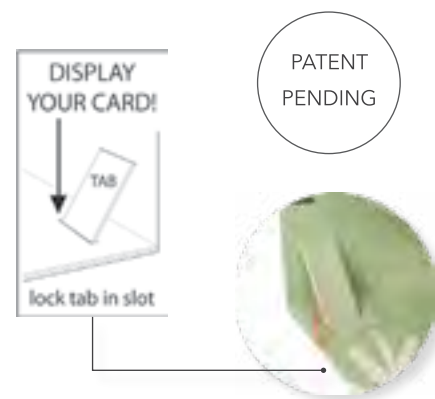


P-LUC-1 clip - side view

## Up With Paper Card Lock

Up With Paper greeting cards have a longer life than the average greeting card; recipients love to put them on display. *Panoramics*, and *Treasures*, *Sight 'n Sound*, and *Delighted Shadowbox* cards have incorporated a card lock feature, to make displaying cards easier. Our improved card locking mechanism for *Panoramics* and *Treasures* cards can be found on all designs since 2017.

A video of our card locks is available for viewing at: <https://youtu.be/mjmnLnMuENw> or from the FAQ section of our website: [www.upwithpaper.com](http://www.upwithpaper.com)



## Treasures Single-Design Display

Want to highlight a single favorite *Treasures* card that fits your store's motif or a theme? Get this Single Card point-of-purchase unit with sample and acetate/corrugate display for free with the purchase of twenty-four (24) pieces of a single design.

DIS-SNGTREA - FREE with twenty-four (24)-piece fill  
Empty display, \$5.00



DIS- SNGTREA






## Sight 'n Sound®

*Sight 'n Sound®* greeting cards combine the best of paper engineering with on/off push-button activated sound effects that are playing long and clear. These compact 5" X 7" cards fold flat into a 7.5" x 5.25" envelope for mailing. Consumers can easily display their card, utilizing a built-in base. Most *Sight 'n Sound* cards include "Choose-Your-Own" message tags, allowing a single design to be personalized for just the right occasion. (All sound effects are available for listening on our website.)

The cards may be merchandised in Up With Paper's permanent and temporary fixtures (including the *Flexible Combo Spinner* on page 14 and displays on page 35), or in-line in any greeting card fixture. *Sight 'n Sound* greeting cards have a wholesale cost of \$4.25 per card and an SRP of \$8.99 per card. There is a minimum order of 6 per sku.

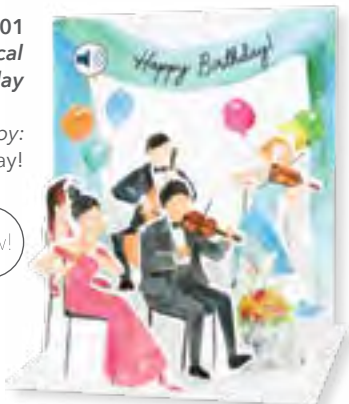
***Also available in an eight-pocket Christmas program!***


Cheerful classical birthday music plays! 

**SS101**  
**Classical**  
**Birthday**

Copy:  
Happy Birthday!

new!




Whimsical music plays as butterflies flutter by 

**SS098**  
**Watercolor**  
**Butterflies**

Copy:  
Happy Birthday



Jazz version of 'Happy Birthday' tune plays as champagne is poured and glasses clink! 

**SS094**  
**Champagne**  
**Birthday**

Copy:  
Happy Birthday



# Sight 'n Sound®

Piano plays 'Happy Birthday' tune with twinkling sounds in background!



**SS093**  
**Princess and Unicorn**

Copy:  
Happy Birthday



Reverb-drenched rock plays!



**SS090**  
**Big Wave**

Message tags:  
Happy Birthday!  
Enjoy the Ride!  
Surf's up!  
Blank



Dogs bark as space and alien noises play!



**SS089**  
**Space Dogs**

Copy:  
Happy Birthday!



Swan Lake song plays!



**SS088**  
**Ballet**

Message tags:  
Happy Birthday!  
Bravo!  
Congratulations!  
Blank



Calming sounds of nature play!



**SS087**  
**Lakeside Cabin**

Message tags:  
Happy Birthday  
Adventure Awaits  
Happy Retirement  
Blank



Happy Birthday tune plays!



**SS084**  
**Dinomite Birthday**

Copy:  
Have a Dino-mite Birthday!



Upbeat classical piano music plays!



**SS083**  
**Hummingbirds**

Message tags:  
Happy Birthday!  
Feel Better Soon!  
Thinking of you  
Blank



Dogs bark Happy Birthday tune!



**SS081**  
**Dogs**

Copy:  
Happy Birthday



Motorcycle drives by a busy casino as crowd shouts 'Happy Birthday'!



**SS080**  
**Retro Signage**

Copy:  
Happy Birthday!  
Plus upbeat miscellaneous signs





Upbeat Venetian  
music plays!



**SS079**  
**Venice**



Message tags:  
Happy Birthday!  
I love you!  
Best Wishes  
Blank



Acoustic guitar slowly plays  
Happy Birthday tune!



**SS076**  
**Sloth**

Copy:  
Happy Birthday



Piano plays full-  
length version of  
Happy Birthday song!



**SS075**  
**Big Slice of  
Cake**

Copy:  
Happy Birthday



Cats meow Happy  
Birthday tune!



