



Life Well Styled.

www.giftcraft.com

For Immediate Release

Giftcraft Ltd.

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GIFTCRAFT CELEBRATES GIFT-GIVING'S MOST POPULAR ICON WITH NEW ADDITIONS TO THE POZY BEARS™ COLLECTION

With no new and innovative bear inspired gift lines introduced to the market in recent years, Giftcraft seizes the opportunity to continue the time-honored tradition of sharing the gift of a teddy bear with its popular gift line, The POZY Bears™

Toronto, Canada – August 4, 2011 – Giftcraft Ltd., an international leader in the design and development of innovative lifestyle décor and giftware, recently launched new additions to their teddy-bear inspired gift line, *The Pozy Bears™*, as well as an expanding the offerings to include a collection of occasion and recipient specific pieces aptly titled, "*Celebration Pozy Bears™*".

Based on artist and President of Bloomwood Originals David Miller's original wood-carvings, *POZY Bears™* made its debut at the January 2011 Atlanta Home & Gift Show with a 25-piece assortment of nostalgically inspired designs celebrating family and friendship. With rustic, earth-tone finishes, the premier *Classic* collection includes a combination of single figurines and vignettes in a variety of heartwarming gifting themes and includes original, heartfelt sentiments printed on the hangtags. Building on the success of the initial launch, the sophomore introduction includes nine new *Classic* figurines which will begin shipping to retail later this summer.

Understanding retailers are looking for variety and innovation in gifting solutions, Giftcraft expanded the *POZY Bears™* offerings with the launch of the *Celebration* collection. The assortment of multi-colored teddy bear figures with cheerful greeting and icon attachments include gift-giving's top-selling occasions and recipients and are enjoying much success since their launch in mid-June.

Trevor Cohen, President and CEO of Giftcraft notes, "*We are proud to partner with David Miller and to bring his vision to the marketplace. David is an industry expert having formerly served as Vice President of Marketing and Product Design for a former leader in the teddy bear industry. The teddy bear has been and will continue to*

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be a gifting staple and with no new innovation in the market for quite some time, we seized the opportunity to offer retailers a gift line that fills this void and continues the time-honored tradition of sharing the gift of a teddy bear.”

As with the new introductions to the *Classic* collection, *Celebration POZY Bears™* will ship to retail later this summer with a suggested retail price under \$20.

High-Resolution Images & Logos, Artist Profile & POZY Bears™ Brand Story Available By Contacting Pamela Wasylyson at 717-767-4777 (USA) or by emailing pwasylyson@giftcraft.com

About Giftcraft Ltd.

Giftcraft Ltd. is a lifestyle industry leader servicing a diverse network of décor and giftware retailers throughout the world. With corporate headquarters based in Toronto, Canada, Giftcraft Ltd. sets the standard in innovative design and development of decorative and functional lifestyle products to meet both the décor and giftware needs of today's savviest consumer.

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