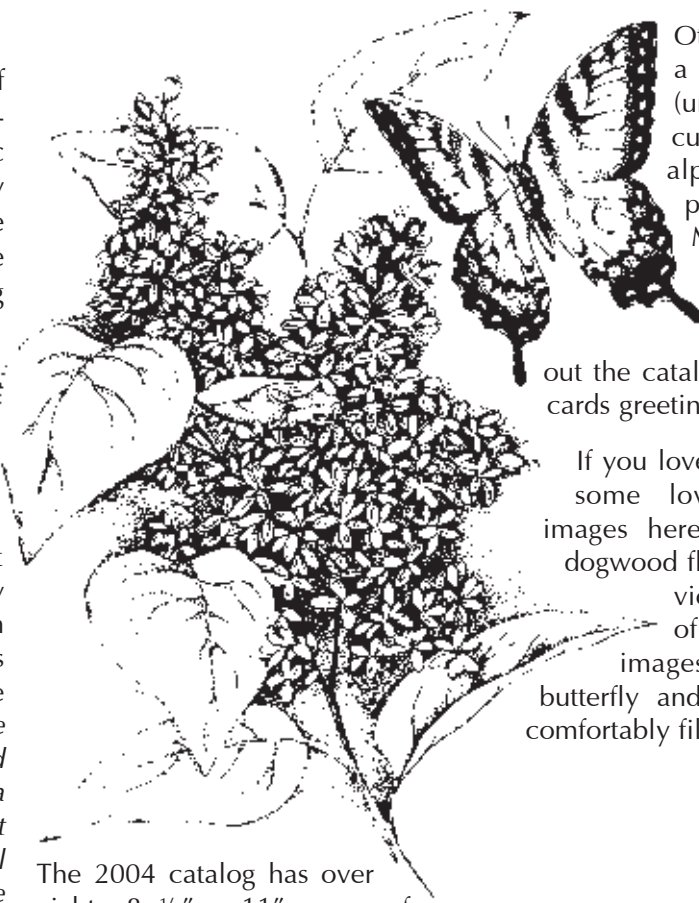


CATALOG PICKS

Serendipity Stamps

On the cover of Serendipity Stamps' catalog is a stippled lilac branch with a butterfly hovering nearby. The image has fine gentle detail and a soft glowing appeal – a good introduction to the stamps you will find inside the catalog's eighty-plus pages.

Serendipity Stamps is owned by Mary Dew Lee as the owner. **VSN** last reviewed Serendipity Stamps' catalog back in 2001. The stamp line has grown considerably since then. Mary says, "We are up to about seven hundred images now. We have a couple dozen images that coordinate with McGill Punches. The stamps are designed to fit exactly with the punch so that you can stamp the image and then punch it out. We also have some gorgeous alphabets. These are your average alphabet stamps. One set is a Floral Alphabet. Each image is 2" square. We sell them separately, as a set, or on a custom cube (four of any letter on a cube). One of our other alphabets is round and the letters are designed to coordinate with a punch so that you can stamp a letter then punch it out. We also carry a line of stickers - all are on clear matte with black lettering (all are lettering). They are shown on the web site but have to be ordered by phone."

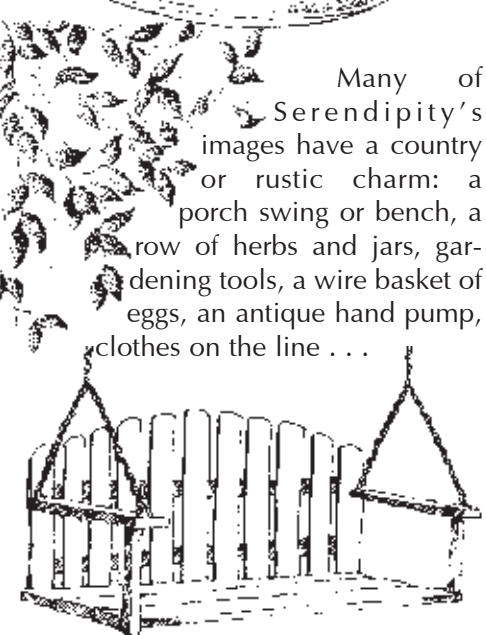
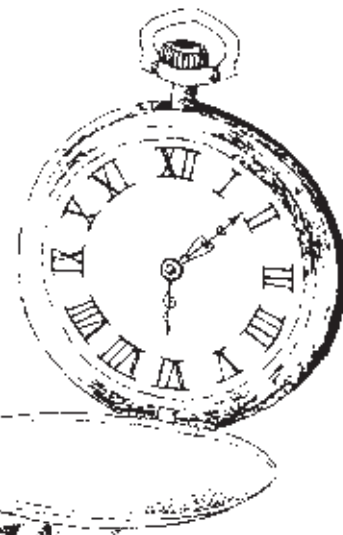