**SS073**  
**Feline Birthday**

Copy:  
Happy Birthday



Happy, upbeat  
tune plays!



**SS064**  
**Balloons**

Copy:  
Celebrate!



Twinkling Happy Birthday  
tune plays with magical  
wind chimes in background!



**SS063**  
**Unicorns and  
Rainbows**

Copy:  
Wishing you  
a Magical  
Birthday!

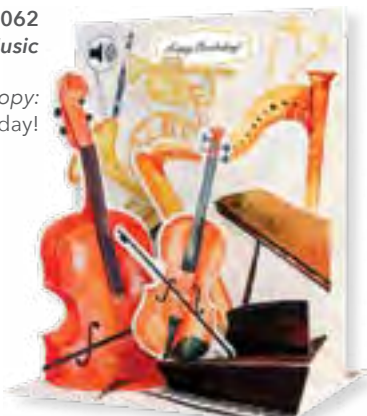


String instruments  
joyfully play Happy  
Birthday tune!



**SS062**  
**Classical Music**

Copy:  
Happy Birthday!



Accordion plays Happy  
Birthday tune, plus bike  
bell rings and dog barks!



**SS061**  
**Bicycle  
Birthday**

Copy:  
Happy  
Birthday




Happy Hawaiian  
tune plays!



**SS060**  
**Hula Tiki**

Copy:  
Happy  
Birthday




Peaceful, soothing,  
ethereal, instrumental  
music plays! 

**SS058**  
**Watercolor  
Bouquet**

Message tags:  
Happy Birthday  
Feel Better  
Soon  
Thank You  
Blank




Drums and electric  
guitar version of  
Happy Birthday plays! 

**SS055**  
**Rock 'n Roll**

Copy:  
Rock 'n'  
Birthday!



Piano plays full-length  
version of Happy  
Birthday song! 

**SS051**  
**Birthday  
Candles**

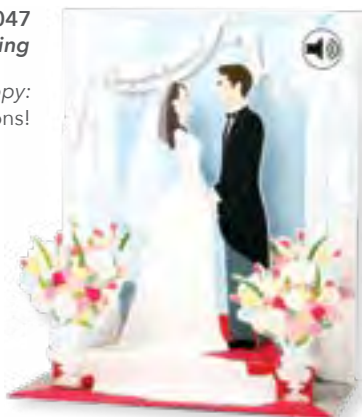
Copy:  
Happy Birthday!




Full orchestra plays  
Mendelssohn's  
Wedding March! 

**SS047**  
**Wedding**

Copy:  
Congratulations!




Musician trumpets  
Happy Birthday song! 

**SS041**  
**Musician**

Copy:  
Happy  
Birthday  
to You!




Romantic Parisian music  
sets the mood! 

**SS034**  
**Romantic Paris**

Copy:  
Paris  
  
Message tags:  
Happy Birthday  
Happy  
Anniversary  
I Love You  
Blank



Dogs bark entire  
Happy Birthday song! 

**SS006**  
**Mutt Party**

Copy:  
Happy Birthday!





**Up With Paper always offsets fixture costs with free products!**

## Sight 'n Sound® Displays

Sight 'n Sound® cards can be displayed in any inline greeting card display; in our 28-pocket Sight 'n Sound spinner; or in our Flexible Combo Spinner (page 29), alongside our Treasures, Snow Globe Greetings, Delighted Shadowbox Cards, and Panoramics lines.

USA28SPIN - empty spinner, \$150.00



PSNS-168SPIN - six (6) each of twenty-eight (28) best-selling designs, plus spinner, \$864.00



### PSNS-28SPIN

(20" footprint/  
22 1/2" spin diameter/  
69" high, not  
including header/  
74" high with header)



Our Sight 'n Sound greeting cards mail in a standard-size envelope, but weigh more than one ounce, so the cost to mail them is seventy (70) cents, or one (1) Butterfly Stamp.

## Holiday Sight 'n Sound - PREPACK program

Up With Paper offers a Christmas Sight 'n Sound® corrugate program. This eight-pocket corrugate floor display is filled with a total of forty-eight of our best-selling Christmas designs, and is topped with an eye-catching header.

*card images are not representative of what is currently available*



PREPACK-SNSX20  
Eight (8) SNS Sku's  
Forty-eight (48) total salable cards  
including one (1) offset, and display  
Total: \$204.00



*card images are not representative of what is currently available*



LUC-SNS clip - side view



### P-LUC-SNS

The Sight 'n Sound Collection clip holds six Sight 'n Sound salable cards, and fits into both slatwall and our spinners.

P-LUC-SNS clip, \$3.00



## Pop-Up Snow Globe Greetings

Everyday *Pop-Up Snow Globe Greetings*® fold flat into 5.25" x 6.75" envelopes, and can be mailed with a regular first-class stamp.

Each globe is five inches tall, and comes with a color-coordinated envelope and coordinating note sheet for a personal greeting. Some designs also include the option of "Choose-Your-Own" message tags, allowing a single design to be customized for multiple occasions.

*Pop-Up Snow Globe Greetings* have a wholesale cost of \$3.25 per globe, and an SRP of \$6.99. *Pop-Up Snow Globe Greetings* are also available in Christmas designs. There is a minimum order of 6 per sku.



new!



**EG070**  
**Dog Walker**

*Tag Copy:*  
Happy Birthday!



