

dear
ALCHEMY,™



DEAR ALCHEMY,™

Dear Alchemy,™ is our curious and petite card line. Each design is handled smartly to create little salutations with big impact. Our inspiration is rooted in childhood memories and brought to life with twists on our favorite current trends and popular puns. Die-cutting and interactive elements abound! This line has received several of the Greeting Card Association's coveted LOUIE Awards, with DAL014 Floral Envelope winning 2019 Card of the Year. All cards come with a mailable envelope size of 3.5" x 5".

R \$5.99 | sold in units of six

DEAR ALCHEMY,™

Curious and petite greeting cards with die-cut and interactive elements.

R: \$5.99

NEW | AVAILABLE MAY 2024

DAL048 TEA BAG

Confet-tea brewing inside.
(Not for human consumption.)

FRONT COPY

- a gift for you
- 100% organic quali-tea blend
- supports healthy friendship
- stress free

INSIDE COPY

- make today beau-tea-ful
- to my best-tea

ENVELOPE

warm white with tea-stained flap

featuring: copper foil, confetti, & string
—write your message on the card back—



NEW | AVAILABLE MAY 2024

DAL047 BUTTERFLY

Send a butterfly to brighten
someone's day.

FRONT COPY

for you

INSIDE COPY

blank

ENVELOPE

warm white

featuring: gold foil
—card opens for your message—



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NEW | AVAILABLE MAY 2024

DAL046 WALLET

Fits a heartfelt note & a lil' \$omething extra.

INSIDE COPY

-heartfelt note
-brightest of the bunch
-plus various other puns

ENVELOPE

bright mustard yellow



featuring: holographic foil & neon ink
holds any bank note, check, or gift card
-write your message on the note sheet included inside-



DAL045 CHAIR

Have a seat! We always have room for you.

FRONT COPY

I chair-ish you

ENVELOPE

warm white



featuring: gold foil & flocking
-write your message on the card back-



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DAL044 SHRIMP

Devin the shrimp for a shitty compliment.

FRONT COPY

you're the shit

ENVELOPE

white with patterned lining

*featuring: pull-strip reveal
-card opens for your message-*



DAL043 CAKE

Pull cake slice to light birthday candle.

FRONT COPY

blank

INSIDE COPY

happy birthday

ENVELOPE

white with scalloped edge flap

*featuring: magenta foil
-write your message on the card back-*



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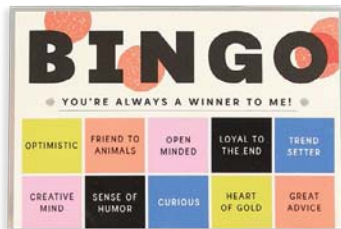
DAL042 HERB BOUQUET

Share a joint delivered by Mary Jane.

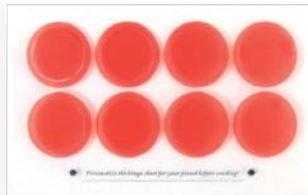
FRONT COPY
let the good times roll

ENVELOPE
white with foiled liner

*featuring: purple foil & laser-cutting
—write your message on the card back—*



Stickers included to personalize bingo board

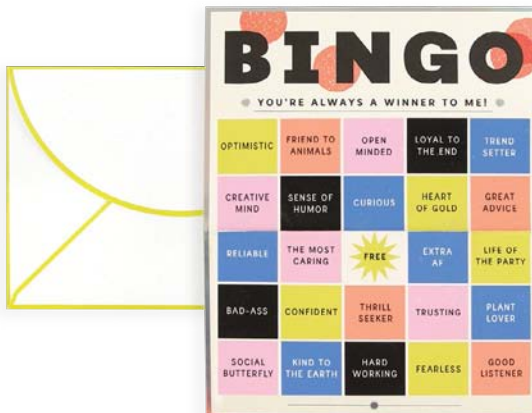


DAL041 BINGO

Highlight your friend's greatest qualities.

FRONT COPY
bingo
you're always a winner to me
+ various compliments

ENVELOPE
speckled white with neon edges



*featuring: holographic foil,
neon pantone ink, & acetate stickers
—write your message on the card back—*



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DAL040 TOASTER

Send a clink-free "cheers".

FRONT COPY
this calls for a toast

INSIDE COPY
cheers

ENVELOPE
kraft

featuring: champagne gold foil
—write your message on the card back—



DAL039 FOUNTAIN

Remind your friends to stay hydrated.

