

2021 Collection



Black Joy Paper™ was created to amplify the voices of a group of talented Black artists, and to add diversity and inclusion in an industry that has lacked that presence in past years.

As artists and business owners of six compelling brands of cards and stationery, we express our individuality, creativity, and experiences through our own respective product lines. With **Black Joy Paper™**, we have come together to introduce a shared body of work that will not only add a new spectrum of color to the stationery industry but normalize the representation of Black artists.

When naming the collective, we were inspired by our cultural pride and our desire to be represented in a way that would express Joy to everyone regardless of color.

We value diversity, individual expression, and compassion. We hope you enjoy the humor and inspiration in the following pages.... and maybe find a little of yourself.

We would also like to acknowledge our publisher Biely & Shoaf Co., and Greta Heida, who brought us all together.

Tiffany Grimes

Natalie Henry Charles

Andrea Williams

Tiffany McGraw

Lauren Ashley Barnes

Amy Slaughter



Lauren-Ashley Barnes is the founder and creative director behind Pineapple Sundays Design Studio, a stationery and giftware company in Chicago. She's a multi-passionate illustrator, designer and colorist who creates products with purpose and self-care in mind.

Lauren-Ashley's love of patterns and color play can be seen in every collection she produces. Pineapple Sundays Design Studio is all about celebrating moments and bringing more positive vibes into your everyday life.



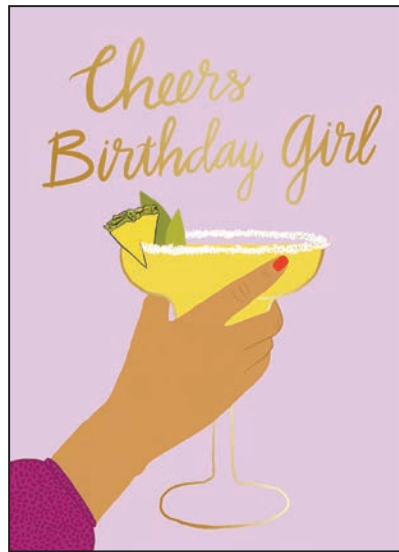
front

BJPLB009
No Rainbow
Support

All Cards = 4.5" x 6.25"

