

# Spotbear Productions

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**FOR IMMEDIATE RELEASE**

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**Subject: A Little 'Bling-Bling' Is Landing in Mailboxes Everywhere:  
Spotbear Productions Returns to Art Deco, the Dawning of  
Glamour, for its New Stationery Collection**

May 5, 2005 - San Francisco, CA – Art Deco, characterized by grace and exuberance, is the inspiration for the newest collection of handcrafted stationery from San Francisco-based Spotbear Productions ([www.spotbear.com](http://www.spotbear.com)). A turn away from recent explorations of the edgy 70s and the kitschy 50s, this line explores Art Deco's glamour, luxury, pizzazz, and speed – also the definition of modern-day 'bling-bling' culture.

Art Deco, which flourished internationally during the 1920s and 1930s, was the last era that prized style and sparkle. Now, Spotbear Productions celebrates our returned fascination with glamour and glitz (which is clearly seen in our cultures' close following of celebrities' lavish lifestyles). With the help of Art Deco-inspired images, the new line exudes hope, glamour, and shine – allowing everyday people to shower family and friends with a little elegance and glitter of their own.

Greeting cards, blank cards, and boxed and holiday cards are all adorned with Art Deco-influenced images, such as sleek peacocks, radiant sunbursts, and elegant fountains. The line is topped off with showy Austrian crystal rhinestones – a salute to both 20s glamour and modern-day bling-bling.

Unusual, bold, book-owner-identifying bookplates will remain a favorite staple of this collection, also with Art Deco as the muse. Bookplates are ornamented with images of swirling flowers, vintage furniture, and chic flappers.

As always, Spotbear Production's signature technique was used to create the stationery: images are hand-carved on linoleum blocks, which are then scanned and printed on elegant paper.

Spotbear Productions will be exhibiting the Art Deco-inspired line and its Victorian architecture-inspired line at the National Stationery Show, May 15-18, 2005, at the Javits Convention Center in New York City in Booth #5411.

Spotbear Productions' products can be found across the United States, as well as in Canada, Australia, and New Zealand.

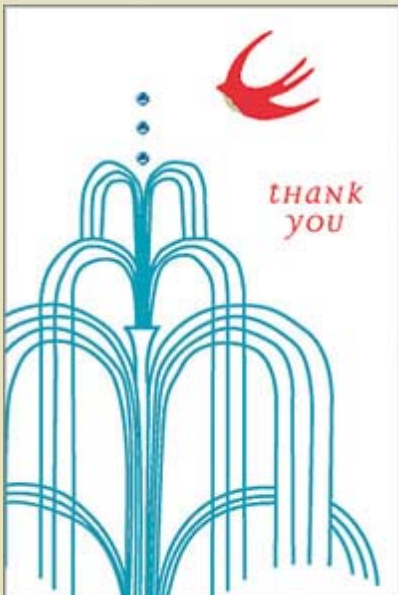
**Suggested retail price:**

Counter cards - \$3.50

Boxed cards - \$14.00

Bookplates - \$7.00

**Note to Editor:** Samples and high resolution images available by request.





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### **Spotbear Productions Introduces Art Deco Inspired Holiday Cards.**

March 4, 2005 - San Francisco, CA – Spotbear Productions, a San Francisco-based handcrafted stationery company, offers bold, dynamic, and joyous holiday cards inspired by the exuberance of the Art Deco era. Debuting at the National Stationery Show in New York City this May, the quirky charm of these cards arouses playful and optimistic feelings.

The vintage images have been transformed using Spotbear Production's signature technique of printing from hand-carved linoleum blocks for a charming handcrafted touch. Crystal rhinestone embellishments add to the Art Deco glamour.

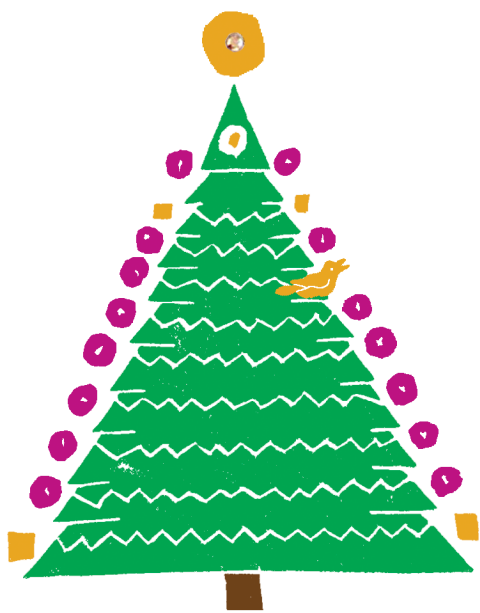
Spotbear Productions' products can be found in San Francisco, and across California; as well as Colorado, the District of Columbia, Illinois, Kansas, Massachusetts, Minnesota, New Jersey, New York, Ohio, Oregon, Tennessee, Washington, and Ontario.