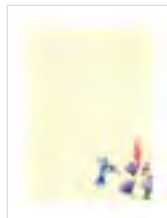
**EG069**  
**Princess and Unicorn**

*Tag Copy:*  
Have a Magical Birthday!



**EG068**  
**Hummingbird Song**

*Message Tags:*  
Happy Birthday  
Thinking of you  
Feel better soon  
Blank



**EG067**  
**Potted Plants**

*Message Tags:*  
Happy Birthday  
Feel Better Soon  
Thinking of You  
Blank





# Pop-Up Snow Globe Greetings



**EG066**  
**Butterflies**

*Message Tags:*  
Happy Birthday  
Thank You  
Happy Mother's Day  
Thinking of You  
Blank



**EG065**  
**Space Dogs**

*Tag Copy:*  
Happy Birthday!



**EG064**  
**Bees and Dahlias**

*Message Tags:*  
Happy Birthday  
Thinking of you  
Feel better soon  
Blank



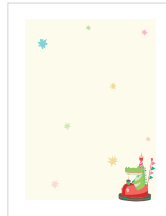
**EG063**  
**Bird and Flower Bouquet**

*Message Tags:*  
Happy Birthday  
Feel Better Soon  
Thinking of You  
Blank



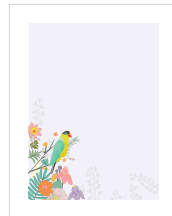
**EG062**  
**Bumper Cars**

*Tag Copy:*  
Happy Birthday



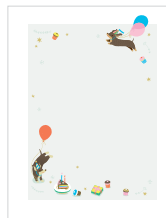
**EG061**  
**Parrots**

*Tag copy:*  
Happy Birthday!



**EG060**  
**Birthday Dogs**

*Tag Copy:*  
Happy Birthday!



**EG059**  
**Whale**  
*Globe copy:*  
It's your birthday!

*Tag Copy:*  
Have a whale  
of a time



# Pop-Up Snow Globe Greetings



**EG058**  
**Botanical Cat**

Tag Copy:  
Happy Birthday



**EG057**  
**Wedding Car**

Globe copy:  
Just Married!  
Message tags:  
Congratulations!  
Cheers to You!  
To the Happy  
Couple!  
Blank



**EG056**  
**Otterly in Love**

Tag Copy:  
I Otter-ly adore you



**EG054**  
**Birthday Tigers**

Copy:  
Have a Roaring  
Good Birthday!



**EG053**  
**Cacti**

Message tags:  
Happy Birthday  
Thanks a Bunch  
Lookin' Sharp!  
Blank



**EG052**  
**Underwater**

Tag Copy:  
Happy Birthday



**EG050**  
**Cycling**

Message tags:  
Happy Birthday  
Happy Father's Day  
Enjoy the Ride  
Blank



**EG049**  
**Narwhals**

Tag copy:  
Unicorns of the Sea  
Copy:  
Happy Birthday





# Pop-Up Snow Globe Greetings



**EG048**  
*Big Slice of Cake*

Tag copy:  
HAPPY birthday



**EG047**  
*Birch Tree Birds*

Message tags:  
Happy Birthday  
Thank You  
Happy Mother's Day  
Blank



**EG046**  
*Birthday Monkeys*

Tag Copy:  
Happy Birthday



**EG045**  
*Flamingoes*

Message tags:  
Happy Birthday!  
Thinking of You  
Happy Retirement  
Thank You  
Blank



**EG044**  
*NYC*

Tag Copy:  
NEW YORK



**EG043**  
*Sailing*

Message tags:  
Happy Birthday!  
Happy Retirement  
Thinking of You  
Blank



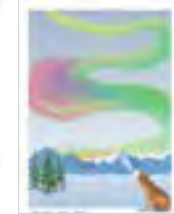
**EG042**  
*Mermaid*

Tag Copy:  
Happy Birthday



**EG041**  
*ALASKA-  
Northern Lights*

Copy:  
ALASKA  
Northern Lights



# Pop-Up Snow Globe Greetings



**EG040**  
**ALASKA-**  
**Fishing**

Tag Copy:  
Alaska



**EG038**  
**Sloth**

Message tags:  
Happy Birthday  
Thank You  
Hang in There  
Blank



**EG037**  
**Perched Birds**

Message tags:  
Happy Birthday  
Happy Mother's Day  
Thinking of You  
Blank



**EG033**  
**Great Outdoors**

Message tags:  
Happy Father's Day  
Happy Birthday!  
Hunting Season!  
Blank



**EG032**  
**Woof Birthday**

Tag copy:  
Happy Birthday!



