

Pure Alchemy™

PURE ALCHEMY™ cards celebrate the best in paper engineering with trend-driven designs and foiled details that can be purchased for a variety of sending occasions. The majority of our cards are sold in a poly jacket so consumers can easily experience our pop-up cards. Each card is finished with a coordinating envelope.

\$11.99 sold in units of 6



Pure Alchemy™

Trend-forward designs and clever pop-ups.

\$11.99

AVAILABLE MAY

NEW!

AL133 FLOWER SHOP

Peek inside the flower shop windows to enjoy birthday blooms.

COPY

happy birthday-
flowers for you

SIZE

5" x 7"



0 48641 43585 0

NEW!

AL128 BIRTHDAY CAKE

A birthday cake on a gold plate is decorated with delicate candles and floral accents.

COPY

happy birthday to you

SIZE

4.5" x 5.5"



0 48641 43025 1

NEW!

AL129 KINTSUGI

A vase repaired with gold pops up delivering delicate flowers.

COPY

your resilience shines like pure gold-
thinking of you

SIZE

5" x 6"

Kintsugi is the art of repairing broken pottery with gold. The flaws are valued as part of the object's history—making it more beautiful.



0 48641 43035 0

NEW!

AL126 GARDEN PEACOCK

A gold tassel opens the door to reveal a peacock in a tropical riad.

COPY

happy birthday

SIZE

4.5" x 5.5"



0 48641 40975 2

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AL124 BABY MOBILE

Playful nursery icons dangle from delicate strings.

COPY

hello little one-
welcome

SIZE

4" x 8"



0 48641 49000 2



AL123 COASTAL VIEW

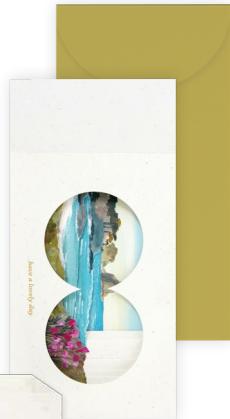
View a breezy coastline through the binoculars.

COPY

have a lovely day

SIZE

4" x 8"



0 48641 48990 7

AL119 DEEP SEA BIRTHDAY

Sea creatures float freely amongst seaweed and coral.

COPY

happy birthday

SIZE

5" x 7" when flat
3" x 7" x 2" when popped up



0 48641 47840 6

TOP
SELLER

AWARD
WINNER

AL118 NIGHT GARDEN

A cluster of flowers bloom underneath the evening stars.

COPY

always here for you

SIZE

5" x 7"



0 48641 47830 7

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\$11.99

AL115 TAROT BIRTHDAY

Pull the tarot deck to manifest the perfect birthday.

COPY

sending birthday magic & good fortune to you

SIZE

5" x 7"



0 48641 47710 2

AL107 STRAWBERRIES

Sweet berries and tiny blooms are nestled within lush leaves.

COPY

have a sweet birthday

SIZE

5" x 7"

TOP SELLER



0 48641 45220 8

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\$11.99

AL114 LOVE BIRDS

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

COPY

to the love birds

SIZE

4" x 8"



0 48641 47700 3

AL106 BAR CART

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

COPY

let's celebrate-cheers

SIZE

5" x 7"



0 48641 43830 1

Pure Alchemy™

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\$11.99

AL103 HOME SWEET HOME

A garden flourishes around a cozy cottage.

COPY

home sweet home-
cheers

SIZE

4.5" x 5.5"



0 48641 43210 1

AL097 WOODLAND BIRTHDAY

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

COPY

happy bday

SIZE

4" x 8"



0 48641 41410 7

AL099 STAFFORDSHIRE DOGS

Mirrored chinoiserie pooches flank a porcelain vase filled with blooms.

COPY

blank

SIZE

5" x 7"



0 48641 42030 6

AL094 SPECTACULAR

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

COPY

you are spectacular

SIZE

4.5" x 5.5"



0 48641 41380 3

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\$11.99

AL090 FLUTTER

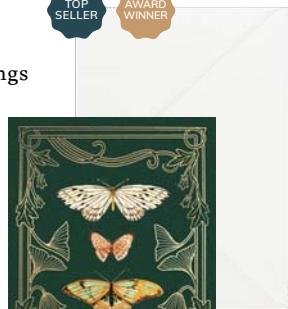
A carefully pinned arrangement of butterflies and moths flap their wings within a curio display.

COPY
blank

SIZE
5" x 7"



0 48641 38644 2



AL083 WILDFLOWER ENVELOPE

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

COPY
have a beautiful day

SIZE
4.5" x 5.5"



0 48641 36134 0

AL080 DESERT VIEW

Peek through the binoculars to enter a warm desert setting.

COPY
looking forward to
new adventures

SIZE
4" x 8"



0 48641 35734 3

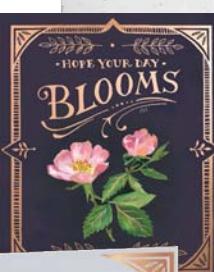
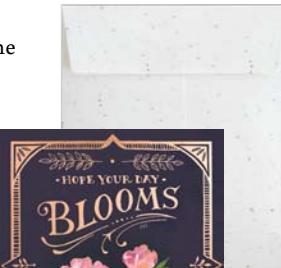


AL074 SEED PACKET

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

COPY
hope your day blooms

SIZE
5" x 6"



0 48641 34804 4

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AL071 CHAMPAGNE TOAST

Two glasses of champagne clink together, flanked by foliage.

COPY

this calls for a toast
cheers!

SIZE

4" x 8"



0 48641 33154 1



AL062 FINCH

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

COPY

hello

SIZE

4.5" x 5.5"



0 48641 32014 9

AL059 HOORAY

Brightly colored balloons drift upward as the card opens.

COPY

hooray

SIZE

4" x 8"



0 48641 39941 1



AL057 HUMMINGBIRD BIRTHDAY

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

COPY

have a beautiful birthday

SIZE

4.5" x 5.5"



0 48641 38591 9



Pure Alchemy™

Cheeky salutations and clever pop-ups.

\$11.99

AL042 FORTUNE COOKIE

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

COPY

your fortune awaits

CHOOSE YOUR MESSAGE:best wishes, happy birthday,
you're a tough cookie, you crack
me up, make your own luck, blank**SIZE**

5" x 7"

AWARD
WINNER

0 48641 36681 9

AL008 GO WILDA flock of neon flamingos
dance and preen.**COPY**

go wild.

SIZE

5" x 7"

TOP
SELLER

0 48641 59195 2

AL041 GREENHOUSELaser-cut leaves thrive within
a delicate greenhouse.**COPY**

make today lovely.

SIZE

5" x 7"

AWARD
WINNER

0 48641 36671 0