

in **praise** of
paper

by Pamela Graves

Class of 2006

An ongoing series profiling the stationery industry's newest additions

The National Stationery Show, coming in May (see page 36), is prime ground for sourcing new greeting card and stationery manufacturers. In this edition of the "Class of 2006," we present four up and coming manufacturers, each with their own unique sense of style and message.

She Designs, Inc.

Founded in 1994, She Designs, Inc. is an award-winning graphic design studio in Sarasota, Florida, with many local, national, and international clients. In May, the company will introduce its new line of greeting cards and social stationery at the National Stationery Show to an awaiting public.

Sheila Sons, owner of She Designs, Inc., is the illustrator and designer of the new line. "I thoroughly enjoyed my graphic design business, but when not designing on the computer, I have always loved drawing," she says. "A few years ago, I invented these tiny characters I called 'Spindlies' that I

drew for fun and to amuse my little niece. After a while, the drawings took on a life of their own and Spindlyville was born. It's always been a dream and a goal to have my own line of greeting cards."

As Sons says, the whimsical new line is called "Spindlyville" and includes such items as notepads, folded and flat note cards, blank invitations, recipe cards, gift tags, as well as seasonal and everyday greeting cards. Colorful and uniquely illustrated, Sons says that each of the greeting cards was designed to bring smiles to both sender and receiver.

"The greeting cards measure 5"x7"," Sons concludes. "Each of the cards has a simple verse typeset on the inside in a font I designed."



Welcome to the world of "Spindlyville," a new collection of notepads, folded and flat note cards, seasonal and everyday greeting cards, and more featuring the "Spindlies."

From **She Designs Inc.**, P.O. Box 19855, Sarasota, FL 34276; 914/923-3349 or **Circle No. 554**