FRONT COPY
you've found the fountain of youth...

INSIDE COPY
drink up, bitch.

ENVELOPE
terracotta

featuring: copper foil
—write your message on the card back—



DAL038 PASSPORT

Open the passport to discover a map of destinations.

FRONT COPY
passport

INSIDE COPY
to new adventures

ENVELOPE
warm white

featuring: gold foil
—card opens for your message—



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DAL037 TRASH

Pull the tab for a possum surprise.

FRONT COPY
blank

INSIDE COPY
let's get trashed

ENVELOPE
kraft

featuring: dark silver foil
—write your message on the card back—



DAL036 OUIJA

Use the planchette to reveal a hidden message.

FRONT COPY
summoning good vibes
oh yeah
cheers

ENVELOPE
light blue

*featuring: Pantone inks,
red acetate, & gold foil*
—write your message on the card back—



DAL035 MAILBOX

Open the door to receive a special delivery.

FRONT COPY
cheers, birthday mail

INSIDE COPY
blank

ENVELOPE
kraft

featuring: deep blue foil
—write your message on the card back—



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DAL034 CATERPILLAR

Lift the leaf to reveal a nibbled note.

FRONT COPY
enjoy the little things

INSIDE COPY
cheers

ENVELOPE
white with sticker seal

featuring: gold foil
—write your message on the card back—



DAL033 GREENERY

Open the door and be surrounded by tropical foliage.

FRONT COPY
blank

INSIDE COPY
blank

ENVELOPE
light sage

featuring: gold foil
—write your message on the card back—



DAL032 GOOD NEWS

A daily dose of what you need the most.

FRONT & INSIDE COPY
positive news articles,
a weather forecast,
& a word search

ENVELOPE
kraft paper

featuring: pantone neon coral ink
—write your message on the card back—



LOUIE AWARDS
SUPERBLY STATED
WINNER 2021



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DAL031 IN THE STARS

Unfold the map to reveal a stellar scene.

FRONT COPY

today is your day

INSIDE COPY

it's written in the stars

ENVELOPE

white with star printed flap

featuring: gold foil

—write your message on the card back—



DAL030 TUBULAR

Pull and rotate tab to start a dance party!

FRONT COPY

totally tubular

INSIDE COPY

party on!

ENVELOPE

mint with confetti printed flap

featuring: textured blue foil

—write your message on the card back—



DAL029 WILDFLOWERS

Tuck in the tab to show off a sweet bouquet.

FRONT COPY

blank

INSIDE COPY

blank

ENVELOPE

lilac

—write your message on the card back—



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DAL026 WHOOP-ASS

Pop open this vintage-inspired can to unleash some serious encouragement.

FRONT COPY

the original whoop ass
now with 30% more whoop!

INSIDE COPY

you got this

ENVELOPE

mint blue

*featuring: silver foil
& envelope sticker*

—write your message on the card back—



DAL025 COOTIE CATCHER

Share a dose of confidence mixed with nostalgia with this brightly-colored fortune teller.

FORTUNES

yaass | you got this!
so far, so good | you are a badass
this calls for a drink
do whatever you want | hell yeah
you're doing great

ENVELOPE

white with striped flap

*featuring: silver holographic foil
—card opens for your message—*



DAL024 JUICE BOX

Send this sweet treat to celebrate a friendship that's peachy keen!

FRONT COPY

you're a peach!

ENVELOPE

white with printed flap
mimicking shopping bag

*featuring: neon ink &
magnetic lock closure*

—write your message on the card back—



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TOP PICK



LOUIE AWARDS
WINNER 2020

DAL023 BEERS TO YOU

Ship a six pack that's petite in size but filled with bottled birthday cheer.

FRONT COPY
happy birthday
beers to you!

ENVELOPE
kraft paper

featuring: silver foil
—write your message on the card back—



TOP PICK



DAL021 SARDINES

Send this tightly packed tin to a close friend.

FRONT COPY
hello, friend

INSIDE COPY
glad we're tight

ENVELOPE
kraft paper

featuring: silver foil
—write your message on the card back—



*NOTED BEST NEW PRODUCT AWARD WINNER 2019

DAL020 FLIP PHONE

Keep it old-school by snail mailing this text message.