**EG031**  
**Prima Ballerina**

Message tags:  
Happy Birthday!  
Break a Leg!  
Congratulations!  
Blank



**EG030**  
**Sea Treasures**

Message tags:  
Happy Birthday  
Thank You  
Wish You Were Here  
Blank



**EG029**  
**Wedding Carriage**

Message tags:  
To the Happy Couple!  
Congratulations!  
Best Wishes!  
Blank





# Pop-Up Snow Globe Greetings



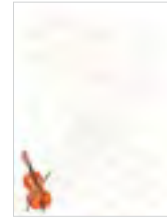
**EG027**  
**Fishing**

Message tags:  
Happy Birthday  
Happy Father's Day!  
Gone Fishing  
Blank



**EG024**  
**Classical Music**

Message tags:  
Happy Birthday  
Congratulations  
Thank You  
Blank



**EG023**  
**Bird Trio**

Message tags:  
Happy Birthday  
Thank You  
Feel Better Soon  
Blank



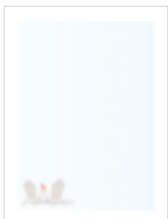
**EG021**  
**Watercolor Bouquet**

Message tags:  
Happy Birthday!  
Thank You  
Feel Better Soon  
Blank



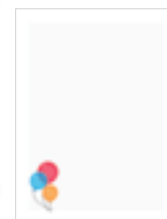
**EG013**  
**Beach**

Message tags:  
Happy Birthday!  
Thinking of You.  
Happy Retirement  
Blank



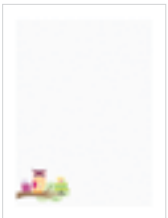
**EG012**  
**Balloons**

Tag copy:  
Happy Birthday!



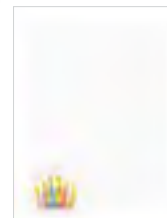
**EG011**  
**Festive Owls**

Tag copy:  
Happy Birthday!



**EG010**  
**Birthday Candles**

Tag copy:  
Happy Birthday

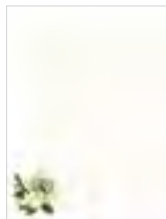


# Pop-Up Snow Globe Greetings



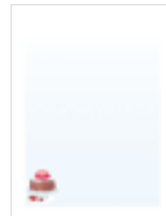
**EG005**  
**Peacock**

Message tags:  
Congratulations!  
Happy Mother's Day!  
Thinking of You.  
Happy Birthday  
Blank



**EG004**  
**Birthday Cakes**

Tag copy:  
Happy Birthday!



**EG003**  
**Goldfish**

Tag copy:  
Happy Birthday  
Copy:  
Celebrate!



**EG002**  
**Unicorn**

Tag copy:  
Happy Birthday!



## Everyday Snow Globe Greetings® Single-Design Display

Want to highlight a single favorite *Snow Globe Greeting* that fits your store's motif or a theme? Get this Single Card point-of-purchase unit with sample and acetate/corrugate displayer for free with the purchase of twenty-four (24) pieces of a single design.



DIS-SGMSINGLE -  
FREE with twenty-four (24)-piece fill  
Empty display - \$5.00





## USA12GLOBE

(15" spin diameter, 14.5" x 29.5"  
high, not including header)



card images are not representative of  
what is currently available

For retailers without permanent fixture space, or who want to test the strength of Everyday Pop-Up Snow Globe Greetings, Up With Paper offers a 12-pocket corrugate floor display filled with our twelve best-selling designs, and topped with an eye-catching header.

PREPACK-EG20 – six (6) each of twelve (12) Pop-Up Snow Globe Greetings SKUs; display plus four (4) offset; with twelve (12) free sample globes; seventy-six (76) total salable globes with color-coordinated-envelopes and note sheets, \$258.00.



USA12GLOBE - empty display, \$75.00



PEG-12SPIN - six (6) each of twelve (12)  
best-selling designs, plus display, \$309.00



card images are not representative of  
what is currently available



We now offer a kit to modify our existing Treasures Clip to hold a Snow Globe Greeting sample and salables allowing for versatile format variety on our various fixtures including the 12-, 28-, 42-pocket (page 29), and Flex (page 14) spinners.

P-LUC-1EG adapter, free\*



USA28SPIN  
Empty spinner \$150.00



PEG-28SPIN – six (6) each of  
twenty-eight (28) best-selling  
designs, plus spinner, \$696.00



(see USA28SPIN on page 29)

\*Free when converting an existing fixture or when purchasing a new fixture.



## Pop-Up Notepads

Fun for everyday use, as well as a fabulous stocking stuffer, our *Pop-Up Notepads* feature a variety of on-trend designs.

Each *Pop-Up Notepad* has a durable cover with a magnetic closure. Inside is a 100-page printed notepad (made from post-consumer waste) and a fun pop-up to finish the design.

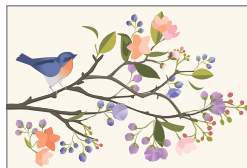
The notepads may be merchandised on store shelves; in Up With

Paper's nine-design and four-design counter corrugate displays; or in our twelve-design countertop spinner (page 47).

Each notepad measures 3" x 4.5", and is 0.75" thick. *Pop-Up Notepads* have a wholesale price of \$2.75/notepad (minimum order, six per SKU), and an SRP of \$5.99.

**N078**  
**Perched Birds**

Blank



**N077**  
**Dog Walker**

Blank



**N076**  
**Potted Plants**  
Blank



**N075**  
**Dahlias and Bees**

Blank





**N074**  
**Butterflies**

Blank



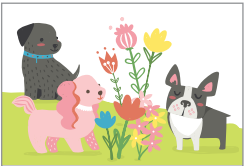
**N073**  
**Playful Cats**

Inside copy:  
Note to self



**N071**  
**Puppies**

Blank



**N070**  
**Hummingbirds**

Blank



**N068**  
**Cacti**

Blank



**N067**  
**Llamas**

Blank



**N066**  
**Botanical Cat**

Blank



**N065**  
**Narwhals**

Cover copy:  
Unicorns of the Sea



# Pop-Up Notepads

**N064**  
*From the Dogs*

Inside copy:  
Woof!



