

a.i. paper design

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Profits from Personalization for Mom-and-Pop Shops

Custom-made personalized gifts set independent gift shops apart from “Big Box” mainstream retailers

Berkley, Michigan, February 7, 2007 – With competition from “Big Box” retailers’ ever-increasing, independent gift shops are looking towards wholesale companies like *a.i. paper design* to offer their customers one-of-a-kind, personalized products; a benefit the “Big Box” stores cannot offer.

Providing personalization is an ever-growing trend in the retail gift industry, allowing customers to express their individuality and add meaning to their gifts. Understanding that, *a.i. paper* designer April McCrumb has introduced the option of personalization to the majority of her over 108 new designs. Items varying from dog leash holders to recipe stands, to photo albums and frames are perfect for personalized sayings or names to be added at minimal cost.

Mom-and-pop businesses like *Catching Fireflies* of Rochester, MI built their businesses on catering to customers demands for customization. Store manager Dena Gillespie says “the ability to offer one-of-a-kind, personalized products is why we’re different. There is nothing more meaningful than a handcrafted gift personalized for the recipient.”

Internet retailers are also catching the personalization bug, “whether customizing products or marketing, savvy e-tailers are working to get closer to their customers this year,” says Melissa Campanelli of Entrepreneur magazine. *a.i. paper design* understands their clients’ need to be close to their customers, so they provide personalized, handcrafted goods made in the USA. “It is just one of the many benefits that set us apart and keep our customers coming back for more!” says artist, April McCrumb.

To view their many unique products, request a free catalog, or learn more about *a.i. paper design* visit www.aipaper.com or call 1(800) 414-1654.

a.i. paper design is a wholesaler of handmade paper goods located in Berkley, MI. Visit their website at www.aipaper.com to read about the artist April McCrumb or call 1 (800) 414 1654 to speak with her directly. Studio hours are Monday thru Friday, 8:30 am to 5:30 pm.

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Care to interview the Artist/Designer?
Contact April at 1-800-414-1654

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