Article Side

Greeting Cards â€" Business and Personal by **Excell Print**

Greeting cards are a way of wishing friends and business associates for a particular occasion or festival or reminding them of your existence.   Cards could be designed to wish someone well or to commemorate an occasion. They vary from simple cards with a blank inside that could be general purpose cards, to cards with a touching or clever message that the receiver can relate to. In terms of size and complexity, they could vary from little cards to big cards â€" some with a music chip and others without. Some cards have cut-outs and others have pop-ups. You may find some affordable greeting cards and some that are ridiculously priced. Companies like Hallmark have taken this concept to a whole new level and made a profitable global business out of it.

Business Greeting Cards

Business greeting cards tend to be pre-printed greeting cards, with space to handwrite the name of the person it is being sent to and space for the sender to sign. The cover could vary from a plain front with just the company logo or there could be a picture related to your business products. These cards generally come in a standard size and they are made of good quality paper as they reflect your brand. These cards are generally sent out to business contacts and associates once a year. Some organisations use this opportunity as a social service initiative and buy their cards from an organisation that uses the funds for social enlistment.

Personal Greeting Cards

Personal greeting cards are where the greeting card corporate makes their money. There is an array of cards for relatives and friends of all kinds, for occasions of all kinds. They come in a variety of shapes and sizes and greeting card designers are busy trying to design ever more attractive greeting cards print, with clever or sentimental messages that are suitable for the occasion. The practice of sending out greeting cards shows people you care, but the commercialisation of the practice has taken out the personalisation out of it, because often people just write the name of the person it is addressed to and the sender. They might just write a message that is a line long.

Printing Greeting Cards

Greeting card printers abound in every city. They meet the need for affordable greeting cards. They have an array of readymade blank cards where people can print their message. Or they would be happy to do just the printing in cards that their customers supply them with. These printers tend to be small time operations, but the quality of their work is good. If you are printing your own cards, use good paper and good printing quality as the cards will reflect your personality. Choose affordable card printer for printing greeting cards with attractive colors.

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