

## STRAIGHT TALK IN LIMITED UK GREETING CARD PUBLISHERS LAUNCH UNIQUE BRANDED BIRTHDAY CARDS

Date: 04.04.2008 - 12:28

Category: [Arts & Culture](#)

Press release from: [Straight Talk In Limited](#)

Agency: **The Straight Talk In Partnership**



Liverpool-based greetings card publisher Straight Talk In Limited have announced the introduction of a new range of Birthday card that honours credibility, encourages people to pay more attention to their relationships, and, more importantly, that put the words back into the mouth of the consumer. It looks at that one and only time in the year when the chance is rife, to focus on what it is that is respected about a person, that enables people to examine their relationships more closely, and presents a focus on honouring shared values.

The company saw that with the introduction of a uniformed branded birthday card, which expresses the same sentiment as every other birthday card but more, that has a specific identity marking credibility, means that making the focus on the relationship more important than the focus on the card, it arms the buyer with information upfront; primarily saving them time, cost and the inconvenience of having to search card displays, for that single card, to mark essentially what adds to the same personalized message in their relationships that the CREDHEDZ card does by design. This, explained the company, leaves them time then to think on their relationship, determine what it is in the relationship or about them that marks them as credible, how they want the card to work for them, and to assess the impact of it. Straight Talk In Ltd launched the range in September 2006.

CREDHEDZ Cards have got eyebrows raised, according to reports from CREDHEDZ vendors, received in to the publisher's Head Office in Liverpool, Merseyside. People are questioning what Birthday CREDHEDZ are all about. R.G. Williams (M.D.) for Straight Talk In Limited questioned, "who would have thought that a similar sense of intrigue would have been envisaged around CREDHEDZ as that which surrounded the first known published greeting card by Henry Cole that appeared in London in 1853? It is known that Cole's motivation back then was lack of time to write personally to friends and business acquaintances, so an artist was hired to create a personalized message for him. It is perhaps that the public have had the same privilege of someone writing for them too over the years, until now, they've not realized how the mass proliferation of cards have served to depersonalize their relationships. The significance of relationships have been watered down over years, by the sentiments industry getting hold of them, providing the entertainment between relationships, token gestures, casual reminders of connections to one another. With the existent card, the message need only ever be, and is largely, just 'Happy Birthday'".

Its designers at CREDHEDZ LTD say that the card bears all the personal hallmarks to a person's merit and worth. It is much more personalized, leaving the sender and the recipient in no doubt as to what that mutuality is that they share, and what it is that made it worthy enough for a CREDHEDZ card to honour it. Straight Talk In Limited Marketing Manager John McNulty explains, "how this works is that the person who gets CREDHEDZ looks at the card in respect to the relationship they have with the sender, and on reflection of what their contribution to that relationship has been, the personal/shared interests they have brought to it, and how these have come to bear on it. It further relies on the receiver's knowledge of the sender and on what contribution that the sender is making to the relationship, that gives the receiver an understanding as to what the

inclination was that persuaded the sender to make the gesture and what they intended for the receiver. It is they who decide what is credible. Lastly it enables the receiver to judge how instrumental the card is, in taking the relationship forward thereon."

The card's only further intervention then is to remind the recipient that the sender has recognized that they are worthy of being honoured in this way, prompted by its inside message, which congratulates them for being awarded Birthday CREDHEDZ. The CREDHEDZ status is supported by the 'Credstead Stand', which turns the card into a plaque, on which to ceremoniously mark and record the Birthday celebrant's interests, achievements, success and popularity, giving a thumbs-up, a credit.

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Web Url: [www.credhedz.com](http://www.credhedz.com)

Product: CREDHEDZ<sup>®</sup>

Newsmakers: Mr John McNulty and Mr Richard Williams

OEM: Straight Talk In Ltd

A new and leading cutting-edge greetings cards publishing company Straight Talk In Ltd getting to the point with its products. Honesty and integrity is at the heart of the initiative. The company specializes in publishing greetings cards for the young adult market, providing a form of greeting card product (relevant to 11-22 years) targeted at ages up to 34 years. The company operates in Liverpool UK in the city's L6 Anfield district.

The Straight Talk In <sup>®</sup> publishing brand as well as being a marketing, publicity, advertising service, heads a range of greetings cards and line of designs of everyday card products which include Birthday.

It supplies direct to retail at newsagents within the heart of the community.

For more information please email.

Straight Talk In is a registered trademark of The Straight Talk In Partnership, a separate legal entity.

[You can find this press release here](#)