The 2004 catalog has over eighty 8 1/2" x 11" pages of images. Supplements add another thirteen pages. The selection of original detailed images is rich and lovely. The catalog begins with oval month images in two sizes – great for either cards or calendars. There is an especially gorgeous floral alphabet. Mary says, "At first glance it might not seem to be very flexible. But it is! Even though it is flowers, we use it all the time for Christmas and winter. (We have samples on our web site). Each letter depicts a different flower - and these aren't your run of the mill flowers. For example, we've got Yarrow, Kalanchoe, and Nasturtium. One of my customers used the alphabet with Shrink Plastic to make a lovely bracelet that spells out BELIEVE. And if you want something simple and elegant, just emboss in gold, add a little color and you're set."

Other alphabets include a Dry Brush alphabet kit (unmounted letters with cube mounts) and a circle alphabet sized to be punched out with McGill circle punches.

Serendipity also has beautiful calligraphy text stamps throughout the catalog: quotes, sentiments, cards greetings and haiku poems.

If you love flowers, you will find some lovely detailed flower images here – sunflowers, roses, dogwood flowers, a vase of tulips, violets and more. Some of these detailed stippled images include a hovering butterfly and are large enough to comfortably fill a card front.



Many of Serendipity's images have a country or rustic charm: a porch swing or bench, a row of herbs and jars, gardening tools, a wire basket of eggs, an antique hand pump, clothes on the line . . .

There are porch doors, a pile of pillows and the view through a lace hung window. The summer supplement includes lovely rustic windows and steps from France. You will also find all kinds of interesting objects: a pile of books, large and small pocket watches, a bird cage, a Tiffany lamp, a cluster of vases, a large farm tractor . . . Critters include

butterflies and dragonflies, a hovering hummingbird and a crowing rooster and a soft-eyed llama.

If you are thinking fall, there are stippled pumpkins, apples, a rake leaning against a tree and a scarecrow in the field. Choose a pile of crumpled leaves or stamp small individual leaves to create borders and backgrounds.

The Fall/Winter supplement also includes a fun snowman family, a large poinsettia, a dove holding a holly branch and a pine embellished jingle bell. The main catalog has more fun snowmen, large and small mistletoe and four very nice holiday gift tags available in two sizes. There is a

present loaded sleigh and a note from Santa. If you like more traditional images for Christmas, there are two snowy church scenes and three wise men with their camels following the star. There really is a strong selection of winter/Christmas images here.

Quite a few of the images are offered in themed cubes – always a good way to save money and storage space.

Two interesting cubes have swirled text designed to fit the McGill Super Giant Swirl punch. Another cube of elaborately detailed stars fits the McGill or Punch Bunch Super Giant Star punch. Mary says, *“By September I’ll have new images to coordinate with the new McGill Super Giant egg punch.”*

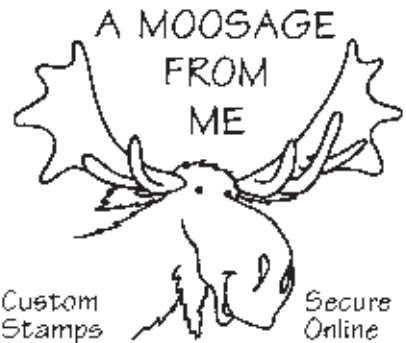
Most stamps are available either mounted or unmounted. Mary explains, *“Mounted stamps are generally \$4.50 - \$15.50. We have some large sets that are more. Our set of Months is \$40.50, and our full Floral Alphabet Cube set is \$80.50. Unmounted is half the price of mounted. Some cubes are not available unmounted.”*

CATALOG \$6

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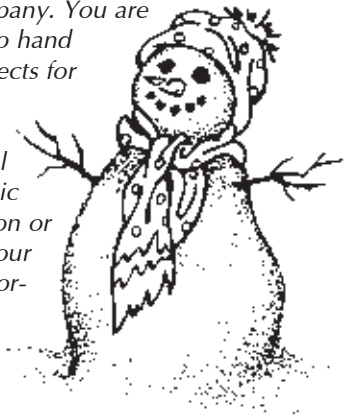
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Catalog \$5

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If you would like your catalog/products reviewed, send a copy of the catalog and a sample stamp/product. If you sell mounted stamps, send a mounted sample so I can cover the mounting. Stamps and other products sent for review consideration will be returned if you include return postage. I will contact you 1-2 months before the review is run to arrange scheduling and ask questions. For quicker response, include a self-addressed postcard to confirm receipt.