

Jackie Johnson



## Getting Personal

In a mass-produced world, customized product speaks to the individual

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Editor



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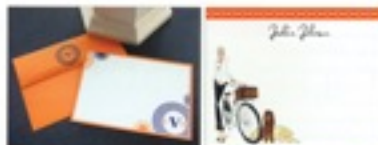
# Stationery

## TRENDS

[www.stationerymag.com](http://www.stationerymag.com)



The resource for greeting cards, gifts and all things stationery



But I seriously fell in love with every paper we tested, and sitting on my couch reading the red doesn't exactly get my heart aflutter. "Walking a man is like opening a present. It's an experience."

Book and stationery also can pair up personally, whether with new readers. "You've suggested, 'We package all purchases in a clear cellophane bag, there is some coordinating stationery and with graphic-obsessed. Their purchases look together and if it is a gift, it is ready to give."

"You've also created flexibility with your post. 'If someone wants to spend \$10 to \$15 they can buy one item, but if you want to spend more you can buy an assortment of similar products to assemble a care gift."

In the end, the human interaction and tactile experience creates the best products and experiences. "We've learned that 'We will find when a person buys custom stationery through ours they will be so much happier when they get the product, so they will have been able to see a feel what they are buying and will have enjoyed working with a customer face-to-face."



Offering a range of designs enables personal stationery to really speak to the customer's personality. Shown are samples from: Top row, left to right: Jenelle Carol Designs (Circle 191), Paster Paper (Circle 192), custom one, left to right: Paster Paper (Circle 192) and Top Paper (Circle 194).



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Circle 318