**N063**  
*Lightning Bugs*

Cover copy:  
Make A Wish



**N061**  
*Sloth*

Blank



**N058**  
*Unicorns and Rainbows*

Blank



**N054**  
*Chalkboard Flowers*

Blank



**N049**  
*Music*

Blank



**N023**  
*Wild Orchid*

Blank



**N013**  
*Owls*

Blank





**N002**  
**Day at the Beach**

Blank



*Up With Paper always offsets fixture costs with free products!*

## Pop-Up Notepads Displays

Up With Paper offers three ways of displaying our *Pop-Up Notepads* designs. Our twelve-design counter spinner displays one open sample on each side and can hold up to six notepads per design, or seventy-two total notepads. Our nine-design corrugate display can hold one open sample on the header. And, our four-design corrugate offers a quartet of designs in a compact, table-top display.

### USA12PUNSPIN

(13.75" footprint, 24.625" tall,  
13.5" spin diameter)



USA12PUNSPIN, empty spinner, \$60.00



PPJSPINEDAY-72  
six (6) each of twelve (12) best-selling designs,  
plus spinner, \$258.00



### PPJCORREDAY-54

(16" x 14.25" x 7" tall without header)



DIS-9CORPUN, empty corrugate, \$5.00



PPJCORREDAY-54  
six (6) each of nine (9) best-selling designs,  
plus FREE corrugate, \$148.50



### PPJCORREDAY-24

(11" x 10" x 5")



PPJCORREDAY-24  
six (6) each of four (4)  
best-selling designs,  
plus FREE corrugate, \$66.00





## Trinkets Mini Pop-up Cards

**Trinkets = 3" x 3"**



*Trinkets Mini Pop-up Cards* feature petite versions of our best-selling *Treasures* greeting cards. Sample cards are sent, free of charge, with every design upon first order, and upon request thereafter. *Trinkets Mini Pop-up Cards* are sold individually, with a wholesale cost of \$1.20/enclosure (minimum order, six per SKU), and a suggested retail price of \$2.49, and should be merchandised in our special clips. These clips display an open sample and can fit into a slatwall. We also offer our highly-productive, space-saving counter display (page 52). Envelopes measure 3.375" x 3.375".

**Treasures = 5.25" x 5.25"**



**TR316**  
**Potted Plants**

*Blank*



new!

**TR315**  
**Ballet**

*Blank*



new!

**TR314**  
**Princess  
and Unicorn**

*Inside copy:*  
Happy Birthday



**TR310**  
**Lots of Candles**

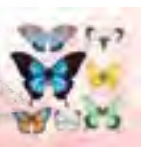
*Cover copy:*  
Make a wish!

*Inside copy:*  
Happy Birthday



**TR309**  
**Watercolor  
Butterflies**

*Blank*





# Trinkets Mini Pop-up Cards



**TR306**  
**Dahlias**  
**and Bees**

*Inside copy:*  
Blank



**TR305**  
**Party Cats**

*Inside copy:*  
Have a purr-fect  
Birthday



**TR299**  
**Birthday Party**

*Inside copy:*  
Happy Birthday!



**TR298**  
**Woodland**  
**Birthday**

*Inside copy:*  
Happy Birthday!



**TR297**  
**Animal**  
**Bumper Cars**

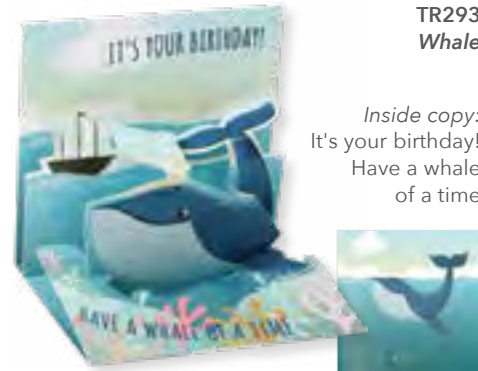
*Inside copy:*  
Have a smashing  
birthday



**TR296**  
**Birthday Parrots**

*Cover copy:*  
Squawk

*Inside copy:*  
Happy Birthday!



**TR293**  
**Whale**

*Inside copy:*  
It's your birthday!  
Have a whale  
of a time



**TR292**  
**Beautiful Birthday**

*Inside copy:*  
Wishing you a  
Beautiful Birthday



**TR291**  
**Hummingbird**

*Blank*



**TR290**  
**Wedding Car**

*Inside copy:*  
Just Married!



**TR289**  
**Birthday Tigers**

*Cover copy:*  
Have a roaring good  
Birthday!

*Inside copy:*  
Hope it's a  
fierce one!



**TR283**  
**Birthday Dogs**

*Inside copy:*  
Happy Birthday



# Trinkets Mini Pop-up Cards



**TR282**  
**Balloon Animals**  
*Inside copy:*  
Happy Birthday



**TR279**  
**Little Llamas**  
*Inside copy:*  
Happy Birthday!



**TR278**  
**Balloon Bouquet**  
*Inside copy:*  
Happy Birthday!



**TR277**  
**Lightning Bugs**  
*Inside copy:*  
Happy Birthday



**TR274**  
**Botanical Cat**  
*Inside copy:*  
Happy Birthday



**TR273**  
**Farmer Boy Birthday**  
*Inside copy:*  
Happy Birthday



**TR270**  
**A Little Toast to You!**  
*Blank*



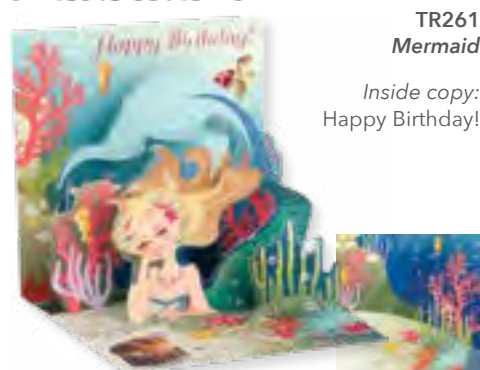
**TR267**  
**Big Slice of Cake**  
*Inside copy:*  
Happy Birthday



