



## PURE ALCHEMY™

Our PURE ALCHEMY™ cards celebrate the best in paper engineering with trend-driven designs. These eclectic greeting cards offer clever salutations and can be purchased for a variety of sending occasions. The majority of our cards are wrapped in a poly jacket so that consumers can experience the pop-up card before purchase.

R \$10.99 | sold in units of 6

PURE ALCHEMY™

Cheeky salutations and pop-ups mixed with intricate laser-cutting.

R: \$10.99

NEW | AVAILABLE MAY 2024

AL119 DEEP SEA BIRTHDAY

Sea creatures float freely amongst seaweed and coral.

FRONT COPY

happy birthday

ENVELOPE

light blue with dark navy flap

featuring: gold foil

packaging: poly sleeve

size: 5" x 7" when flat

3" x 7" x 2" when popped up



NEW | AVAILABLE MAY 2024

AL118 NIGHT GARDEN

A cluster of flowers bloom underneath the evening stars.

FRONT COPY

blank

INSIDE COPY

always here for you

ENVELOPE

white with gold foiled stars on flap

featuring: gold foil

packaging: poly jacket

size: 5" x 7"



NEW | AVAILABLE MAY 2024

AL115 TAROT BIRTHDAY

Pull the tarot deck to manifest the perfect birthday.

CARD CLOSED COPY

sending good fortune to you

CARD OPEN COPY

sending birthday magic & good fortune to you

ENVELOPE

ecru with celestial motifs

featuring: gold holographic foil

packaging: poly sleeve

size: 5" x 7"



card open



card closed

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NEW | AVAILABLE MAY 2024

**AL114 LOVE BIRDS**

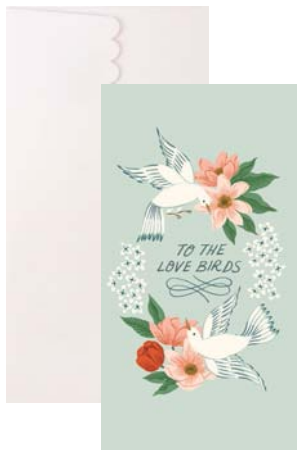
A pair of doves tie the knot between two golden hoops.

**FRONT COPY**  
to the love birds

**INSIDE COPY**  
blank

**ENVELOPE**  
white with scalloped edge flap

*featuring: gold foil  
packaging: poly jacket  
size: 4" x 8"*



**AL107 STRAWBERRIES**

Sweet berries and tiny blooms are nestled within lush leaves.

**FRONT COPY**  
have a sweet birthday

**INSIDE COPY**  
blank

**ENVELOPE**  
white with scalloped edge flap

*featuring: gold foil  
packaging: poly jacket  
size: 5" x 7"*



TOP PICK



**AL106 BAR CART**

A party spread, complete with champagne, awaits on a golden cart.

**FRONT COPY**  
let's celebrate

**INSIDE COPY**  
cheers

**ENVELOPE**  
warm white

*featuring: gold foil  
packaging: poly jacket  
size: 5" x 7"*



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### AL105 BEES KNEES

Gilded bee wings flutter and metallic honeycombs unfold.

#### FRONT COPY

you're the bees knees

#### INSIDE COPY

blank

#### ENVELOPE

metallic gold

*packaging:* poly sleeve

*size:* 4.5" x 5.5"



0 48641143820 2

### AL104 MIRROR

Who's the fairest of them all?  
Send this card to your favorite pal.

#### FRONT COPY

hey good lookin'

#### INSIDE COPY

blank

#### ENVELOPE

white with scalloped edge flap

*featuring:* mirror paper

*packaging:* poly jacket

*size:* 4" x 8"



0 48641143260 6

### AL103 HOME SWEET HOME

A garden flourishes around  
a cozy cottage.

#### FRONT COPY

home sweet home

#### INSIDE COPY

cheers

#### ENVELOPE

yellow with scalloped edge flap

*packaging:* poly jacket

*size:* 4.5" x 5.5"



0 48641143210 1



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**AL099 STAFFORDSHIRE DOGS**

Mirrored chinoiserie pooches flank a porcelain vase filled with blooms.



