



Press Release

FOR IMMEDIATE RELEASE

SUMMARY

Challenging the status quo of the greeting card industry.

Connecting with socially conscious customers and creating for them a new category – greeting cards with a social mission.

There are not too many things in the world that we love to receive as much as we love to give. Greeting cards are one of them. The thing is, people no longer want to buy just products, we have become conscious consumers, and we do not mind combining the fun, the cool, the entertaining, with the good and the necessary.

Red Fox Trade Ltd could not remain indifferent and the company is challenging the status quo of the greeting card industry and redefining the established standards.

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Challenging the status quo of the greeting card industry.

While greeting cards come in different shapes, sizes and dimensions, up until now they would never go beyond being just greeting cards. That is definitely not a good sign in the values-driven era.

The thing is, we no longer want to buy just products. We have started perceiving the choices we make as a representation of who we are, how we live and what we stand for - the lifestyle we live. We have become conscious consumers, and we do not mind combining the fun, the cool, the entertaining, with the good and the necessary.

There is no denying that we are talking about a fast-growing trend that will not go away without a fight, and it seems to hold particularly true for the generation of Millennials.

Red Fox Trade could not remain indifferent and the company is challenging the status quo of the greeting card industry and redefining the established standards by introducing greeting cards with a social mission and starting with “The Planet Score” range.

Greeting cards with an added touch of a lifestyle statement come at the right moment and in the right place.

The right moment because the times we are living in are troubled and various social, economic and environmental factors are disrupting the normal order of things. The right place is because the United Kingdom is the leading greeting card market in the world, with over £1,75 billion worth of cards sold every year, which translates into more than 30 greeting cards a year per person.

Managing Director at Red Fox Trade, Ella Fox, makes sure the cards are not only good-doing, but also good-looking. Their gorgeous and yet elegant designs are building an emotional connection with the consumer. They feature a wide and adorable range of patterns and motifs inspired by Zentangle. The black and white design is additionally charged with sharp background colours and finished off with small red details to add zest to the aesthetic experience. Smart envelopes are a cherry on top, adorned over the back flap with the series logo imitating embossed seal – just as a reminder that we are on a mission here.

Red Fox Trade is not just about selling greeting cards, but helping people work towards the goals they believe will make a positive impact on their surrounding and the planet in general. Assisting them on that journey may have a huge social bearing and given the current state of our environment, we need everybody onboard.

Lifestyle Statement Greeting Cards

Range name: The Planet Score

Number of designs in the range: 11

Cards size: 120 x 168mm

Cards size when wrapped: 130 x 178mm

High quality envelope adorned over the back flap with the series logo. Paper: Classic Munken Pure Ecreu 120g, Diamond V-shape flap.

Packaging: Each greeting card, envelope and original label are cello wrapped.

Managing Director

Ella Fox