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**Paula & Waffle To Exhibit Their Sweet Greeting Card Line at
The 2016 National Stationery Show**

NEW YORK, NY: Paula & Waffle, a fun-loving boutique design studio in NYC specializing in sweet and heartfelt greeting cards, will be exhibiting for a second time at the National Stationery Show. Their adorable line consists of 150+ hand-illustrated greeting cards, prints, wrapping paper designs, gift tags, and recipe cards. They have also recently added a set of 30 fun and colorful designs to their portfolio, geared toward adding some extra sparkle to special occasions.

On her company's plans to exhibit, Paula & Waffle Owner Paula Cheng-Mehta said, "Exhibiting at the National Stationery Show is the most important event in our industry, and we are so excited to be showing our line for a second time at this event. We are so thrilled with our new designs and cannot wait to share them with retailers!"

Paula & Waffle is exhibiting in Booth #2154. In addition to their line of everyday & seasonal greeting card hits, they are featuring:

- * Fun and colorful new cards: 30 beautiful cards perfect for adding some extra sparkle to special occasions.

- * City Prints: 10 new city prints, featuring some of Paula & Waffle's favorite places in the world.

- * Wrapping Paper: Colorful new patterns featuring florals and pets.

About Paula & Waffle: Paula & Waffle is a boutique design studio based in New York, NY. Founded in 2014, Paula & Waffle specializes in sweet, heartfelt greeting cards and illustrations. Paula & Waffle is a finalist for a Louie Award and is also a finalist in 3 categories in the National Stationery Show's Best New Product competition. All of Paula & Waffle's products are produced in the United States.

For High-Res Photos, Visit: www.paulaandwaffle.com/pages/press-room