

LING DESIGN

PUBLISHERS OF GREETINGS CARDS AND STATIONERY

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Velvet Olive the design led greetings card publisher well known for its strapline 'endeavouring to never offend your eyes' has announced that its assets have been acquired by Ling Design Ltd

Kathryn Fletcher of Velvet Olive said "I have very much enjoyed the last eleven years as an independent publisher but I really think the time is right to work with a larger organisation which can help me fulfil the potential not only of Velvet Olive but also for myself personally within an industry I love. As soon as I met the Ling team I knew it was a good fit and I am beyond excited about the opportunity of working on the iconic Penny Kennedy brand and also seeing Velvet Olive designs in gift packaging too."

Ian Bant MD of Ling commented "It's been a very exciting time since Swan Mill purchased us only about 6 months ago and Velvet Olive is a fantastic addition to our Ling Design, Penny Kennedy, and Talking Pictures offer. The fact that Kathryn is joining us to continue to run Velvet Olive and take control of the design of Penny Kennedy as well as work with us on our contemporary brands such as Max and Sid brings a new dimension and expertise to our successful team. There is further synergy with the Ling Design, Penny Kennedy, Talking Pictures and Velvet Olive customer base and we are all excited to have Kathryn's fantastic designs as part of our portfolio and have the opportunity to launch them into new product categories."

David Byk Group CEO of Swan Mill said; 'When we said at the time of the Ling purchase that we could become a greetings card incubator we never thought the next acquisition would come along so quickly. However, Velvet Olive is such a fantastic brand and has so much potential plus Kathryn is a great fit with Ling/ PK that we had to grab the opportunity with both hands. The Ling acquisition has gone amazingly well and Velvet Olive will help us achieve our goals plus Kathryn is a natural choice to 'curate' Penny Kennedy and will work fantastically well with Ian and the rest of the Ling team.

Velvet Olive will become part of the Ling portfolio with immediate effect and will be sold by the Ling sales teams with Kathryn continuing to manage key national accounts. All product will be dispatched from Ling Paddock Wood.

Velvet Olive is a design led card business with customers such as John Lewis, Paperchase, Oliver Bonas and Fenwicks plus many independents around the UK and overseas.

Ling Design Ltd. is based in Paddock Wood, Kent and Bath, Somerset. It is one of the U.K.'s leading independent publishers of greetings cards and stationery with a turnover of over £8 million, employs around 65 people and supplies greetings cards to multiple retailers and independents in the UK as well as to nearly 30 countries around the world.

Kathryn and the Velvet Olive card range will be on the Ling stands (Hall 3 Q16/18) at the NEC Spring Fair from 7th to 11th February and will be launching the new fantastic 2016 Baby and Wedding ranges at the show.

Ling and Talking Pictures will have their new Christmas 2016 Ranges on display at the NEC as well as their complete card offer.

Penny Kennedy is also in Hall 3 on stand R20 which is next door to the Ling stand and will be showing their new spring summer 2016 upmarket gift packaging ranges including new collections from Sara Miller, Alice Scott, Max and Sid and Emma Bridgewater which will all be in stock and available for delivery. Plus, they will also be previewing Christmas at this show for the first time.

For further information contact:

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