inside





front

BJPLB004
Cheers Birthday Girl
Birthday

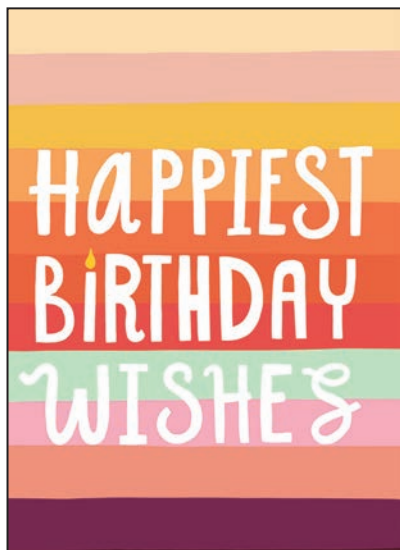
inside



front

BJPLB008
Courage to Bloom
Birthday

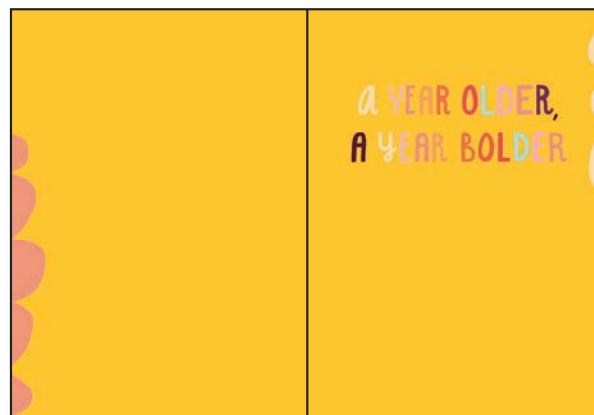
inside



front

BJPLB007
A Year Bolder
Birthday

inside





BJPLB001
Plant Queen
Birthday

inside



front



BJPLB003
HB Beautiful
Birthday

inside

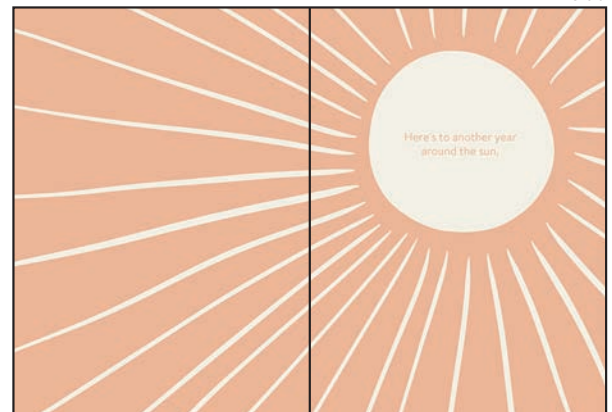


front



BJPLB006
Shine Bright
Birthday

inside



front



front

BJPLB005
Bananas
Anniversary

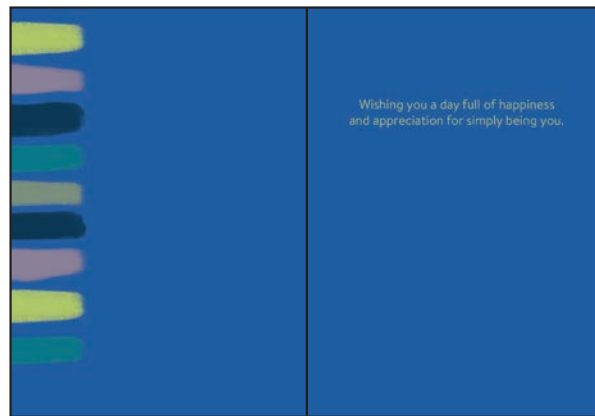
inside



front

BJPLB011
Girl Dad
Dad Birthday

inside



front

BJPLB012
With Sympathy
Sympathy

inside





front

BJPLB010
You are Beautiful
Support



inside



front

BJPLB002
Every Little Thing
Support



inside



Detroit based graphic designer and illustrator Tiffany McGraw, has been honing her artistic skills for the past 11 years. Originally a journalist, Tiffany combined her desire to highlight what's missing and needed in the greeting card industry with her love of art to create collections that reflect that diversity. She is also working to help remove the stigmas surrounding mental health, especially among women of color.

Paper Rehab is inspired by all the amazing women in our lives and seeks to celebrate, support and promote a spirit of sisterhood.



