



Vistaprint Unveils 50 of the Hottest Holiday Photo Cards with its 2014 Designer Collection

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Personalization options allow for one-of-a-kind creations

LEXINGTON, Mass.--(BUSINESS WIRE)--Nov. 6, 2014-- [Vistaprint](#), a leading provider of personalized holiday cards that combine selection, style and savings today announced the launch of its exclusive 2014 Designer Collection. One design that is expected to be particularly popular this year is the combination announcement/holiday card, which can be used as a way to share life's most exciting moments during the holiday season. These could include anything from a new baby or home, wedding or even a new family pet. The Collection includes 50 cards that reflect the year's hottest trends and is a perfect complement to the company's entire suite of themed cards [that are now available](#).

The 2014 Designer Collection was created to reflect this year's most popular design trends including: typography; mixed media elements such as faux foil, sequins, and chalkboard; hand-rendered lettering, geometric shapes, and stark yet elegant simplicity. Like all Vistaprint cards, the Designer Collection makes it easy to share special moments through one-of-a-kind creations that reflect the personality of each sender.

"Our full holiday collection is perfect for customers who want to send top quality, personalized holiday photo cards to loved ones at an affordable price," said Kara Howard, vice president of global marketing for Vistaprint. "Our design process always begins by learning from our customers and doing deep research on consumer taste and trends. This year's Designer Collection has led to one of the most dynamic and exciting sets of customizable cards we have ever produced that will help our customers to make one-of-a-kind creations for loved ones this holiday season."

Whether a well-wisher selects a card from the company's standard collection or the Designer Collection, Vistaprint offers the tools customers need to personalize and easily share special moments from single photo cards, to collages, to beautiful full-bleed images, without sacrificing quality. The messages, fonts and formats can all be adjusted with easy-to-use editing tools. In addition, customers can choose from 11 backside designs that include a corresponding design to match the front, an additional photo, a year-at-a-glance calendar for 2015, a personalized story with highlights from a family's 2014, or a multi-photo collage. Extra touches can be achieved by selecting premium or linen stock, or building a matching set of envelopes and return labels.

About Vistaprint

Vistaprint N.V. (Nasdaq: VPRT) empowers more than 16 million micro businesses and consumers annually with affordable, professional options to make an impression. With a unique business model supported by proprietary technologies, high-volume production facilities, and direct marketing expertise, Vistaprint offers a wide variety of products and services that micro businesses can use to expand their business. A global company, Vistaprint employs over 5,300 people, operates more than 50 localized websites globally and ships to more than 130 countries around the world. Vistaprint's broad range of products and services are easy to access online, 24 hours a day at www.vistaprint.com.

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