Spotbear Productions will be exhibiting at the National Stationery Show, May 15-18, 2005, at the Javits Convention Center in New York City, Booth #5411.

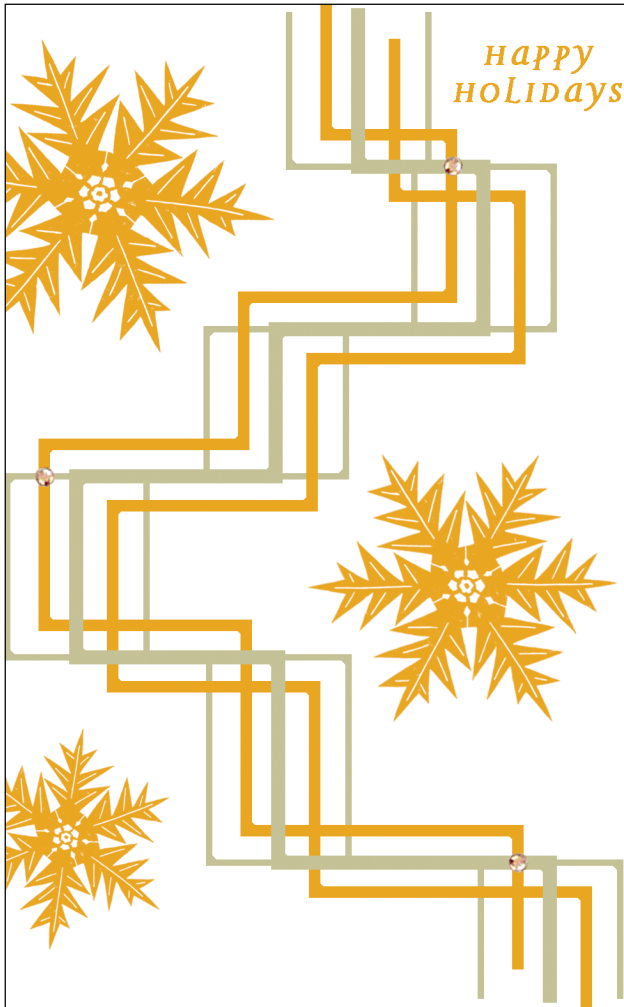
Offered as: Individual counter cards – suggested retail - \$3.50

Boxed sets – suggested retail - \$14.00





*merry CHRISTmas*



*Happy HOLIDAYS*



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Note to Editor: High resolution images available upon request.

**Spotbear Productions Introduces Art Deco Inspired Father's Day Cards.**

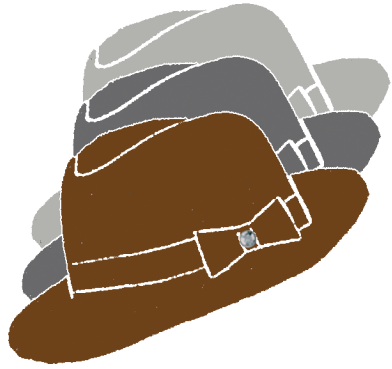
March 2, 2005 - San Francisco, CA – Tired of ties, golf clubs, and fishing poles adorning unimaginative, and usually corny, father's day cards? Spotbear Productions, a San Francisco-based handcrafted stationery company, offers a refreshing option with its first line of Father's Day cards. Inspired by the international style and optimism of Art Deco, these cards arouse a feeling of grace and sophisticated leisure.

Perfect for the young, urban, new dad or the sophisticated, wise, seasoned father, these cards remember a time defined by the jazz age and new streamlined technology. The vintage images have been transformed using Spotbear Production's signature technique of printing from hand-carved linoleum blocks for a charming handcrafted touch. Crystal rhinestone embellishments add to the Art Deco glamour.

