

# CLASS OF 2002

An ongoing series profiling the stationery industry's newest additions

by Pamela Graves

**B**y making the rounds at the trade shows and talking to people within the industry, it's hasn't been difficult for this Stationery Editor to find a brilliant ensemble of new stationery manufacturers ready for their moment in the spotlight. Thus, in this edition of the "Class of 2002," meet three companies and their vision of modern stationery.

## SWEDISH HERITAGE PRESS

We've seen greeting cards that celebrate the African-American experience, Hispanic culture, and Native American heritage. Now, Lloyd F. Thompson, president and Willette W. Thompson, treasurer, of Norwell, Massachusetts, and James E. Benson, vice president of West Bridgewater, Massachusetts have formed Swedish Heritage Press, LLC, a publisher of Swedish greeting and blank note cards and related items. The company will offer some 56 various designs based upon vintage postcard images from the early 20<sup>th</sup> century along with new designs created by the company.

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"We have gone to considerable lengths to find and purchase vintage images," says Lloyd F. Thompson. "Our objective is to faithfully reproduce much of this work in order to preserve its beauty and to share it with those who appreciate Swedish art and culture. We hasten to add that you don't have to be Swedish to enjoy these elegant cards."

Benson adds, "Much of this art from the late 19<sup>th</sup> early 20<sup>th</sup> century will soon be lost. It is part of our Swedish heritage, and we are proud to give this work new life."

## LUCKYCHAIR

When is a chair a chair? Ask Luckychair.

Luckychair, a New York City-based design company, offers a line of greeting cards intended for "the hands of lucky people everywhere."

"It's been a lifelong dream of

mine to design a line of greeting cards," says artist, designer, company president, and creative director Sue Jenkins, who drew her first picture

on the wall next to her crib and has since built a career around photography, painting, illustration, graphic design, and web design.

The company is named after Jenkins' two favorite things — luck and chairs — and was formed in 1998. In 2002, Jenkins expanded Luckychair's business to include greeting cards. In addition to design, the company produces and markets the line.

"I love 'everyday things,'" says Jenkins of her creations, "because they're comforting and familiar. Sending a Luckychair card is like giving someone a hug."

The Luckychair card line contains 75 images, revolving around



"Putting art in the hands of lucky people everywhere," Luckychair (208 W. 23<sup>rd</sup> St., #1602, New York, NY 10011) has introduced an assortment of greeting cards featuring extraordinary images of ordinary items. Call 212/229-0859 or Circle No. 470

The strength, humor, and softness of modern women is translated into a remarkable line of stationery from Jenny Sweeney Designs (417 Wedgemere Place, Libertyville, IL 60048). Shown is a spunky love note (far left), a fabulous notepad, and a glitter enhanced bridal shower invitation. Call 847/816-8387 or Circle No. 469

the themes of home and garden, divided into the categories of kitchen, living room, study, garden, love, birthday, and holiday. The cards feature "everyday things," such as plants, vases of flowers, lamps, cakes, pies, candles, and (of course) chairs.

Jenkins uses bright colors in the line. "I like optimistic colors," she says. "Blues, greens, pinks, yellows ... colors that say 'yes' instead of 'no' to underscore the positive images.

"I think one of the best ways to make people aware of art is by focusing on the everyday forms and objects found illustrated on my cards," she adds. "When people see the artwork on Luckychair cards, hopefully they'll get inspired to view the world a little differently — in a more positive, happy way."

Most of the cards are blank, reflecting Jenkins' belief that a message means so much more when you say it to your own words. "I believe an important market opportunity exists for blank cards," she says, "since a beautiful image can be ruined when paired with the wrong sentiment. A greeting card means so much more when the sender uses his or her own words."

Greeted cards from the line include six designs printed with "Happy Birthday" and six that say "Happy Holidays." The 5"x7" cards are printed on 100% recycled linen textured paper, come with matching recycled brown kraft envelopes, and are individually wrapped in cellophane sleeves.

As added incentive, a percentage of Luckychair's profits are donated to The Nature Conservancy.

## JENNY SWEENEY DESIGNS

Modern women can speak their minds, thanks to Jenny Sweeney Designs.

Established in 2001, Jenny Sweeney Designs is the fulfillment of a life-long dream of two best friends from the northern suburbs of Chicago. One a graphic designer, the other a marketing and sales guru, the two women combined their expertise, creativity, drive, and zest for life to create a truly unique