

KELLY TAGS

Please read this! It will help you get the most out of your Kelly Tags.

Kelly Tags are exhibitionists...

The colours, design and punchline of Kelly Tags are meant to be seen as part of the visual impact of your floral display. The square format cards (square cards, pop-out cards, butterfly and whimsy foldovers) all come with reusable transparent envelopes. You will find each of these cards in a separate transparent envelope. This envelope should become part of the display, so don't throw it away when you first open the card. It will keep the card fresh while in your shop, and **also will enclose the Inner Circle card, flower food, business card, promotional material**, etc. that you wish to enclose in the card.

Valentines, the Better-than-Luggage-Labels and Ovals are meant to be seen undressed. They have no transparent envelopes.

Kelly Tags aren't designed to be enclosed in traditional paper envelopes. They want to be out where they can be seen in all their glory!

Inner Circles ...

are the round cards with simple sentiments. They are meant to be enclosed inside any of the square shaped cards (butterflies, pop out etc). Or you could also use them on their own--just punch a hole in them and tie on.

You can attach Kelly Tags to your bouquets in a couple of ways:

Square format cards: If you enclose your bouquets in cellophane wrap, you can simply nestle the card into the bouquet. You can also punch a hole in one corner using a simple hole punch, and thread a piece of raffia or ribbon through and tie the tag into the centre of the bouquet. Or tie the card onto the decorative carrier bag handle, if you use those. Another option would be to stake the cards.

Valentines, Better-than-luggage-labels and ovals: Use a lovely piece of ribbon or raffia to to attach these to your displays.