

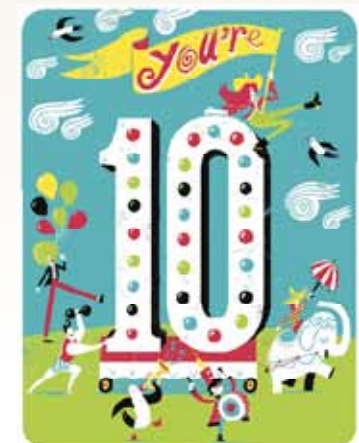
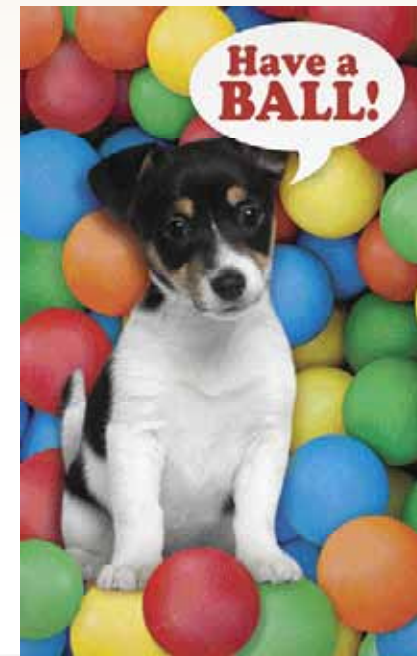
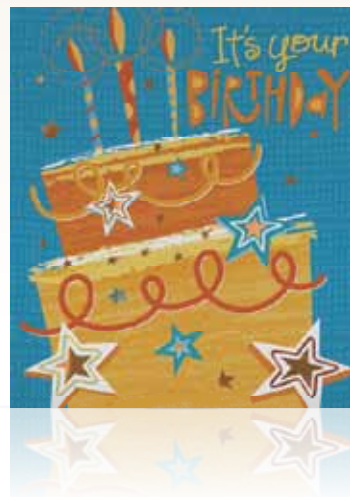
100+
greeting card
INVENTIONS
and counting

American Greetings
Brings You the Best Innovation



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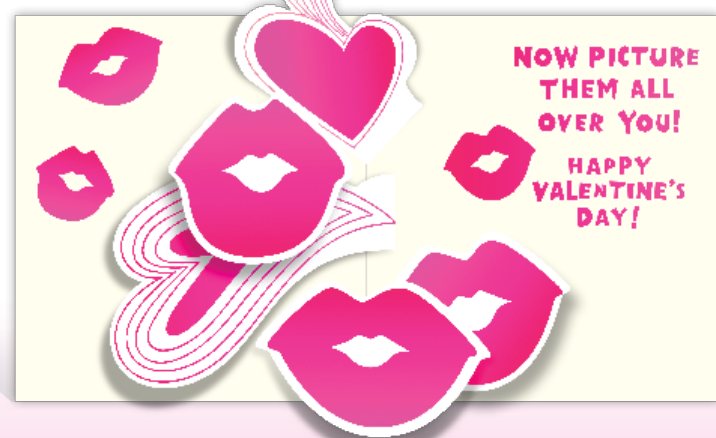
100+
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American Greetings Pipeline of Innovation continues to surprise and delight consumers with more than 100 greeting card inventions ... and counting. Our amazing spring lineup builds upon this success with Valentine's Day and birthday greetings designed to make the card experience extraordinary.



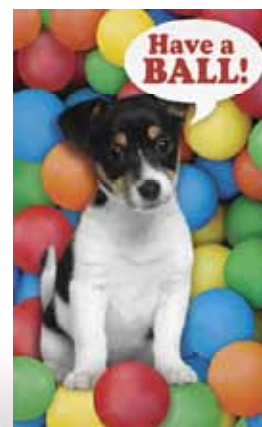
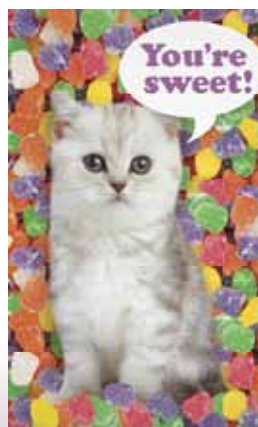
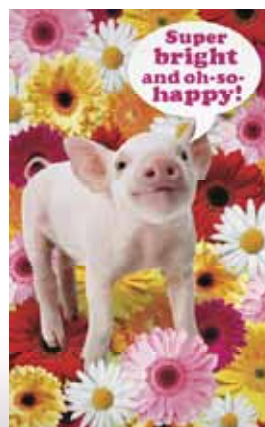
This awesome line of day-glo, pop-up cards is perfect for a Valentine's Day surprise. Featuring fun and playful copy, high-quality audio and intricate paper engineering, Glow Pops™ will make the moment truly memorable.



A new twist on card interaction, each pop-up cake in the Blown Away™ collection uses blow-sensor technology to recreate a popular birthday tradition. Recipients will love making a wish, blowing out the candles and receiving their very own light-and-sound surprise.



Each card in this collection comes to life when an aww-some animal pops up and sings an original song. Innovative motion technology lets the character's mouth move in sync to the music for a hilarious effect. With bright, colorful designs and light, sweet messages, Hyper Cutes™ are warm, fuzzy and a lot of fun.



TWEEN•TEEN

FOR THE TWEENS•TEENS YOU LOVE

Moms, dads, aunts, uncles, grandmas, grandpas and everyone in between can create real connections with the tweens and teens they love in this message-driven innovation targeting Gen Z.

