



## IWS Fall 2010 Launch

---

### **Snapfish Publisher**

[Snapfish Publisher](#) presents budding and established creative types alike with a the opportunity to better meet widespread consumer demand and inspire people to do more in terms of personal expression. Since its launch in March 2010, Snapfish has begun working with 130 designers and a variety of developers involved in the Snapfish Publisher platform.

A sampling of designers include:

- Oak Atkinson, [tumbalina](#): Oak Atkinson, a prominent designer and founder of tumbalina, grew up in the tiny town of Masaka, in Uganda. Since there were no shops there, she started making her own as gifts, and continued to do so after leaving Africa for New York City. After several years in corporate marketing and advertising, she found her true calling when she started tumbalina in 2003 to make people smile through her cards. tumbalina's goal is to enable customers to convey love and affection in a personal, whimsical way while celebrating the small, everyday things in life. For Snapfish, Oak has created a special collection of Halloween, Christmas, Kwanza and Spanish language cards, among other designs.
- Susy\*Jack, [SusyJack Contemporary Paper](#): Susy\*Jack Contemporary Paper was founded by Susan Connor, a Manhattan artist and designer. Her collection emerged in 2007 as bold new alternative in the paper goods market inspired by everything from her trips to the hardware store to her love of textiles and fashion. For Snapfish she has a variety of designs available designed from an "optimistic point of view that people can incorporate into their everyday lives."
- Sari Victoria, [Sari Victoria Designs](#): Sari Victoria is a designer and illustrator working and living in Manhattan. With more than eight years working in the creative industry, she has used her talents to design invitations for numerous fashion & beauty clients, which reinvigorated her love of stationary and all things paper. Sari also blogs at [A Design Affair](#). For Snapfish she has created a collection of Jewish designs including Rosh Hashanah and Hanukah.
- Carla Fonseca, [Viva Greetings LLC](#): Carla Fonseca was born and raised in Mexico City and grew up in a multicultural and bilingual environment with an American mother and Mexican father. Having spent more than a decade as a graphic designer, she was disheartened she couldn't find any designs to reflect her heritage and personality and those of the people around her, and thus she began designing her own cards. In May

#### Editorial Contacts

Cherie Britt, HP  
+1 209 505 1638  
[cherie.britt@hp.com](mailto:cherie.britt@hp.com)

Alyson Campbell,  
Porter Novelli for  
Snapfish by HP  
+1 212 601 8060  
[alyson.campbell@porternovelli.com](mailto:alyson.campbell@porternovelli.com)

HP Media Hotline  
+1 866 266 7272  
[pr@hp.com](mailto:pr@hp.com)  
[www.hp.com/go/newsroom](http://www.hp.com/go/newsroom)

Hewlett-Packard  
Company  
3000 Hanover Street  
Palo Alto, CA  
94304  
[www.hp.com](http://www.hp.com)



2010 she launched Viva Greetings and will be contributing Spanish and English language cards across holidays and occasions.

Sample developers include:

- [Frecklebox](#): Frecklebox, founded in 2008, creates personalized gifts including personalized books for reading, writing and coloring for children to not only entertain, but to educate. Frecklebox utilizes a key technology called image personalization which takes the rough shape of an image to input a name to create something truly unique for the recipient, all of which is produced in its plant and guaranteed to ship within three days. For Snapfish, Frecklebox will be launching lunchboxes, puzzles and notebooks.
- [Kidlandia](#): Founded in 2008, Kidlandia® is dedicated to telling the story of **you** through *social merchandise* – personalized gifts that capture and display families and groups. Each highly personalized item has heirloom meaning, and can be enjoyed for decades. Kidlandia’s signature products are personalized kingdoms named after kids, with cities, islands, and other features named after family and friends. Kidlandia products are both physical items and rich social activities for individuals and families. The educational platform, also used in schools, helps children with spelling, geography and creative imagination. For Snapfish, Kidlandia will be launching posters and canvases.

© 2010 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constructing an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.