front

BJPTM013
Birthday Vibe
Birthday

inside





front

BJPTM001
Celebrate You
Birthday

inside



front

BJPTM007
Growth
Birthday

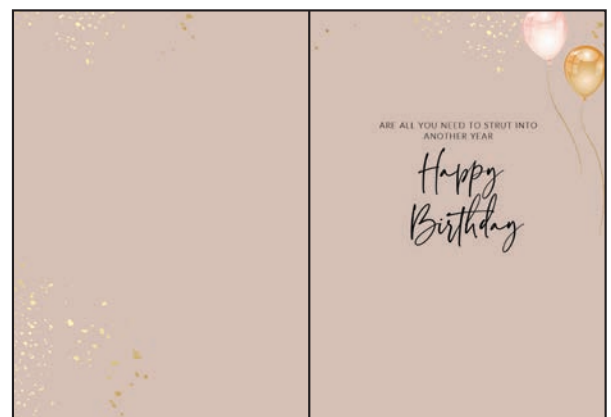
inside



front

BJPTM009
Heels & Friends
Birthday

inside





front

BJPTM010
Birthday Splash
Birthday

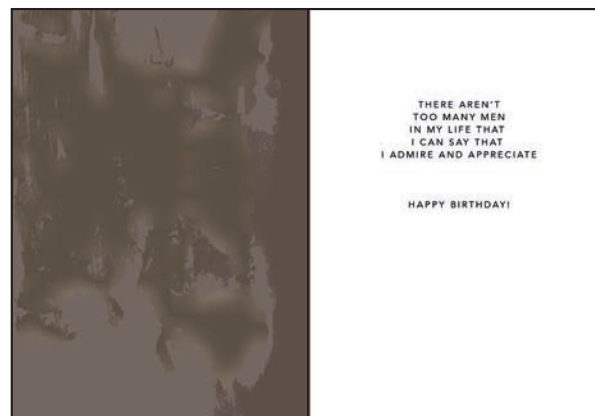


inside



front

BJPTM015
Rare
Masculine Birthday

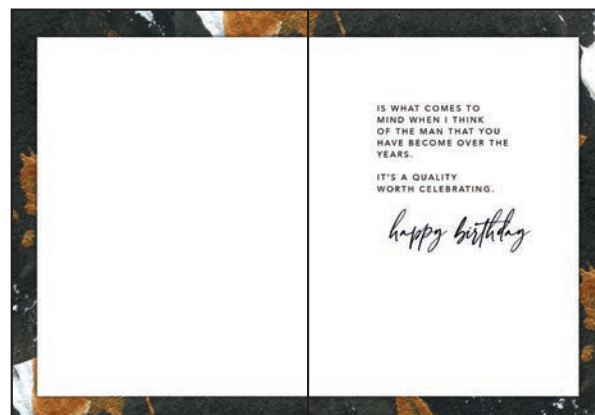


inside



front

BJPTM014
Robust
Masculine Birthday



inside



front

BJPTM003
Graphic Birthday
Birthday

inside



front

BJPTM011
At Last
Wedding

inside



front

BJPTM008
Solace
Support

inside

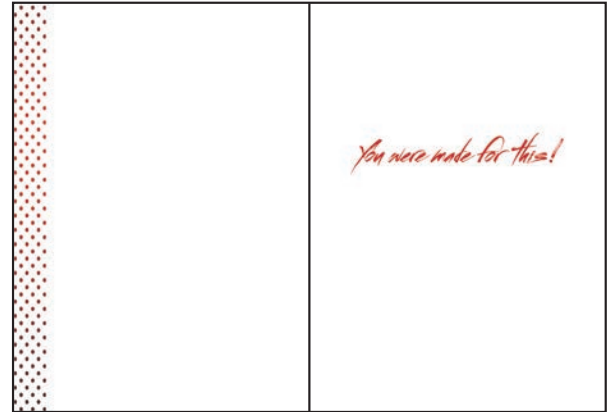




front

BJPTM002
Be Fearless
Support

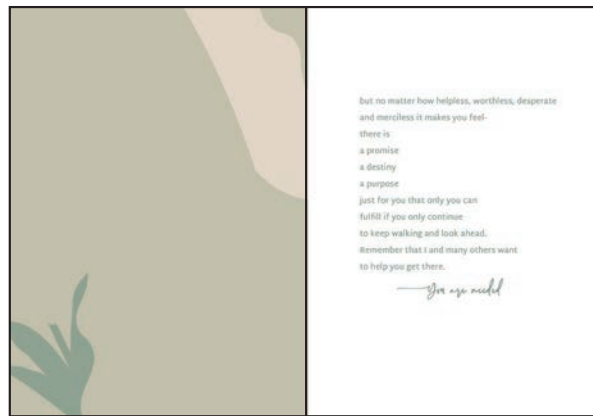
inside



front

BJPTM004
In the Wild
Support

inside



front

BJPTM005
Strong Friend
Friendship

inside





front

BJPTM006
One Day
Support

inside



front

BJPTM012
Validated
Friendship

inside



front



Natalie Henry Charles is the proud owner and inspiration behind Pretty Peacock Paperie, which creates lighthearted, empowering and fun stationery for all of life's moments. At the beginning of Pretty Peacock's life, Natalie focused on custom wedding invitations. After the birth of her daughter and a near death experience delivering her, Natalie decided that life was too short to not celebrate every moment big and small.

