

# PAPYRUS



## **Papyrus Online Launches Personalized Gifts by Mountaincow**

**FAIRFIELD, CA – August 3, 2016** – Dominique Schurman, CEO of Schurman Retail Group, today announced that an extensive new line of personalized gifts by Mountaincow have been added to PAPYRUS stores. The line includes beautifully printed personalized mugs, notepads, water bottles and iPhone cases, as well as unique new products such as an exquisite flat foil printed wedding guest book and cork-backed coasters. Pricing for the line of gifts ranges from \$9.99 to \$62.00

“We are so delighted to bring this option of personalization to our gift options at PAPYRUS,” said Schurman. “We are always looking for ways to elevate the gift-giving experience in our 200-plus PAPYRUS stores nationwide.”

Designed to coordinate with the company’s new line of custom invitations and note cards, customers can mix and match hundreds of new designs for coordinated stationery, envelope liners and high-end personalized gifts. Corporate clients can personalize their holiday gifts, sororities can personalize new pledge gifts, non-profits can personalize donor appreciation gifts and event organizers can personalize attendee gifts. The complete line includes mugs, water bottles, iPhone cases, binders, flat foil guest books, clipboards, trays, aluminum luggage tags, notepads, hard cover books, folders, whiteboards, puzzles, notebooks and lunch boxes.

PAPYRUS stores have also launched a new line of personalized favor boxes for weddings and other events. These can be printed in-store in any of the nearly 100 stores featuring the Design Studio in-store printing service powered by Mountaincow software.

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### **ABOUT PAPYRUS**

The word PAPYRUS (PAH-PIE-RUS) comes from the earliest form of paper crafted from the papyrus plant. The company was founded in a family kitchen over 60 years ago, inspired by a love of fine art and a vision for products of uncompromising quality from which genuine personal connections could be made. Today, there are more than 200 PAPYRUS retail locations across Canada and the United States offering an ever-expanding array of distinctive and luxurious merchandise, including stationery, custom-printed announcements and wedding invitations, products for entertaining, high-end greeting cards, gift wrap, gift bags, stationery, personalized note cards, journals, unique gift items that combine creativity with flair. Visit [PAPYRUSonline.com](http://PAPYRUSonline.com) for product information and store locations.

### **ABOUT SCHURMAN RETAIL GROUP**

Schurman Retail Group is the largest privately held specialty retailer of personal expression products in North America. Established in 1950 as an importer of European paper products, the company now comprises a dynamic family of more than 400 retail stores and four retail brands: PAPYRUS, NIQUEA.D, [Carlton Cards](#) and [American Greetings](#).

### **ABOUT MOUNTAINCOW**

Mountaincow was founded in 2002 in Providence, RI and sells professional invitation software, stationery and other products to thousands of specialty retailers worldwide. Mountaincow's innovative solutions enable retailers such as PAPYRUS to quickly and easily design and print personalized invitations, addressed envelopes and personalized gifts for their clients for weddings and other events in-store and through affordable print fulfillment. For more information visit [Mountaincow.com/Pro](http://Mountaincow.com/Pro) or call 1.800.797.MCOW x1.

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