

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 sold in a poly jacket so that consumers can experience our pop-up cards easily.

sold in units of 6



Pure Alchemy™

Cheeky salutations and clever pop-ups.

R: \$10.99

NEW!

AL124 BABY MOBILE

Playful nursery icons dangle from delicate strings.

FRONT COPY
hello little one

INSIDE COPY
welcome

ENVELOPE
white with scalloped edge flap & printed details

featuring: gold holographic foil & gold string
packaging: poly jacket
size: 4" x 8"



NEW!

AL123 COASTAL VIEW

View a breezy coastline through the binoculars.

FRONT COPY
have a lovely day

INSIDE COPY
blank

ENVELOPE
chartreuse

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



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



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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"



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



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

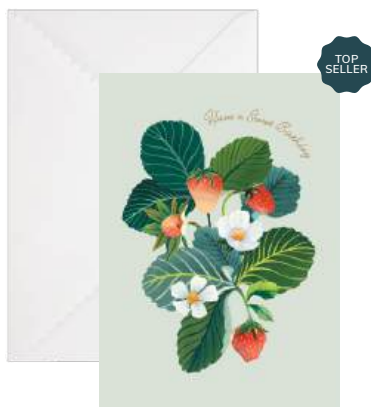
size: 4" x 8"



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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"



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"



AL105 BEES KNEES

Gilded bee wings flutter and metallic honeycombs unfold.

FRONT COPY

you're the bees knees

INSIDE COPY

blank

ENVELOPE

metallic gold

featuring: gold foil

packaging: poly sleeve

size: 4.5" x 5.5"



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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"



AL099 STAFFORDSHIRE DOGS

Mirrored chinoiserie pooches flank a porcelain vase filled with blooms.

FRONT COPY

blank

INSIDE COPY

blank

ENVELOPE

lilac

featuring: neon Pantone ink

& gold foil

packaging: poly jacket

size: 5" x 7"



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"



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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"*



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 sleeve
size: 4" x 8"*



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"*



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AL091 BETTER TOGETHER

Abstracted figures daydream together.

FRONT COPY

better together

INSIDE COPY

blank

ENVELOPE

terracotta

packaging: poly jacket

size: 5" x 7"



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"



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"



*NOTED @ *NOTED
BEST TEAR JERKER
WINNER 2021

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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

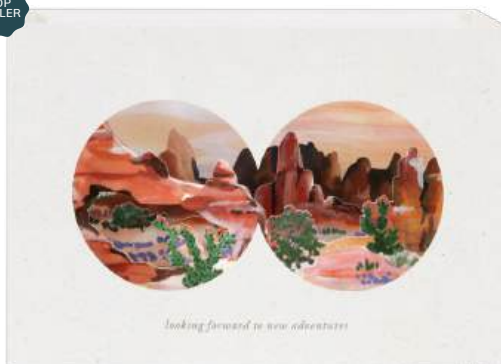
ENVELOPE

terracotta

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



0 48641135734 3



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 48641135724 4



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"*



0 48641134804 4



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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"



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"



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"



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AL062 FINCH

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

FRONT COPY

hello

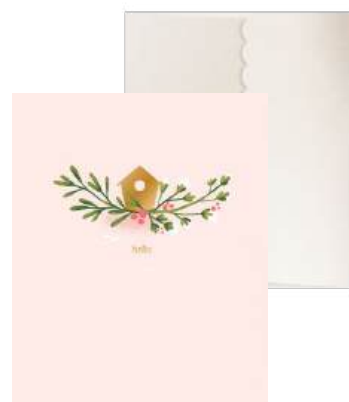
INSIDE COPY

blank

ENVELOPE

white pearlescent with scalloped edge flap

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



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"



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"



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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"



 LOUIE AWARDS
WINNER 2019



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



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"



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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"



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"