FRONT COPY
1 new message

INSIDE COPY
happy flippin' birthday

ENVELOPE
lavender

featuring: holographic silver foil
& embossing
—write your message on the card back—



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DAL019 AVOCADO

Party in style with a millennial favorite!

FRONT COPY
let's get smashed

ENVELOPE
light green with printed sticker designs

featuring: green foil & honeycomb paper
—card opens for your message—



0 48641 39921 3



DAL018 MARQUEE PRIDE

Good or gay? Celebrate both with this marquee easel!

FRONT COPY
have a good day

PULL-TAB COPY
have a gay day

ENVELOPE
white with rainbow flap detail

featuring: pearlescent foil
—write your message on the card back—



0 48641 39911 4



 LOUIE AWARDS
WINNER 2020

DAL017 FAIRY TALE

A classic fairytale book reveals a golden castle inside.

FRONT COPY
a tale as old as time

INSIDE COPY
just like you

ENVELOPE
light blue with printed floral details

featuring: gold foil
—card opens for your message—



0 48641 39901 5



 LOUIE AWARDS
WINNER 2019

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DAL016 NUMBER ONE

Deliver a backhanded compliment to all of your frenemies.

FRONT COPY

you are #1

PULL-TAB COPY

at something (probably)

ENVELOPE

white with middle finger printed interior

featuring: silver foil

—write your message on the card back—



DAL015 FLOPPY DISK

Share a neon throwback, complete with a cheeky sentiment hidden behind the sleeve.

FRONT COPY

happy birthday!
p.s. you're old

ENVELOPE

blue with printed label design

featuring: silver foil & neon pink ink

—card opens for your message—



TOP PICK



LOUIE AWARDS
CARD OF THE YEAR 2019



DAL014 FLORAL ENVELOPE

A laser-cut envelope containing a floral pop-up is nestled within a mailable envelope.

INSIDE COPY

for you.

ENVELOPE

light pink with hidden message—
enjoy the little things

featuring: gold foil

—write your message on the card back—



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DAL010 BRAVO

Hook the bra clasps together for standing display.

FRONT COPY

bravo!

ENVELOPE

pink with printed ribbon design

featuring: locking clasp

—write your message on the card back—



DAL009 SUNNY SIDE UP

A dimensional honeycomb yolk pops up from the egg.

FRONT COPY

you make my day
sunny side up

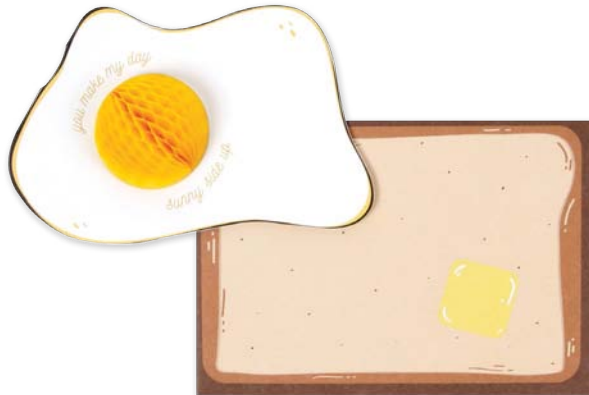
ENVELOPE

toast printed design

featuring: yellow honeycomb paper

& debossing

—card opens for your message—



DAL008 TACO

Peek inside to see all of the taco filling! The lettuce note sheet slips out for your message.

FRONT COPY

let's taco 'bout it

ENVELOPE

translucent vellum

featuring: embossing &

blank note sheet

—card opens for your message—



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DAL007 PRIZE RIBBON

Award this ribbon (complete with two copy options!) to a cheeky friend.

FRONT COPY
my #1 bitch

STICKER COPY
I hate you the least

ENVELOPE
light purple with printed flap design

featuring: holographic gold foil & alternate sticker option
-write your message on the card back-



DAL006 MYSTICAL SEER

Turn the wheel to reveal your fortune.

WHEEL COPY
-signs point to a rad birthday
-outlook pretty fuckin' great
-as I see it, you're lookin' good
-my sources say you're the best

ENVELOPE
blue with star printed flap

featuring: black foil & spinning wheel
-write your message on the card back-



TOP PICK



LOUIE AWARDS WINNER 2019

DAL005 PAPER AIRPLANE

Scribble a secret note inside and fly it toward your recipient.

FRONT COPY
sending good vibes

ENVELOPE
white with printed flap detail

featuring: blue foil
-card opens for your message-