**TR266**  
**Birch Tree Birds**  
*Blank*



**TR262**  
**Giraffe**  
*Inside copy:*  
Happy Birthday!



**TR261**  
**Mermaid**  
*Inside copy:*  
Happy Birthday!



**TR258**  
**Tropical Beach Chairs**  
*Blank*



# Trinkets Mini Pop-up Cards



**TR249**  
*Classical Music*  
Blank



**TR236**  
*Woodland Tree*  
Inside copy:  
Happy Birthday!



**TR224**  
*Unicorn*  
Inside copy:  
Happy Birthday!



**TR208**  
*Little Owls*  
Inside copy:  
Hoot!



**TR205**  
*Birthday Candles*  
Inside copy:  
Happy Birthday



**TR170**  
*Pug Bouquet*  
Blank



**TR149**  
*Goldfish*  
Inside copy:  
Happy Birthday



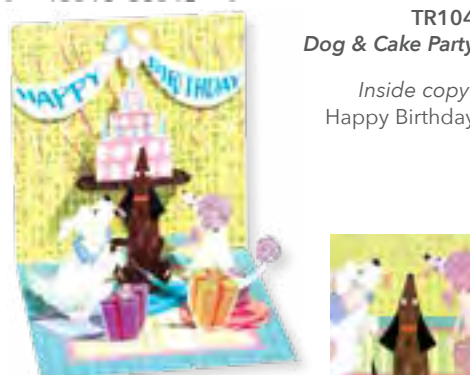
**TR129**  
*Butterflies*  
Blank



**TR125**  
*Daisy Bouquet*  
Blank



**TR107**  
*Balloons*  
Blank



**TR104**  
*Dog & Cake Party*  
Inside copy:  
Happy Birthday



**TR102**  
*Cupcake*  
Cover copy:  
Happy Birthday!

## Trinkets Mini Pop-up Cards Displays

*Up With Paper always offsets fixture costs with free products!*

Our *Trinkets Mini Pop-up Cards* are best merchandised in our compact 16-pocket counter fixture, which displays an open sample of each design and can hold up to twelve salable cards per design. *Trinkets* may also be hung on pegs.

USA16TRSPIN - empty spinner, \$60.00



PTRINK-16SPIN - six (6) each of sixteen (16) best-selling designs, plus spinner, \$175.20



### USA16TRSPIN

(14" footprint, 14" spin diameter, 21.625" high, not including header)

*card images are not representative of what is currently available*



### P-LUC-GEZ

The Mini Pop-up Card clip with z-bar fits onto a slatwall. Each clip holds two *Trinkets* and the stock behind it.

P-LUC-GEZ, \$3.00



## Trinkets Mini Pop-up Card PREPACK Programs

*Trinkets Mini Pop-up Cards* are available in seasonal programs, too! Our Valentine six (6) pocket counter display is packed with seventy-three (73) salable single cards and 6 free samples. Our Christmas eight (8) peg counter display is packed with forty-nine (49) salable three-card packs.

PREPACK - TRV20, \$90.00



PREPACK - TRX20, \$138.00

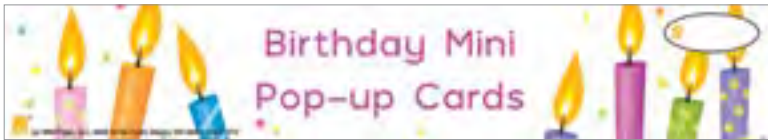


Approx. 11 3/8" l x 15.5" h  
(including header) x 9" base



# Trinkets Mini Pop-up Cards PREPACK Programs

Our Trinkets Mini Pop-up Cards are also available in themed Prepack Programs that are tailored for specific markets. Choose from our Birthday, Florals, Kids, or Pets themes and receive a 6-pocket Counter Corrugate packed with twelve (12) each of six (6) corresponding theme designs, plus 2 offset cards, and 6 free samples for seventy-four (74) total salable cards. (\$1.20 wholesale, \$2.49 SRP.)



PREPACK-TRED19B, \$90.00  
Trinkets Mini Pop-up Cards - Birthday Theme



Approx. 11 3/8" l x 15.5" h  
(including header) x 9" base



PREPACK-TRED19F, \$90.00  
Trinkets Mini Pop-up Cards - Floral Theme



## Trinkets Mini Pop-up Cards PREPACK Programs



PREPACK-TRED19P, \$90.00  
Trinkets Mini Pop-up Cards - Pets Theme



PREPACK-TRED19K, \$90.00  
Trinkets Mini Pop-up Cards - Kids Theme





## Gift Card Holders

More than \$100 billion is spent on gift cards each year; in fact, 93% of U.S. consumers either buy or receive gift cards annually. While gift cards are a convenient, well-received gift, they're not a whole lot of fun for the recipient to open.