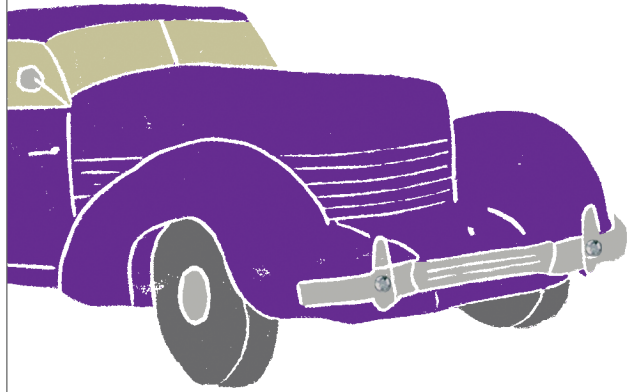
Spotbear Productions' products can be found in San Francisco, and across California; as well as Colorado, the District of Columbia, Illinois, Kansas, Massachusetts, Minnesota, New Jersey, New York, Ohio, Oregon, Tennessee, Washington, and Ontario.

Suggested retail: \$3.50

*happy father's day*



*happy father's day*



*happy father's day*

*• it's time to reLax*



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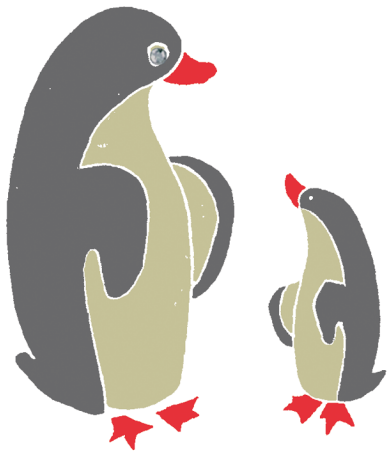
**Spotbear Productions Introduces Mother's Day and Father's Day Cards.**

January 10, 2004 - San Francisco, CA - Spotbear Productions, a San Francisco based handcrafted stationery company, introduces its first Father's Day and Mother's Day cards. Part of Spotbear Production's newest collection, these cards feature designs inspired by the first truly international style---Art Deco---which flourished during the 1920's and 1930's. These vintage images have been transformed using Spotbear Production's signature technique of printing from hand-carved linoleum blocks for a charming handcrafted touch. Crystal rhinestone embellishments add extra Art Deco glamour.

Spotbear Productions' products can be found in San Francisco, and across California; as well as Colorado, the District of Columbia, Illinois, Kansas, Massachusetts, Minnesota, New Jersey, New York, Ohio, Oregon, Tennessee, Washington and Ontario.

Suggested retail: \$3.50

*happy mother's day*



*happy mother's day*



*happy mother's day*



*happy mother's day*

• *it's time to relax*





**Subject: Designer Stationery Company Offers a Delightful Problem Solver for Getting Loaned-Out Books Back**

FOR IMMEDIATE RELEASE

**MEDIA CONTACT:**

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December 2, 2004 - San Francisco, CA - Designer Lynne Willis and her San Francisco-based company, Spotbear Productions, offer charming bookplates as a problem solver for the never-ending issue of missing books.

Printed on peel-n'-stick paper for easy use, these bookplates identify the owner of books – so book collectors will feel free to loan out their favorite copy of *Angela's Ashes* or *The Shipping News*. These delightful bookplates give peace of mind – allowing a booklover to loan out a book, hope the book will be enjoyed, and know that they will get the book *back!*

Bookplates are available in sets of eight, \$7. To buy: [www.spotbear.com](http://www.spotbear.com) for stores.

The bookplates are part of Spotbear's collection of handcrafted blank cards, greeted cards, sets of postcards, and bookplates. Inspiration comes from historical sources, such as Victorian architectural details and Medieval illuminated manuscripts. Spotbear Productions' images are created by printing hand-carved linoleum blocks. Japanese ribbons and Austrian crystal rhinestones add finishing touches.

