



DENIK

PRESS KIT

MARCH 2016





ABOUT DENIK

The idea for the Denik brand began with a few college kids at Utah State University back in 2011. They started selling artist designed notebooks with a charitable contribution. They sold wherever they could set up a table: concerts, parties, campus events, and farmers markets. The vision has since blossomed from a grassroots street team of book-slingers, to an artsy-eclectic bunch of business professionals. The

team is now spreading their mission to customers, corporations, and clients worldwide.

"We gather artists from across the globe and put their work on notebooks, journals, and sketchbooks. Then, with every product sold, a portion of proceeds goes to building schools and to support the artist. Our artists are impacting generations."

- Tyler Tolson, President & Founder

SUPPORT AN ARTIST

Our unique business model allows artists and consumers to team up in support of global education. Art has a unique way of bringing people together, and our goal is to use that unity to help out those who are lacking the basic services and rights that we take for granted. This is what gets us out of bed in the morning. This concept is what makes us fight for success.

Denik provides a channel for artists of all skill levels to make an impact in the world we live in. We believe that the art of a high-schooler in Houston, a blogger, a skateboarder or a professional artist in Brazil can be printed on one of our books and be used to change the world.

NATALIA SETH



LISA CONGDON



GREG "CRAOLA" SIMPKINS



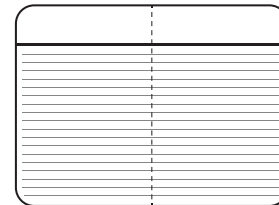
IAN BARNARD





At Denik we offer more than just your standard notebook. We carefully select our covers to cater to the creative mind while offering a wide variety of styles and designs.

Alongside our classic soft covers, we sell spiral notebooks, pocket books, sketchbooks, classic fabric covered journals, as well as greeting cards.



LINED PAGES
5.25" x 8.25"
150 Lined Pages



BLANK PAGES
5.25" x 8.25"
150 Lined Pages

DENIK NOTEBOOKS FEATURE

1. 150 page notebook coming in blank or lined pages.
2. A ridiculously soft-touch, laminated cover that makes your fingers feel happy while providing a degree of moisture protection.
3. Durable spine and glue combination that can with-stand your daily, accidental abuses, and even the more intentional ones.

SKETCHBOOKS



SPIRAL NOTEBOOKS



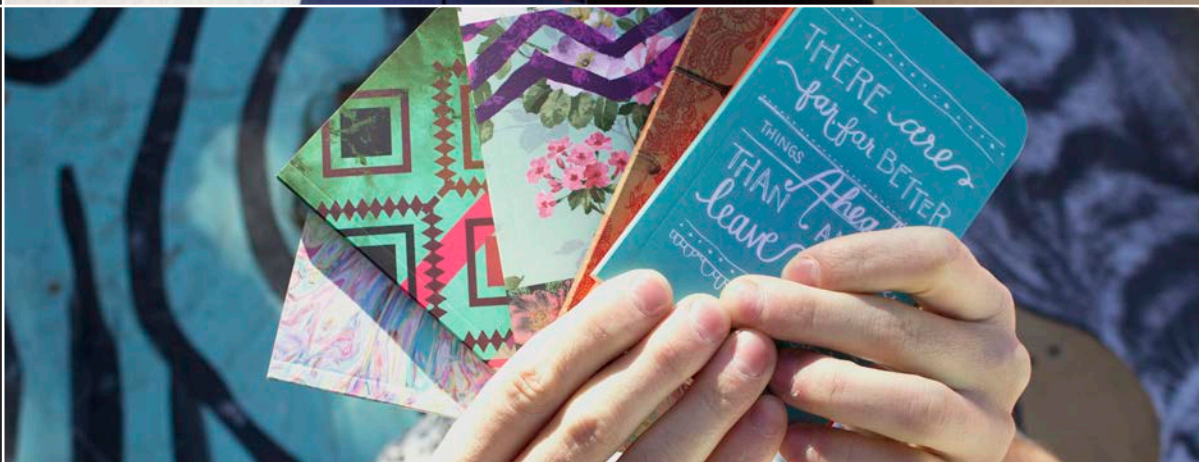
SOFTCOVER JOURNALS



HARDCOVER JOURNALS



POCKET BOOKS



GREETING CARDS



PARTNERSHIPS

Here are some of our friends:

JUXTAPOZ

NIKE

STRUCK

QUIKSILVER

ROXY

HILTON HOTELS

SKULLCANDY

SHIRT.WOOT

AGENDA TRADESHOW

URBAN OUTFITTERS

VANS

We work with a variety of supporting organizations, artists, and companies.

We produce custom books, limited product runs, unique collaborations and corporate gifts.





MALI AFRICA

HELP BUILD SCHOOLS

We fully stand behind our motto "Art can change the world." When you buy a Denik notebook you are helping educate kids around the world. A portion of each sale goes towards building schools around the world.

We have two fully funded schools in Mali and Guatemala and we are now introducing a third school that will be constructed in Laos! With your help we are making a difference!



LAOS



GUATEMALA





PRESS COVERAGE

Check out these links to view some of
the places our notebooks have
been featured

JUXTAPOZ

DESINGOOD

GLAMOUR

THE NEW YORK TIMES

HUFFINGTON POST



10.4K FOLLOWERS



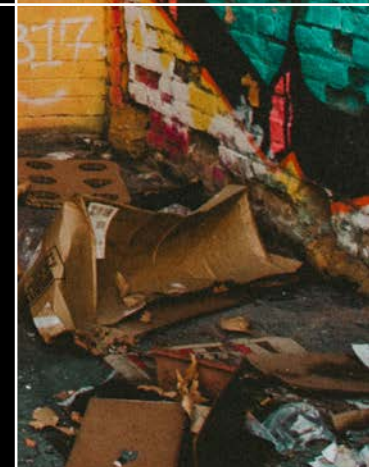
MONTHLY WEBSITE STATS:

2500 Unique visitors

11.8k pages views



7,800 LIKES





FOR MORE INFORMATION,

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DENIK