Up With Paper has the solution: a variety of spectacular gift card holders, which utilize the same combination of innovative paper engineering, embellishments, and designs that have made our *Treasures* cards bestsellers, with tabs or slots added to hold a gift card. These cards have a wholesale cost of \$3.50/card (minimum order, six per SKU), and an SRP of \$7.50, and can be merchandised in our regular LUC-1 *Treasures* clips (page 30) or any other *Treasures*-compatible displays and spinners (pages 29 and 30).



new!

**1302GC**  
**Watercolor**  
**Butterflies**

Message tags:  
Happy Birthday  
Thank You  
Thinking of You  
Happy Mother's Day  
Blank



**1265GC**  
**Beautiful**  
**Birthday**

Inside copy:  
Have a Beautiful  
Birthday



new!

**1230GC**  
**Dogs & Cake**

Inside copy:  
happy birthday



new!

**1218GC**  
**Bees and Flowers**

Inside copy:  
Happy Birthday!



**1216GC**  
**Hummingbirds**

Message tags:  
Happy Birthday  
Happy Mother's Day  
Feel Better Soon  
Blank



new!

**1203GC**  
**Baby Grand Piano**

Message tags:  
Happy Birthday  
Thank You  
Congratulations!

# Gift Card Holders



**1186GC**  
**Big Slice of Cake**

Inside Copy:  
Happy Birthday



**1182GC**  
**Garden Butterflies**

Message tags:  
Happy Birthday  
Feel Better Soon  
Happy Mother's Day  
Thank You  
Blank



**1147GC**  
**Tropical Beach**

Message tags:  
Happy Birthday  
Thinking of You  
Thank You  
Relax!  
Blank



new!

**1062GC**  
**Unicorn**

Inside copy:  
Happy Birthday!



**803GC**  
**Couch Potato**

Message tags:  
Happy Father's Day  
Happy Birthday  
World's Greatest Dad  
Your day to chill  
Blank



**759GC**  
**White Persian Kitty**

Inside copy:  
Have a Purrfect  
Birthday!



**633GC**  
**Floating Butterflies**

Message tags:  
Happy Mother's Day  
Thinking of You  
Thank You  
Get Well  
Happy Birthday  
Blank



**559GC**  
**Balloons**

Message tags:  
Happy Birthday  
Congratulations  
I love you  
Celebrate  
Surprise  
Blank





Jumping Jack Press pop-up books bring the wonder of our pop-up greeting cards to life in story. Our titles range in size from our small stocking stuffer (4.74" x 6.5") to our larger coffee table (9" x 9"), with wholesale prices from \$7.50, \$10.00, and \$15.00 per book (SRP \$14.99 / \$19.99 / \$29.99). We offer seasonal titles for Easter, Halloween and Christmas, along with the everyday seasonal titles listed below.

Books are sold in minimums of 3 per SKU and individually poly-bagged. Additionally, many of our titles are available in a 10-book prepack with a display, plus free sample copy.

## Flora: A Botanical Pop-Up Book

Peek inside this spring-inspired pop-up book and discover how flowers are more than just beautiful; they are critical components of the natural world. Bees buzz, hummingbirds sip, and bats flit amongst the brilliant petals. Seven spreads are filled with unique pop-ups, revealing pull-tabs, and captivating facts.



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Book size: 9" x 9"  
Item Number: JJP131  
ISBN: 9781623486563  
UPC: 0-48641-34344-5  
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SRP: \$29.99



Free display copy with the purchase of ten (10) or more books in a counter display!

Program PP-JJP131B  
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## Shells: A Pop-Up Book of Wonder

Along summer beaches, shells beckon with their timeless beauty and wonder. They provide protection for many ocean animals, populate colorful coral reefs, and sometimes surprise with a peak inside! Fabulous interactive features and fun facts abound across 7 spreads of this summertime pop-up book.



Book size: 9" x 9"  
Item Number: JJP127  
ISBN-13: 978-1-62348-526-9  
UPC: 0-48641-36661-1  
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2019 Moonbeam Children's Book Awards Gold Medal Winner for Book Arts/Pop-Up/Cut-Out

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Program PP-JJP127B  
Wholesale: \$155.00



Book corrugate dimensions: 13.5" wide x 7.25" deep x 9.25" tall

## Leaves: An Autumn Pop-up Book

Readers of all ages will enjoy the timeless wonder of autumn leaves in this amazing pop-up book from paper engineer Yoojin Kim—her first—teamed with award-winning author Janet Lawler and artist Lindsay Dale-Scott. This book includes 7 spreads of amazing pop-ups, educational information, and delightful interactive elements that offer change and surprise on every page, in this lyrical look at Autumn.



Book size: 9" x 9"  
Item Number: JJP125  
ISBN-13: 978-1-62348-458-3  
UPC: 0-48641-34141-0  
Wholesale: \$15.00  
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2018 Moonbeam  
Children's Book  
Awards Gold Medal  
Winner for Book  
Arts/Pop-Up/Cut-Out



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Program PP-JJP125B  
Wholesale: \$155.00



## Snowflakes: A Pop-Up Book - Fifth Anniversary Edition

Snowflakes consists of seven (7) dazzling spreads, featuring beautiful artwork and educational and fun copy dedicated to the phenomenon of snowflakes. This Fifth anniversary edition has an updated cover and the same amazing interior pages. Illustrator and paper engineer: Yevgeniya Yeretskaya. Author: Jennifer Preston Chushcoff.



