



Hi,

Thanks for taking a minute to check out Junky Heirloom. We like to think that our products and design tell at least some of our story. But here's a bit of the rest.

Junky Heirloom is a paper goods company debuting at the 2009 National Stationery Show. The Junky Heirloom concept, however, has been around since we met in college. As we became best friends, we discovered that we both shared a love of bringing the organic, living force of vintage materials together with the clean, sophisticated lines of modern design. That love has shaped our work together as we've moved everywhere from New York ad agencies to, now, the stationery industry.

Junky Heirloom is all about merging design, materials and ideas in new ways that make everyday life a little more interesting. We wanted each piece of our product line to reflect this. This demanding standard produced a few things that set us apart from other stationery products, including our:

- **PAPERGILD PRODUCTION TECHNIQUE:** All of our Papergild products use an innovative combination of intricate foil pressing with fine paper textures to create a unique sensory experience that is just as beautiful to touch as see.
- **IMPRINT ABLE® TOOL:** Lots of stationery lines include imprints. We thought they deserved a little more imagination. So we developed the exclusive Imprint Able online experience. When you buy Junky Heirloom Imprints, you get access to our easy-to-use Imprint Able online tool that allows you to use Junky Heirloom fonts, colors, writing and layouts to customize your invitation or announcement and print from your home computer-- without ever having to download anything. No more buying beautiful imprints only to have to handwrite your card or design it in Word. With Imprint Able, you can easily create exactly what you want-- and it will look like a professional did it.
- **PAPERGILD FRAMES:** Pictures are meant to be kept out and about. Our Papergild Frames make doing that easier-- and a whole lot more fun. These foiled paper frames borrow from their classic vintage counterparts to take the ordinary desk frame and make it something that is interesting and beautiful--pretty much anywhere you put it. And, switching out the picture to reflect your most recent adventures is as easy as printing off a new shot and slipping it in.

These are just a few examples of where paper can go when you think forward and back at the same time. Please enjoy these samples and look through our catalog to see more of this new kind of thinking. If you would like more information, we'd love to talk to you.

You can visit us at [booth #1344 at the National Stationery Show](#). Visit us online at [junkyheirloompaper.com](http://junkyheirloompaper.com). Call us anytime at [\(801\) 674-0306](tel:8016740306). Or email us at [info@junkyheirloompaper.com](mailto:info@junkyheirloompaper.com)

We hope to talk to you soon!

Sincerely,

Two handwritten signatures in black ink. The first signature is 'Amy Shaffer' and the second is 'Kristin Mills'. Both are written in a fluid, cursive style.

Amy Shaffer & Kristin Mills



## *People*

Kristin Mills and Amy Shaffer have been designing, writing, creating and conspiring together for seven years. After becoming best friends on a fateful road trip in college, their adventures have resulted in fire-engine red hair, successful careers in advertising, world traveling on very creative budgets and, now, Junky Heirloom. Their work together has been featured in the New York Times, Ad Age, Print and the Cannes Advertising Festival, among others. Recently, their stationery work has been praised by Design Mom, Etsy, Daily Candy, It's Nice That and more. In the next year, Kristin and Amy (along with their husbands) will travel to India, enjoy being next door neighbors and continue to dream up new ways to create everyday fine paper products with Junky Heirloom.

## *Products*

The 2009 Junky Heirloom line includes:

- Papergild Notesets
- Simple Greetings
- Papergild Frames
- Imprints with online Imprint Able tool
- Papergild Journal
- Monogram Seals
- Magnets

## *Press & Inquiries*

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## *Product Photography*

To download both web-optimized and full-resolution photos for publication, go to [junkyheirloompaper.com/presskit](http://junkyheirloompaper.com/presskit)