

t u m b a l i n a
media kit

tumbalina.com
914.255.1200
oak@tumbalina.com

ABOUT US

TUMBALINA is in the business of happiness.

We measure our success in smiles.

Every digital design or artisanal card we create is intended to capture, honor, share and celebrate life's most significant moments. The moments and the memories... that make people smile.



Oak Atkinson

Once a small cadre of crafters in a Bedford, New York garage, Tumbalina has grown under the vision (and boundless energy!) of our founder and chief inspiration officer, Oak Atkinson, into a global retail and e-tail paper goods company known for heart-warming, award-winning designs.

Beyond our expansive selection of heartfelt greetings, some of our more notable digital collections include warm and whimsical "special person" signage and a bounty of easy-to-download wedding cards, tableware, notices and novelties, certain to beguile any bride.

Ever evolving, Tumbalina embraces and harnesses the best of technology to give our customers instant access to life-enhancing designs.

Tumbalina --- touching hearts, one by one.

OUR PRODUCTS

“really sweet and clever”

—Martha Stewart

Wedding



Christmas



OUR PRODUCTS

a few of our favorite styles...

Baby



Graduation



SCORES & STORES!

a few of our recent accomplishments...



Featured segment on The Martha Stewart Show for Valentine's Day 2008.

Martha and our founder, Oak, made 4 of our Valentine's day cards together in a live, nationally syndicated show that was watched by nearly 1 million viewers. We received 617 emails that evening, 289 the following day....



American Package Design Award

Our Everyday Giftcard tin won a national packaging design award! An assortment of 30 of our best-selling giftcard enclosures for birthdays, wedding, baby, bridal shower and more. Packaged in a unique, clear, mini paint-bucket tin, you'll never be without the right note card when you need one! It provides good design and function. Other design winners included Apple, Adobe and Unilever.



Louie Awards



We won The Greeting Card Association's 16th Annual Louie Awards* (the Oscars of the Greeting Card Industry) in Best Birthday/humorous category.

*The Greeting Card Association (GCA) is the official nationwide trade organization that represents greeting card and stationery publishers.

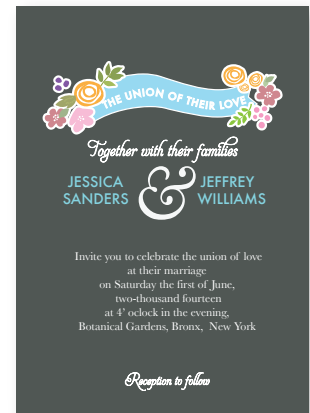
American Graphic Design Award



Winner of 2 prestigious American Graphic Design Awards in the Best Invitation Category

September 2012

One of our first wedding collection designed for the launch of Kleinfeld Paper won GDUSA's annual American Design Award for best Invitation!



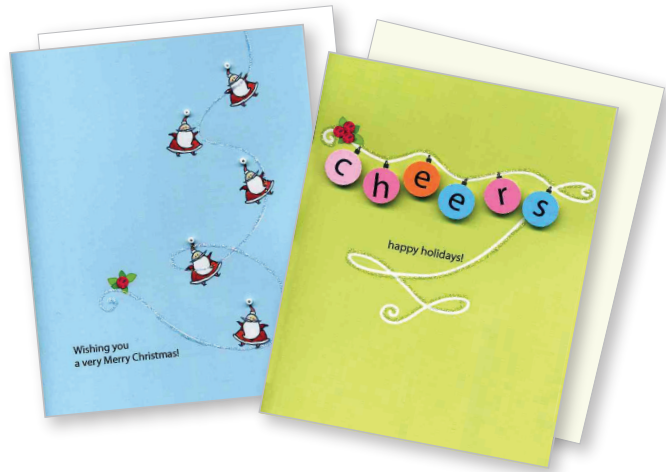
LADY ANTEBELLUM
HOLDING OUR INVITE!

September 2011

When The American Country Awards was having its first ever nationally televised awards show at the MGM Grand in Las Vegas, its official event planner, Backstage Creations commissioned us to create a one-of-a-kind VIP/ Retreat invitation.



For 5 years, tumbalina designed Christmas and Holiday boxed greeting cards exclusively for Target's Holiday Boutique Collection. Distributed at over 1700 Target stores nationwide, over 9 million tumbalina cards have been sold at Target.



The Container Store®

The Original Storage and Organization Store®

12 of our holiday giftcard enclosures were designed for The Container Store for their exclusive "Giftwrap Wonderland" section in their 48 stores. We distributed and sold over 86,000 giftcards!