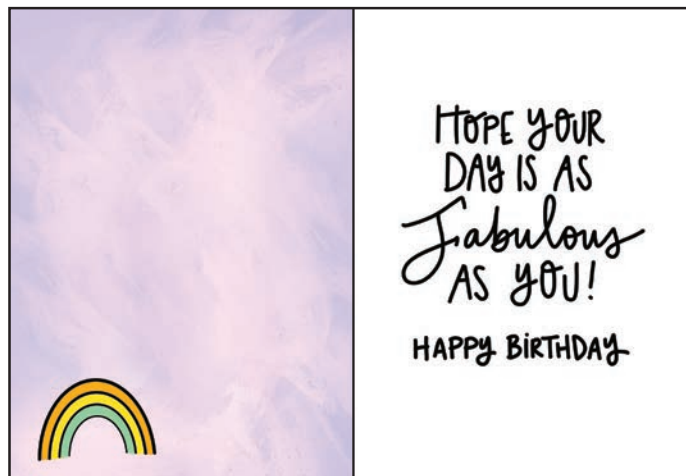
With her background in fashion, design and art history Natalie draws from a multitude of inspiration and experiences when designing her collections. Her hand lettering, cute illustrations and bold creativity shines through as does her desire to spread joy and deliver happiness!!



front

BJPNH004
Yasss
Birthday

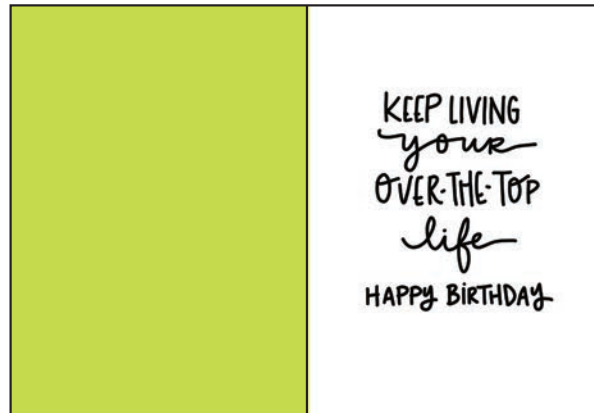
inside



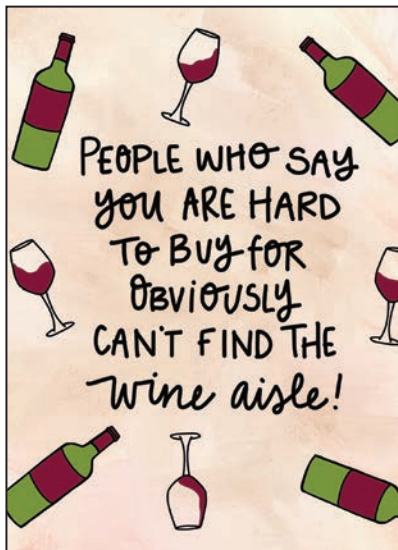


front

BJPNH003
Like Guac
Birthday



inside



front

BJPNH002
Wine Aisle
Birthday

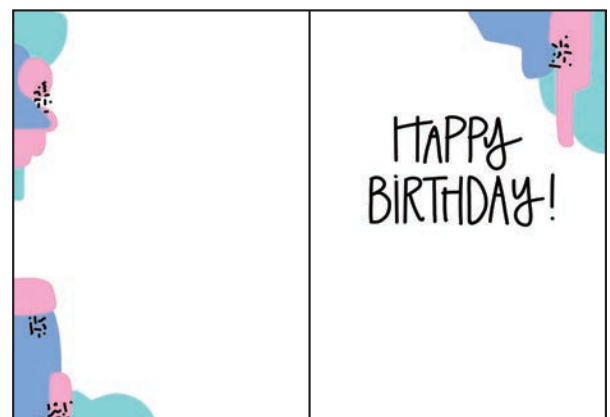


inside



front

BJPNH005
To Adult
Birthday



inside



front

BJPNH001
Favorite Human
Birthday



inside



front

