

# GREETINGS TODAY

The impartial voice of the greetings card industry

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## licensingnews

### Birds fly to new nest

I LIKE Birds have found a new nest at The Art File in a greetings and wrap deal brokered by their licensing agents JELC although they are sad it means saying goodbye to working in the industry.

The multi-year international licensing deal will see the bird-based designs from Stuart Cox and Alison Blair feature on a range of greetings cards, giftbags and giftwrap available exclusively through the Queen's Award for Export-winning Nottingham-based publishers.

The Art File MD Ged Mace (*pictured top right*) said: "We're very excited about launching the new collection at Top Drawer Spring in January introducing this unique look to our customers worldwide."

Stuart (*pictured bottom right*) added: "To start with I had some serious reservations about the idea of handing over the card business to anyone else but, having met Ged, Karen and James at Home & Gift in Harrogate it took all of 20 seconds to feel a huge sense of relief that this was exactly the right thing to do."



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#### THE ART FILE

Licensing is a big part of The Art File's business and they are delighted with the just-announced addition of the unique and successful I Like Birds greetings card collection from Stuart Cox and his team. Ged Mace, MD of The Art File, said: "We're hugely excited to be adding the I Like Birds collection to our portfolio. Stuart is a great talent and I was thrilled he approached us with the idea. His contemporary look sits very well with The Art File brand." A initial bestselling selection of Stuart's designs will be available to customers from December, and will be officially launched at Top Drawer London on January 14. Further information about this exciting project will be coming out to all customers in due course but, until then, keep on flying!

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