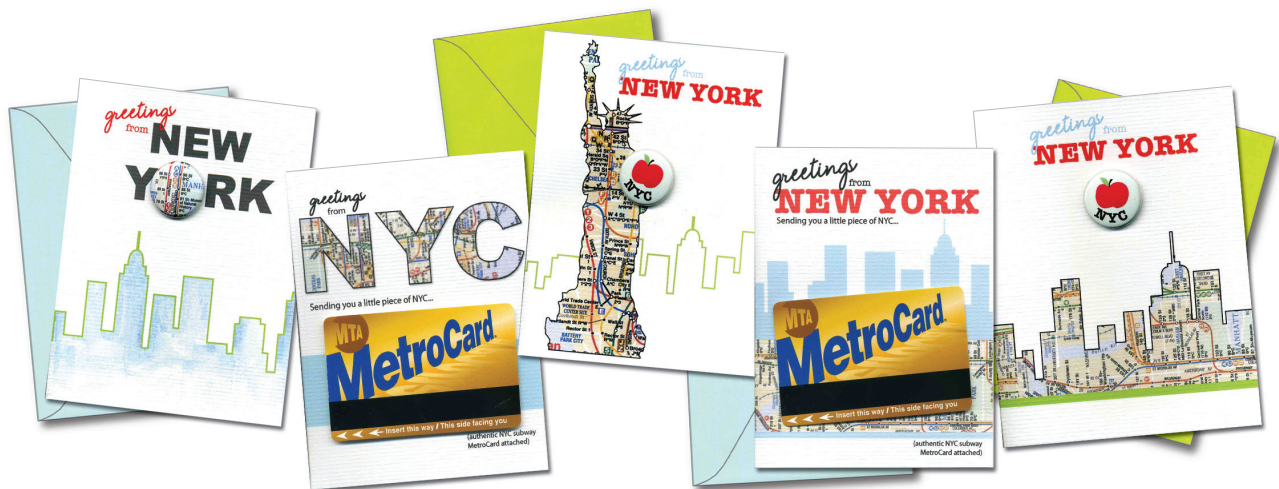




We have partnered with Snapfish to design exclusive photo cards for their very important holiday season. Over the last 6 years we have consistently been one of their top 3 best selling designers selling to 85 million customers in 22 countries worldwide.

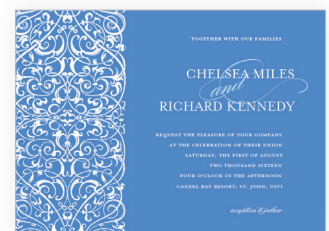
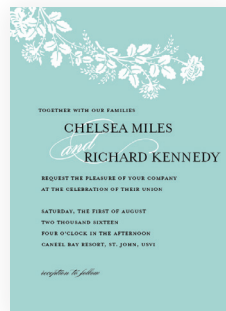
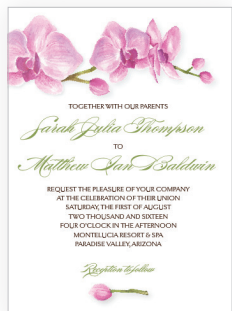
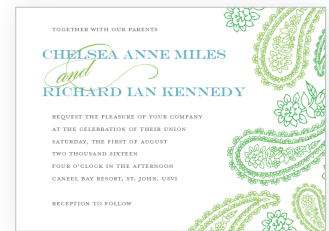
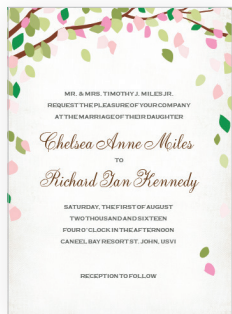
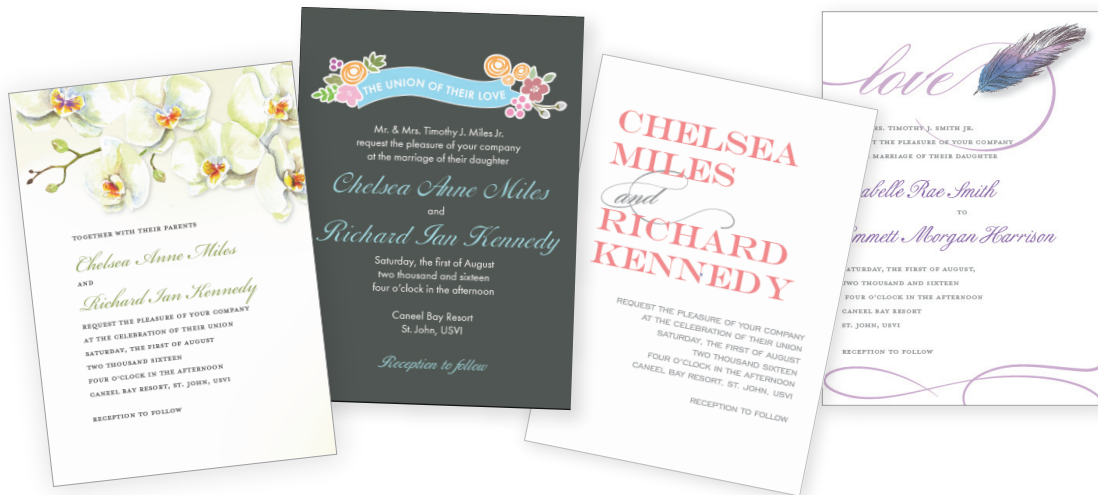


We are proud to have partnered with the NY Transit Authority to create six exclusive custom designs to be sold at their Museum Stores.



Kleinfeld PAPER

As one of seven designers chosen to launch the legendary bridal store's wedding invitation and stationery line, we designed 25 unique wedding collections. These invitations were showcased at the NYC flagship store, KleinfeldPaper.com, as well as the hit cable show, "Say Yes To The Dress!"





We have partnered with Pingg, the premier online event management site that offers stylish e-vites and event planning tools. Our design collection on Pingg offers smart invitations and announcements for the design-conscious host.



Walgreens

For the past three years we have partnered with Walgreens and have been their No. 1 bestselling designer in all categories including Christmas and Holiday. The convenience of quick pick up at any of their 8,200 stores nationwide has exponentially grown this business.



Etsy



Our etsy store opened in 2016 targeting the DIY market and offering exclusively downloadable PDF's, from printable wall art to editable party and wedding invitations.