BJPNH006
Dream Big Little One
Baby

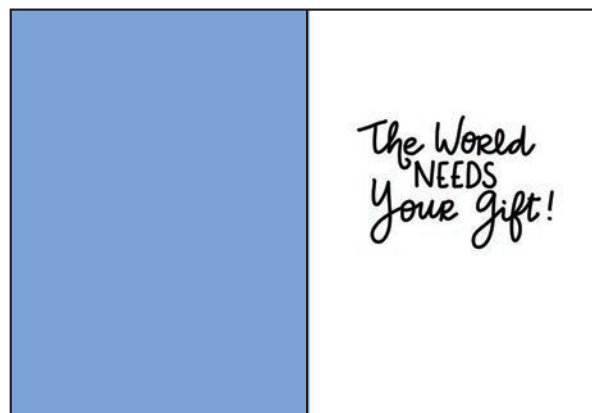


inside



front

BJPNH009
You Can
Support



inside



front

BJPNH007
LEGIT
Support

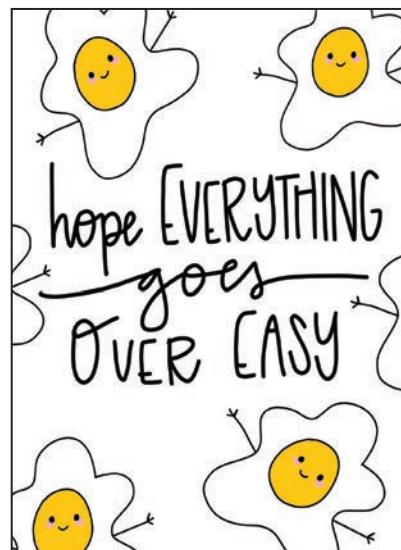
inside



front

BJPNH008
Came to Lead
Support

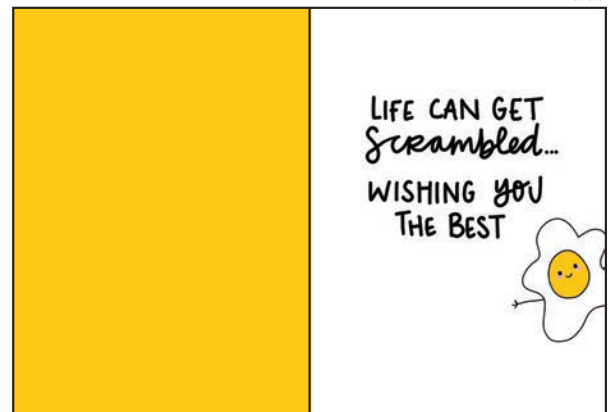
inside

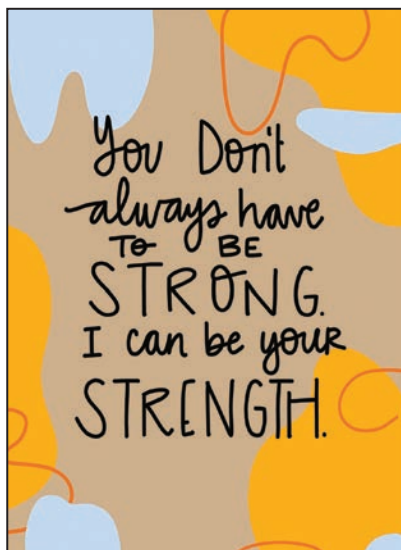


front

BJPNH010
Over Easy
Support

inside





front

BJPNH011
Strength
Support



inside



front

BJPNH012
Truest Self
Coming Out Support



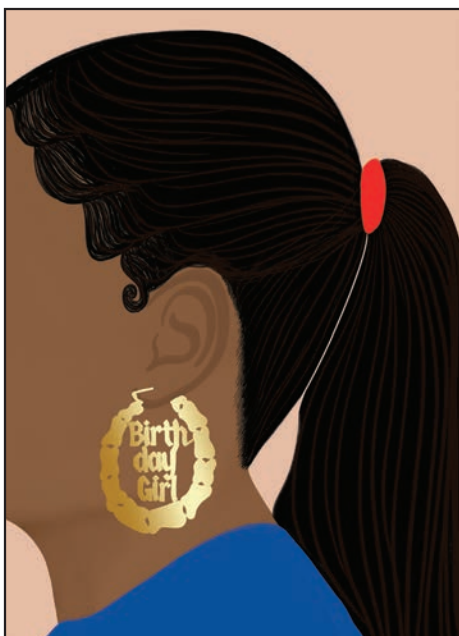
inside



Tiffany Grimes, founder of Posterity Paper, helps busy women show up for the people they love through modern, humorous and thoughtful stationery. She