TOP PICK



**FRONT COPY**

blank

**INSIDE COPY**

blank

**ENVELOPE**

lilac

*featuring: gold foil & neon Pantone ink*  
*packaging: poly jacket*  
*size: 5" x 7"*



TOP PICK



**AL098 TROPHY**

A gilded lady pops up to reveal an inscription of your choosing.

**FRONT COPY**

way to go

**MESSAGE TAGS**

you survived, congratulations,  
 another year older, you are tolerated,  
 proud of you,  
 A for effort, blank

**ENVELOPE**

warm white

*featuring: gold foil*  
*packaging: poly jacket*  
*size: 4" x 8"*



**AL097 WOODLAND BIRTHDAY**

When the tunnel card is activated, the forest fauna emerge for a birthday surprise.



**FRONT COPY**

blank

**INSIDE COPY**

happy bday

**ENVELOPE**

chartreuse

*featuring: neon pantone ink & gold foil*  
*packaging: poly sleeve*  
*size: 4" x 8"*



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### AL096 LIGHTBULB

A foiled sentiment on a glowing bulb makes this card pop.

#### FRONT COPY

you know watt?

#### INSIDE COPY

you are brilliant

#### ENVELOPE

dark blue

*featuring: copper foil & neon pantone ink*

*packaging: poly jacket*

*size: 4.5" x 5.5"*



### AL095 YOU'RE GOLDEN

Richly jacketed in holographic foil with a single bar resting flat when opened.

#### FRONT COPY

you are golden

#### INSIDE COPY

solid gold

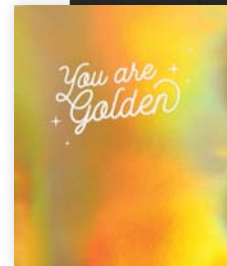
#### ENVELOPE

black

*featuring: gold holographic foil*

*packaging: poly jacket*

*size: 4.5" x 5.5"*



### AL094 SPECTACULAR

Simple and classic. Glasses rest on the card as if waiting to be worn.

#### FRONT COPY

you are spectacular

#### INSIDE COPY

blank

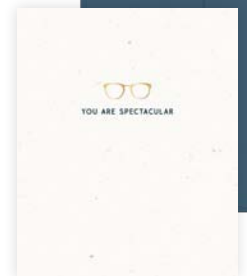
#### ENVELOPE

dark blue

*featuring: gold foil*

*packaging: poly jacket*

*size: 4.5" x 5.5"*



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AL093 TROPICAL PARAKEETS

Festive parakeets cheep out a birthday salutation.

FRONT COPY  
to my wild friend

INSIDE COPY  
happy happy happy birthday

ENVELOPE  
kraft

featuring: pale blue foil  
packaging: poly jacket  
size: 4.5" x 5.5"



AL092 MAGNOLIA

Vellum creates a delicate magnolia spray as the card opens.

FRONT COPY  
hello.

INSIDE COPY  
blank

ENVELOPE  
sky blue

featuring: gold foil  
packaging: poly jacket  
size: 5" x 7"



AL091 BETTER TOGETHER

Abstracted figures daydream together.

FRONT COPY  
better together

INSIDE COPY  
blank

ENVELOPE  
terracotta

packaging: poly jacket  
size: 5" x 7"



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**AL090 FLUTTER**

A carefully pinned arrangement of butterflies and moths flap their wings within a curio display.

**FRONT COPY**

blank

**INSIDE COPY**

blank

**ENVELOPE**

warm white

*featuring: antique gold foil*

*packaging: poly sleeve*

*size: 5" x 7"*



0 48641 38644 2



TOP PICK



LOUIE AWARDS  
BLANK CARD  
WINNER 2022

**AL086 NEW CHAPTER**

A classic hardcover opens up to an enchanted forest.

**FRONT COPY**

a new chapter unfolds

**INSIDE COPY**

blank

**ENVELOPE**

ecru

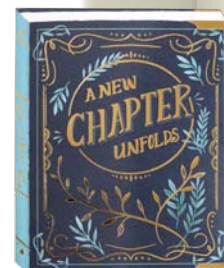
*featuring: gold foil*

*packaging: poly jacket*

*size: 4.5" x 5.5"*



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\*NOTED @ \*NOTED  
BEST TEAR JERKER  
WINNER 2021

**AL085 SHINE BRIGHT**

Window shutters open to reveal the sun rising over mountains.