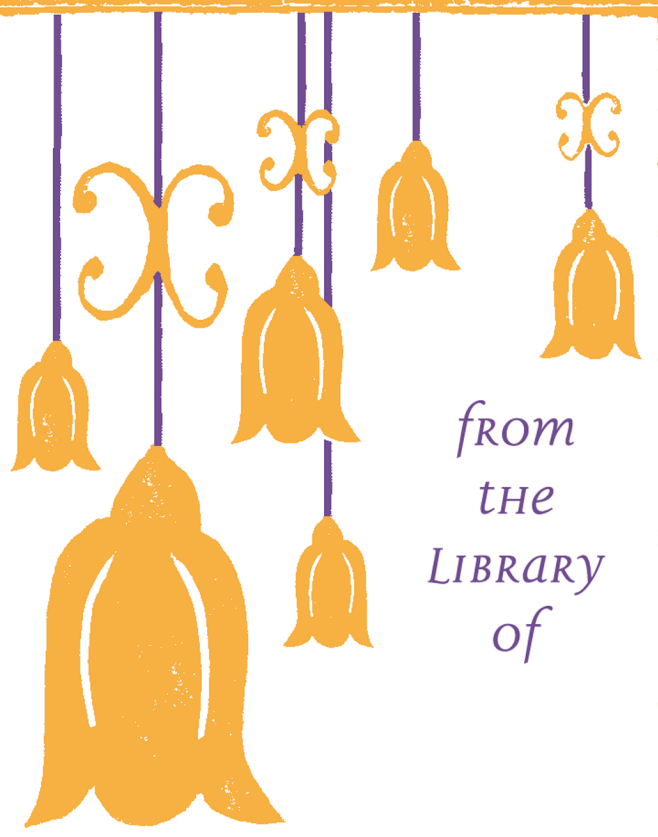
Spotbear Productions' products can be found across the United States, as well as in Canada, Australia, and New Zealand.

NOTE TO EDITOR: Low-resolution images may be viewed on website. High-resolution versions are available upon request.

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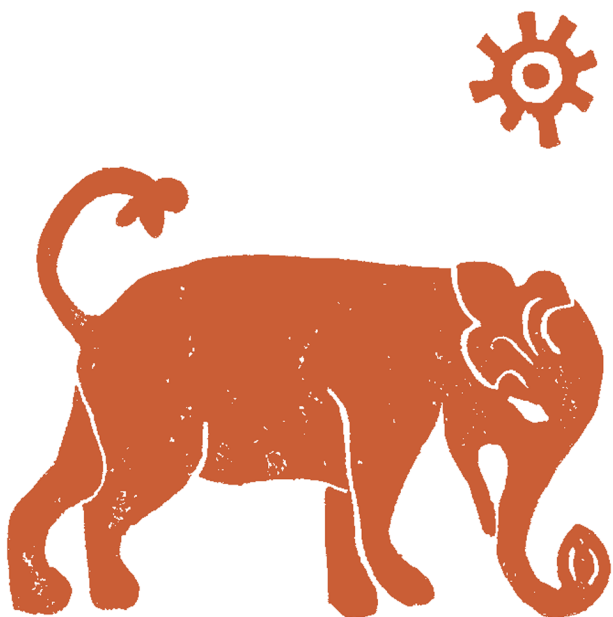
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New Product Information  
For Immediate Release  
March 21, 2005

Contact:  
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### **Deft Designer Behind Stationery Company Spotbear Productions.**

San Francisco, CA—Artist Lynne Willis is the deft designer behind Spotbear Productions ([www.spotbear.com](http://www.spotbear.com)), a company devoted to creating meaningful, hand-crafted greeting cards and bookplates.

After getting her master's degree in biology from the University of Michigan, Willis focused on her creative talents by studying textile design at F.I.T in New York City. Willis went on to design fabrics for Knoll Textiles and DesignTex. She designed textiles for the offices of clients such as Nike, Gap, Disney and AT&T.

During her corporate design years, Willis moved across the country twice. These moves highlighted the importance of keeping in touch with family and friends. Her desire to foster positive and creative communications led Willis to found Spotbear Productions right in her own San Francisco neighborhood of Lower Pacific Heights.

Using her background in textile design and printmaking, Willis has created a unique design process that combines both high-tech and low-tech. Hand-carved linoleum blocks are used to print the original designs. This simple, old-fashioned printing technique creates images with the charming unevenness of handcrafted low-tech methods. Scanning the images into a computer takes advantage of the speed and consistency of high-tech digital printing. Hand-placed Japanese ribbon and Austrian crystal rhinestone embellishments complete the cards with colorful details that add dimensionality.

As well as providing the usual stationery categories of greeting cards, blank cards, and boxed sets; Spotbear Productions is bringing back the tradition of personalizing your library with bookplates. These bookplates feature delightful, contemporary designs and, with a nod to modern materials, they are printed on peel 'n' stick paper (new to the bookplate marketplace) for easy application.

Spotbear Productions is named for Willis' loyal teddy bear, who has moved all over the United States with her. Spotbear is Willis' best friend and severest critic.

Spotbear Productions' products can be found across the United States, as well as in Canada, Australia, and New Zealand.

In New York City, Spotbear Productions will be exhibiting at the National Stationery Show, May 15-18, 2005, Javits Convention Center, Booth #5411, North Pavilion.