witnessed the simple power of sending a greeting card and handwritten message from her late grandmother. Tiffany's mission is to continue this legacy by inspiring a new generation of thoughtfulness through stationery.

The diversity of her experience and interests brings a fresh voice to the stationery industry. Her unique point of view is informed by her faith, her race, her infatuation with 90's slang and her curiously compatible love for Anne of Green Gables and Afros.

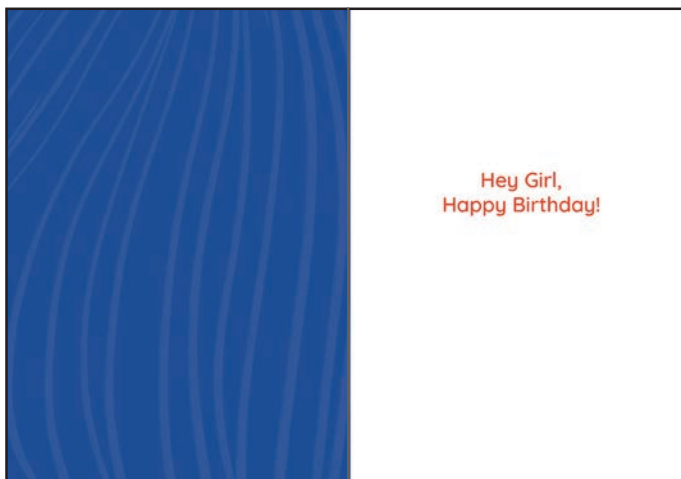
When she's not homeschooling her three children or watching basketball with her husband, Tiffany can be found sipping chai and catching up on her backlog of podcast episodes.

