

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! All cards come with a mailable envelope size of 3.5" x 5".

sold in units of 6

NEW! AVAILABLE MAY

DAL052 RECORD PLAYER

Spin a groovy message on the record.

FRONT COPY

good vibes

INSIDE COPY

hope your day is a hit
keep groovin'

ENVELOPE

burnt orange with detailed flap
& striped liner

featuring: holographic foil

—write your message on the card back—



0 48641 40145 9



NEW!

DAL051 MESSENGER PIGEON

Deliver birthday wishes too a coo friend.

FRONT COPY

I Bring Good News

INSIDE COPY

Poo York Times: Everyone Gathers
to Celebrate You!
Cheers

ENVELOPE

newspaper print

featuring: iridescent foil

—write your message on the card back—



0 48641 49020 0



Dear Alchemy,™

Petite pop-up and interactive cards.

R: \$5.99

NEW!

DAL050 LAPTOP CAT

Open the laptop for a purr-fect birthday surprise.

FRONT COPY
blank

INSIDE COPY
Happy birthdafghhcjjjjrrrrtttt

ENVELOPE
lavender with printed
pattern interior

featuring: red foil & yarn string
—write your message on the card back—



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—



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—

**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

Devein 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 the cake slice to light the 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—*



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—*



DAL041 BINGO

Highlight your friend's greatest qualities.

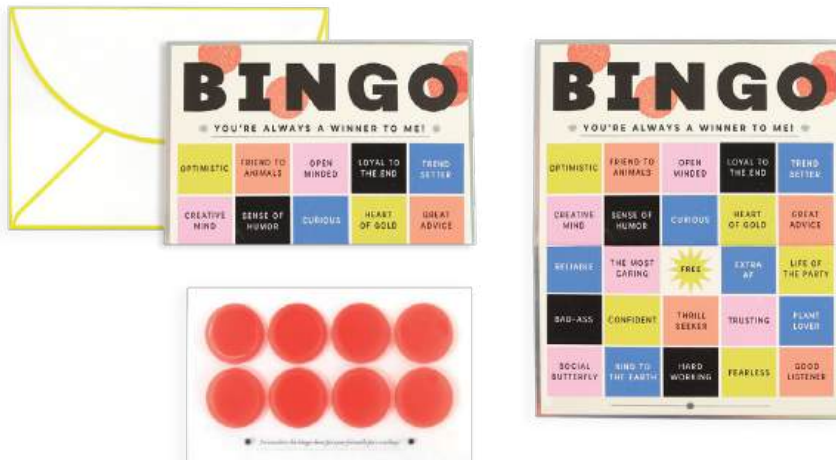
FRONT & INSIDE COPY

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—*



Stickers included to personalize bingo board

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—*



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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—



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—



TOP
SELLER

**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—



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LOUIE AWARDS
SUPERBLY STATED
WINNER 2021



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—



DAL031 IN THE STARS

Unfold the map to reveal
a stellar scene.

FRONT COPY

today is your day

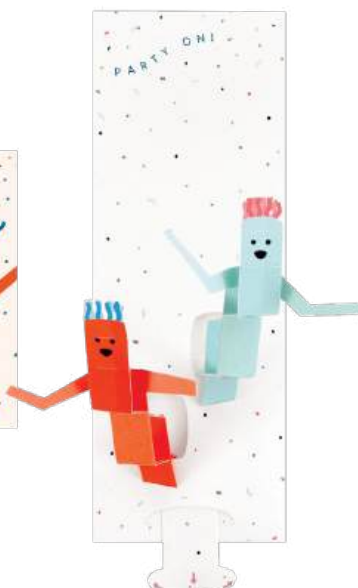
INSIDE COPY

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—

**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

yaasss | 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—*



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**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—**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—*NOTED BEST NEW PRODUCT
AWARD WINNER 2019**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—

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—

**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—

**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—



LOUIE AWARDS
WINNER 2020



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LOUIE AWARDS
WINNER 2019

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: silver foil

—card opens for your message—



0 48641 39901 5

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—



0 48641 39891 9



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—



0 48641 38641 1



DAL014 FLORAL ENVELOPE

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

FRONT COPY

for you.

ENVELOPE

light pink with hidden message—
enjoy the little things

featuring: gold foil

—write your message on the card back—



0 48641 38631 2



LOUIE AWARDS
CARD OF THE YEAR 2019

**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—



0 48641 36851 6

**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—



0 48641 36841 7



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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—



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—



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—

