

Greeting Cards Go New Age

(NAPSA)—Americans love greeting cards, and to help them connect with others in today's fast-paced world, card companies are introducing cutting-edge features and designs to appeal to social trends and make greeting cards relevant for even more consumers.

Cards Are Going Green

Throughout the world, eco-consciousness is growing. Card makers agree, and are relying increasingly on recycled paper and looking for alternative fiber content to help protect the environment.

If you're staying in touch with a green-savvy friend, consider some of the new cards that are beginning to depict more images from nature that help connect the wellness of the Earth with our own health.

Moving into High Tech

Lights, sound and motion are appearing in greeting cards, reflecting exciting new advances in technology.

New types of motion-activated LED screens are being developed that allow cards to play video clips. A collection of musical cards already features thousands of original jingles, popular songs, and clips from hit television shows and Hollywood films.

Card makers are also introducing lenticular cards, the next generation in holographic imagery, while also offering card senders the option of printing original designs and recording a message in the card sender's own voice.

All Over the Globe

Greeting card publishers are also drawing on new international influences away from the mainstream to reflect a growing diversity of card senders. Asian-



When it comes to staying in touch, greeting cards are pushing the envelope with appealing new innovations.

inspired motifs, as well as cards in a growing array of languages, are becoming more popular and easier to find.

On the Web

The popularity of electronic greeting cards, also known as e-cards, continues to grow. If you want to connect with a casual friend or business acquaintance, try e-cards. Sent over the Web, they're easily personalized, often animated, and frequently sent for entertainment value—either as spur-of-the-moment gestures or lighthearted holidays.

Trying on a New Look

Look for new lines of cards that rely on creative textures, high-quality card stock, rich colors and deep embossing or flocking to set them apart. Many producers are incorporating cards with innovative accents, such as fabrics and ribbons, to appeal to even wider audiences.

For more information, visit the Greeting Card Association at www.greetingcard.org.