**FRONT COPY**

you're doing great

**INSIDE COPY**

shine bright

**ENVELOPE**

blush

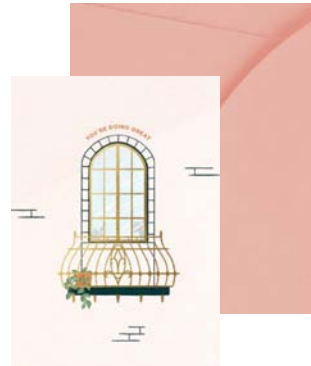
*featuring: gold foil*

*packaging: poly sleeve*

*size: 5" x 7"*



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### AL084 ORCHID

A Victorian-inspired greenhouse encloses two orchid blooms.

#### FRONT COPY

have a beautiful day.

#### INSIDE COPY

blank

#### ENVELOPE

chartreuse

*featuring: matte gold foil  
packaging: poly jacket  
size: 5" x 6"*



### AL083 WILDFLOWER ENVELOPE

A spray of wildflowers are nestled within an envelope-inspired card.

#### FRONT COPY

-message-

#### INSIDE COPY

blank

#### ENVELOPE

pearlescent white with hidden message-  
have a beautiful day

*featuring: gold foil  
packaging: poly sleeve  
size: 4.5" x 5.5"*



### AL082 ARMOIRE

A gilded armoire opens its doors with words of encouragement.

#### FRONT COPY

love wins

#### INSIDE COPY

follow your rainbow

#### ENVELOPE

white with rainbow  
printed flap

*featuring: gold foil  
packaging: poly jacket  
size: 4.5" x 5.5"*



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## AL080 DESERT VIEW

Peek through the binoculars to enter a warm desert setting.

### FRONT COPY

looking forward to new adventures

### INSIDE COPY

blank

### ENVELOPE

terracotta

*featuring: gold foil  
packaging: poly sleeve  
size: 4" x 8"*



0 48641 35734 3

TOP PICK



## AL079 DWELL

A mid-century inspired room invites you in with its good vibes.

### FRONT COPY

blank

### INSIDE COPY

blank

### ENVELOPE

dark green

*featuring: green velvet flocking  
packaging: poly jacket  
size: 5" x 7"*



0 48641 35724 4



## AL075 TERRARIUM

A modern terrarium houses a variety of tropical fronds.

### FRONT COPY

blank

### INSIDE COPY

blank

### ENVELOPE

kraft paper

*featuring: gold foil & acetate  
packaging: poly jacket  
size: 5" x 7"*



0 48641 34814 3



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**AL074 SEED PACKET**

Vintage seed packet-inspired gouache flowers unfold as the card opens.

**FRONT COPY**

hope your day blooms

**INSIDE COPY**

blank

**ENVELOPE**

textured seed paper  
(not plantable)

*featuring: rose gold foil  
packaging: poly jacket  
size: 5" x 6"*



TOP PICK



**AL073 FEEL BETTER**

Send a Dalmatian wearing an acetate cone for an expedited recovery.

**FRONT COPY**

feel better

**INSIDE COPY**

blank

**ENVELOPE**

blue with printed flap

*featuring: acetate cone  
packaging: poly jacket  
size: 5" x 6"*



TOP PICK



**AL072 CAMEL**

A tethered camel is loaded with birthday gifts.

**FRONT COPY**

happy birthday

**INSIDE COPY**

blank

**ENVELOPE**

floral printed flap

*featuring: string with tassel  
packaging: poly jacket  
size: 5" x 7"*



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### AL071 CHAMPAGNE TOAST

Two glasses of champagne clink together, flanked by foliage.

#### FRONT COPY

this calls for a toast

#### INSIDE COPY

cheers!

#### ENVELOPE

metallic silver

*featuring: champagne gold foil*

*packaging: poly jacket*

*size: 4" x 8"*



0 48641 33154 1



### AL062 FINCH

A petite bird soars outward, bearing laurels for the recipient.