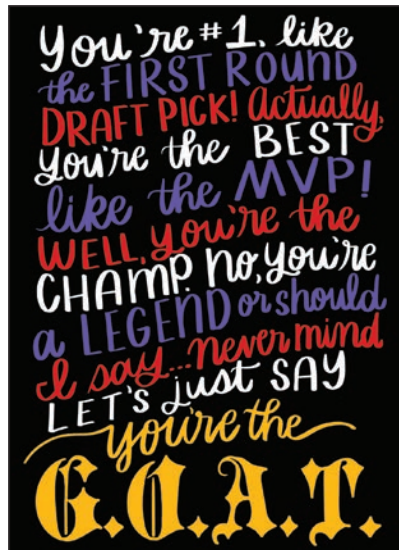


front

BJPTG001
BDay Earring
Birthday

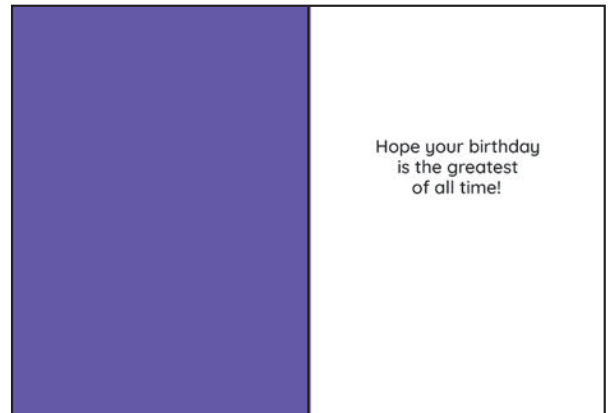
inside





front

BJPTG006
G.O.A.T.
Birthday



inside

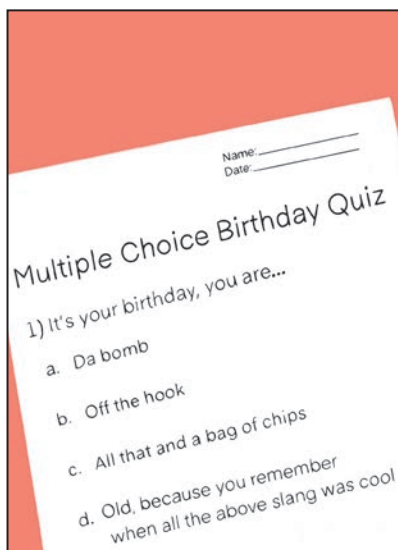


front

BJPTG012
Poppin'
Birthday

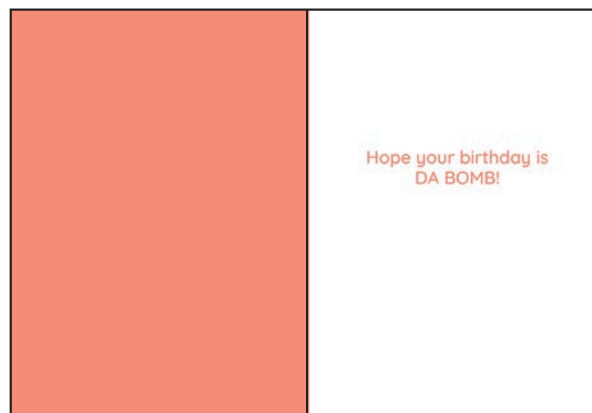


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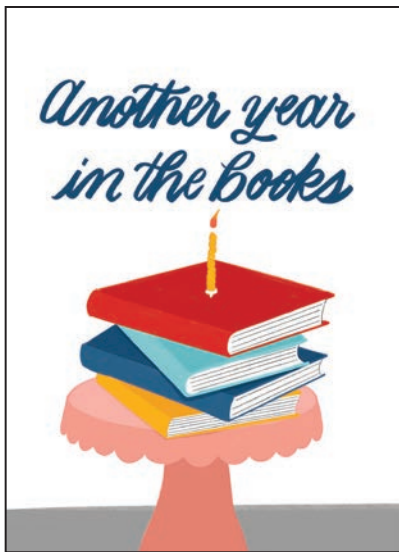


