

Village Pharmacy



designergreetings™

PHARMACY



YOUR PREFERRED GREETING CARD VENDOR





Designer Greetings began in Staten Island, NY, in 1982 when, after many years in the greeting card business, Jack Gimbelman decided to launch his own business with his wife, Vickie. By 1990, a new 22,000-square-foot office and warehouse was built, and the Gimbelman children, Fern and Steven, were working in the business.



Through the years, the company continued to grow. After Designer Greetings acquired the Card\$mart® trademark in 2006, designs surpassed 18,000, and staff increased to 180 employees. In 2008, Designer Greetings moved to a 120,000-square foot, state-of-the-art headquarters office, showroom, and warehouse in Edison, NJ, and designs surpassed 20,000.

In January 2009, Designer Greetings opened a permanent showroom at AmericasMart in downtown Atlanta, GA, and acquired two additional companies: Red Farm Studio© and Glitterwrap™. The company continued its expansion by acquiring Royal Greetings in 2011, followed by enGreet and Treasure Greetings in 2012.

In 2015, Designer Greetings added Mike's Distributing to its portfolio, and in 2018, it acquired V&M Sales, Madison Park, and Northern Exposure, while also trademarking Designer Papers™ and Faithfully Yours™. In 2019 the company acquired Kristin Michaels Greetings and Palm Press, Inc. The year 2020 saw the acquisition of Expressions Unlimited, Inc. and Paper Pop™, which was later reimagined and rebranded as Designer Pop. Most recently, in 2022, Designer Greetings acquired QPS, further expanding the company's sales force and business operations.

Today, Designer Greetings remains a family-owned-and-operated company and a leader in the industry, with more than 24,000 designs and one of the most award-winning greeting card lines in the United States. The company's continuous growth led to the expansion of its warehouse to 200,000 square feet in 2024, along with an expansion of its AmericasMart showroom in Atlanta. Steven Gimbelman serves as CEO and President, Fern Gimbelman as Chief Creative Director, and Vickie Gimbelman as Co-Founder and Executive Director.

WHY CHOOSE DESIGNER GREETINGS?

Designer Greetings produces top-quality greeting cards with heavyweight stock and embellishments for an excellent perceived value and fresher display. Combined with value pricing, they are the perfect choice for every occasion.



SUPERIOR

SERVICE. MARGINS. PROGRAMS. QUALITY.

EVERYDAY & SEASONAL COUNTER CARDS

From traditional painting to hand lettering, digital art and more, Designer Greetings' talented in-house artists capture the right sentiment through their craft. The cards are made from the highest quality paper stock with beautiful treatments and embellishments including glitter, foil, ribbon, sequins and more. The artists, designers and writers from around the globe create quality product that keeps their customer base loyal to the Designer Greetings brand.

Designer Greetings offers the best selection of everyday and seasonal counter card designs in the industry. Some of the top-selling titles include:

- **Birthday**
- **Baby**
- **Congratulations**
- **Mother's Day**
- **Get Well**
- **Bridal Shower**
- **Goodbye**
- **Christmas**
- **Sympathy**
- **Anniversary**
- **Good Luck**
- **Hanukkah**
- **Baby Shower**
- **Retirement**
- **Valentine's Day**
- **Jewish Celebrations**



ALTERNATIVE LINES

Designer Greetings also offers a popular group of alternative lines. The Alternative program is simple and convenient. From traditional to trendy, Designer Greetings cards will move you, amuse you or even make you laugh out loud.

- **A Little Salty**
- **Jacklyn Robin Keene**
- **Jumbo Cards**
- **Oh Snap**
- **Foreign Language**
- **Colossal Cards**
- **Premier**
- **Special Age Cards**
- **Sentimientos Sinceros (Spanish Language)**
- **JG Studio**
- **Northern Exposure**
- **To Life! (Jewish)**
- **Locally Yours**
- **Palm Press**
- **Heritage Collection (African-American)**
- **For Your Thoughts...**
- **Madison Park Greetings**



PACKAGED INVITATIONS, THANK YOU NOTES, AND DECORATIVE BOXED NOTE CARDS

Designer Greetings extensive line of coordinated packaged invitations and thank-you notes is one of the largest in the industry and offers a multitude of special treatments and titles for special occasions. Ideal for merchandising on walls, racks, end-caps and spinners. Premium boxed thank-you and decorative note cards are the perfect complement to everyday counter card lines. Packaged in a deluxe box, they are great for personal use or as a gift.



DESIGNER
PAPERS™

Offered in best-selling boutiques, Designer Papers™ highlights life's important events while maximizing visual impact. Products include gift bags, roll wrap, flat wrap, tissue, ribbon, bows and gift enclosure cards. These are all coordinated and displayed together for one-stop-shopping ease.

PREFERRED VENDOR PROGRAM

Designer Greetings offers pharmacies that exclusively sell Designer Greetings cards the opportunity to join their Preferred Giftware Vendor Program. If you have a gift department, or plan to have one, your store may qualify to benefit from extra discounts and better terms from over one hundred gift companies.



EXPERT KNOWLEDGE & SERVICE

Designer Greetings will design an effective, customized plan-o-gram for your pharmacy. Based on your local market demographics and store needs, the custom plan-o-gram will produce better sales, resulting in a better return on investment.

Responsive, knowledgeable and experienced sales staff works with you to provide:

- Regular site visits
- Ongoing communication and sharing of ideas and “best practices”
- Training assistance for your greeting card personnel
- Business analyses to help **MAXIMIZE PROFIT**, assess inventory turns and make the most out of your card department



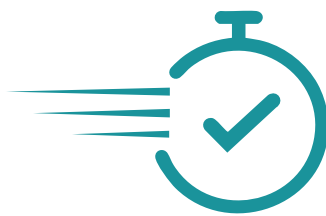
HIGHEST STANDARDS FOR ORDER TURNAROUND



Designer Greetings holds the

INDUSTRY GOLD STANDARD!

Orders received will be shipped within two business days.



With the

FASTEST ORDER FULFILLMENT,

your store can operate on minimal inventory without empty pockets or lost sales.



These standards allow for

FAST, PROFITABLE RESULTS

and maximize your return on investment.

TESTIMONIALS

from our satisfied partners...



“

Our greeting card and gift wrap department has the **perfect variety and top quality products** for our customers. Our store has become a destination spot in our city where people can finally buy **beautifully designed greeting cards and gift wrap.**

- Valley Drug, Everson, WA

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Switching my entire card department to Designer Greetings was **one of the best business decisions** I have made. The **quality of the cards is outstanding**, and I receive visits from a salesperson every few weeks, ensuring my displays are always full. Re-orders arrive within two days, and the team is **beyond attentive** to all of my needs. Most importantly, my customers love the cards! By offering **more value** and maintaining **fully stocked displays**, I've seen a noticeable **positive impact** on my business. I **highly recommend** this company.

- The Robbins Pharmacy, Trenton, NJ

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The shopping center I'm located in is surrounded by national chain drug stores. They have large greeting card departments and sell their cards at full price. My customers always comment on the **amazing quality and value** of the Designer Greetings cards. It has become a **leading category** in my store.

- De Blicek's Pharmacy, North Haledon, NJ

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I have been with Designer Greetings for many years and my customers **love the quality and selection of greeting cards** they offer. It is rare for them not to find the card they are looking for.

- Monroe Pharmacy, Toledo, OH

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designergreetings™

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#DESIGNERGREETINGS

RETAIL VALUE:
\$4.99 US
\$6.50 CA

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