#### FRONT COPY

hello

#### INSIDE COPY

blank

#### ENVELOPE

white pearlescent with scalloped edge flap

*featuring: gold foil*

*packaging: poly jacket*

*size: 4.5" x 5.5"*



0 48641 32014 9



### AL059 HOORAY

Brightly colored balloons drift upward as the card opens.

#### FRONT COPY

hooray

#### INSIDE COPY

blank

#### ENVELOPE

white with confetti printed flap

*featuring: textured gold holographic foil & white string*

*packaging: poly jacket*

*size: 4" x 8"*



0 48641 39941 1





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**AL057 HUMMINGBIRD BIRTHDAY**

Jewel-like buds open and hummingbirds flutter as they search for nectar.

**FRONT COPY**

Have a Beautiful Birthday

**INSIDE COPY**

blank

**ENVELOPE**

metallic rose gold

*featuring: rose gold foil  
packaging: poly sleeve  
size: 4.5" x 5.5"*



**AL056 FLOWERS FOR YOU**

A hand delicately holds fresh blooms.

**FRONT COPY**

for you

**INSIDE COPY**

blank

**ENVELOPE**

metallic gold

*featuring: gold foil  
packaging: poly jacket  
size: 4" x 8"*



**AL055 PRAYING MANTIS**

An insect amongst florals foreshadows a coming era.

**FRONT COPY**

heads up

**INSIDE COPY**

the future is female

**ENVELOPE**

red

*featuring: gold foil  
packaging: poly jacket  
size: 5" x 6"*



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### AL046 CAMPING

A richly foiled camper is parked in the wilderness.

**FRONT COPY**  
to the happy camper

**INSIDE COPY**  
adventure awaits

**ENVELOPE**  
kraft paper



*featuring: silver foil*  
*packaging: poly jacket*  
*size: 7" x 5"*



### AL043 WINGTIPS

A pair of laced-up brogues sport a hidden message on the inner soles.

**FRONT COPY**  
you're so dapper

**INSIDE COPY**  
oh snap

**ENVELOPE**  
tan with printed graphics



*featuring: copper foil*  
*packaging: poly jacket*  
*size: 4.5" x 5.5"*



### AL042 FORTUNE COOKIE

A gilded cookie on a painted plate pops up to reveal a fortune of your choosing.

**FRONT COPY**  
your fortune awaits

**INSIDE COPY**  
choose your message:  
best wishes | happy birthday | you're  
a tough cookie | you crack me up  
make your own luck | blank

**ENVELOPE**  
delft blue



*featuring: gold foil & message tags*  
*packaging: poly jacket*  
*size: 5" x 7"*



 LOUIE AWARDS  
WINNER 2019

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### AL041 GREENHOUSE

Laser-cut leaves thrive within a delicate greenhouse.

#### FRONT COPY

blank

#### INSIDE COPY

make today lovely.

#### ENVELOPE

white pearlescent

*featuring: gold foil  
packaging: poly jacket  
size: 5" x 7"*



 LOUIE AWARDS  
WINNER 2019



### AL039 ANEMONE FLOWER

Pale and delicate watercolor brush strokes grace an anemone bloom.

#### FRONT COPY

happy birthday beautiful

#### INSIDE COPY

blank

#### ENVELOPE

rose gold

*featuring: rose gold foil  
packaging: poly jacket  
size: 4" x 8"*



### AL025 MAKE A WISH

Flickering birthday candles scatter merrily as the card unfolds.

#### FRONT COPY

make a wish...

#### INSIDE COPY

happy birthday!

#### ENVELOPE

rich plum

*featuring: bronze glitter,  
magenta foil & acetate  
packaging: poly jacket  
size: 4" x 8"*



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### AL009 JELLYFISH

An ethereal jellyfish floats upwards surrounded by holographic bubbles.

#### FRONT COPY

if you got stung by a jellyfish...

#### INSIDE COPY

i'd totally pee on you

#### ENVELOPE

metallic silver

*featuring: holographic foil*

*packaging: poly jacket*

*size: 4" x 8"*



0 48641 59205 8



### AL008 GO WILD

A flock of neon flamingos dance and preen.

#### FRONT COPY

blank

#### INSIDE COPY

go wild.

#### ENVELOPE

neon coral

*featuring: neon coral ink*

*packaging: poly jacket*

*size: 5" x 7"*



0 48641 59195 2