Book size: 9" x 9"  
Item Number: JJP120  
ISBN-13: 978-1-62348-263-3  
UPC: 0-48641-56985-2  
Wholesale: \$15.00  
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Our 4 Seasons program is among the most successful in the industry, and is available for Valentine's Day, Easter, Mother's Day, Father's Day/Graduation, Summer, Halloween, and Christmas. Available across our *Treasures* and *Panoramic* formats, as well as our *Pop-Up Snow Globe Greetings®*, *Delighted Shadowbox Cards*, *Sight 'n Sound* and *Trinkets Mini Pop-up Cards*, the 4 Seasons Program allows you to carry not only the seasons that your customers respond to the most, but the format too.

Select any combination of four or more programs, in any combination of formats and seasons, and receive these benefits:

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## To Place an Order

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

Up With Paper, LLC  
6049 Hi-Tek Court  
Mason, OH 45040-2603

Phone: 800-852-7677 / 513-759-7473  
(Please use Extension 1 to place an order.)

Fax: 800-293-8471 / 513-336-3119

E-Mail: [info@upwithpaper.com](mailto:info@upwithpaper.com)

Website: [www.upwithpaper.com](http://www.upwithpaper.com)

## Online Ordering

*Our website includes an online ordering portal.* Simply set up 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 set-up with Up With Paper, you can fill out the application online.

## Minimum Orders

Up With Paper's minimum opening order is \$200.00. Minimum re-orders are \$100.00. Orders below the minimum are subject to a \$10.00 service fee.

All Greeting Cards and Notepads are sold in units of six (6) per SKU.

## Shipping and Handling

All orders are shipped FedEx Ground (in Continental United States) unless other shipping terms are requested in advance. The customer must pay all shipping charges.

## Terms and Conditions

The following payment terms are accepted: pre-payment by credit card (VISA®, MasterCard®, and American Express®), and Net 30 (with pre-approved credit). C.O.D. terms are not accepted.

New customers must provide three credit references for Net 30 approval (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 of new orders in a timely fashion, credit card payment is encouraged for first-time orders.

Customers with outstanding, past-due balances are subject to a Late Payment Fee and are subject to 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 Customer Service 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 customer's direction. Credits must be used within nine months of issuance. **NO CASH REFUNDS.**

Backorders of less than \$75.00 will automatically be cancelled.

Prices and availability are subject to change without notice.

## Postage Information

As of January 1, 2020, the cost for regular First Class Stamps remains 55 cents, the surcharge cost for a non-machinable envelope is 15 cents, and the cost for each additional ounce over one ounce is 15 cents. The Butterfly stamp cost remains 70 cents, and works for all square cards weighing less than one ounce AND for cards in machinable envelopes weighing between one and two ounces.

- Treasures: 85 cents (up to 2 ounces) / envelope
- NOTE: Most Treasures cards are just above or below the one ounce threshold
- Panoramics: 55 cents/envelope\*
- Pop-Up Snow Globe Greetings: 55 cents/envelope\*
- Sight 'n Sound: 70 cents / envelope\*

\*Each ounce over one ounce is an additional 15 cents.



Brought to you by the Greeting Card Association, the LOUIE Awards recognize, reward, and celebrate that moment when art, editorial, and design perfectly coalesce to bring the emotions of excitement, joy, comfort, and love to life and memorialize the numerous milestones in our lives.

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# 2020 Winter & Spring Shows & Fairs

## Dallas Total Home & Gift Market

January 8th-12th | Dallas, TX | Road Runners Showroom, Dallas Trade Mart | *Showroom 1743*

## Alaska Gift Show

January 9th-11th | Anchorage, AK | Tweedie & Storter, Dena'ina Center | *Booth 611-616*

## Atlanta International Gift & Home Furnishings Market

January 14th-21st | Atlanta, GA | Anne McGilvray & Co., AmericasMart | Building 2 | *Showroom 1735*

## Seattle Gift Show

January 22nd-27th | Seattle, WA | Card's & Gifts Northwest | Seattle Mart | *Suite 100*

## Las Vegas International Gift & Home Market

January 26th-30th | Las Vegas, NV | Anne McGilvray & Co., World Market Center | Building C | *Showroom 1090*

## Toronto Gift Fair

January 26th-30th | Toronto, ON | Paper E. Clips, Congress Centre South Building | *Booth 3607*

## Minneapolis Gift, Home & Accessory Show

January 31st-February 4th | Minneapolis, MN | Anne McGilvray & Co. | *Orange Gallery Rooms 378*

## NY NOW

February 1st-5th | New York, NY | Jacob Javits Convention Center | *Booth 7645*

## Noted: The Greeting Card Expo

May 1st-3rd | San Francisco, CA | Fort Mason Festival Pavilion | *Booth TBD*

## Book Expo America

May 27th-29th | New York, NY | Jacob Javits Convention Center | *Ingram Booth (Jumping Jack Press)*

## UnBound

May 27th-29th | New York, NY | Jacob Javits Convention Center | *GCA Village (Up With Paper)*

*For the most up-to-date listing of all our 2020 Shows & Fairs, please visit [www.upwithpaper.com](http://www.upwithpaper.com), click on "Retailers," and select "Up With Paper's Show Schedule."*



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