front

BJPTG003
Multiple Choice
Birthday



inside



front

BJPTG004
In the Books
Birthday

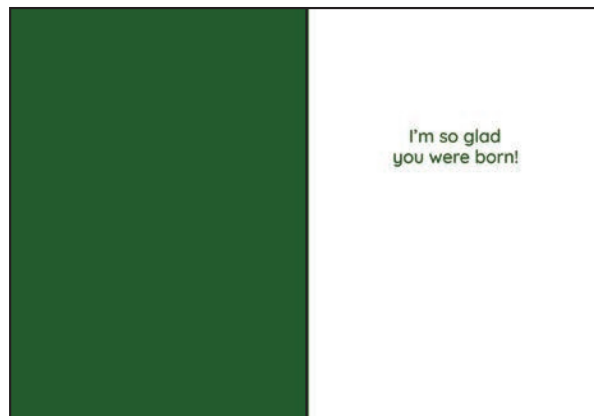
inside



front

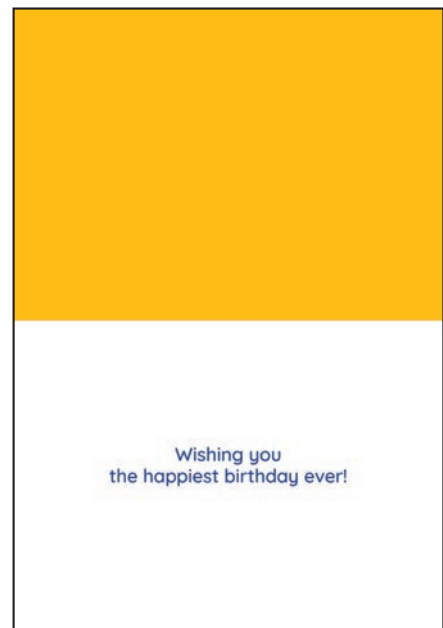
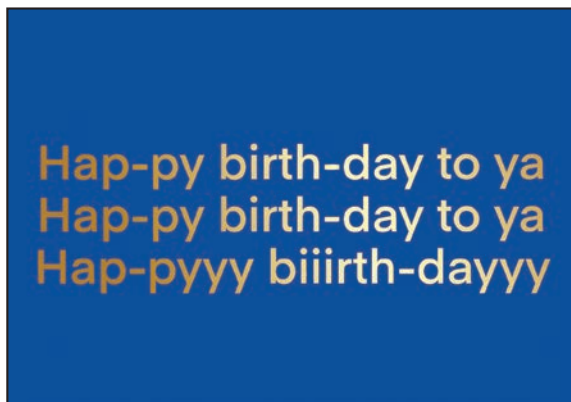
BJPTG005
Born Day
Birthday

inside



front

BJPTG002
To Ya
Birthday

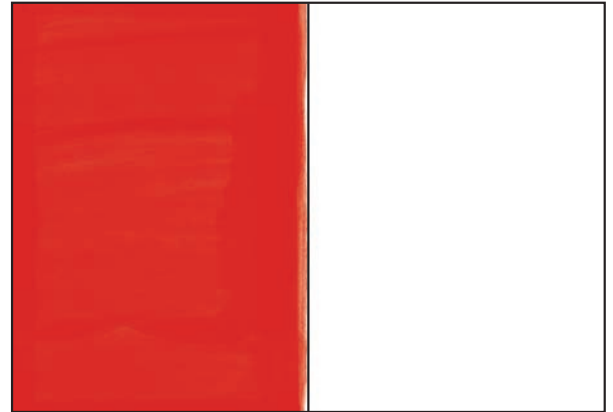


inside



BJPTG009
Stronger Wiser
Blank

inside



front



BJPTG010
Scrolling
Miss You

inside



front



BJPTG011
Stay Woke
Baby

inside

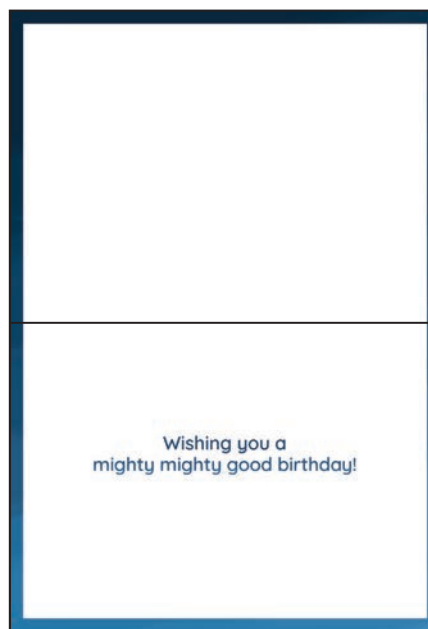


front

BJPTG008
What a Man
Masc Birthday



front



inside



front

BJPTG007
No Words
Sympathy



inside



Andrea Williams is the talented visionary, creative director and designer behind the innovative Paisley Paper Co. The company is best known for its quirky, snarky and funny greeting cards, as well as cool and playful accessories.

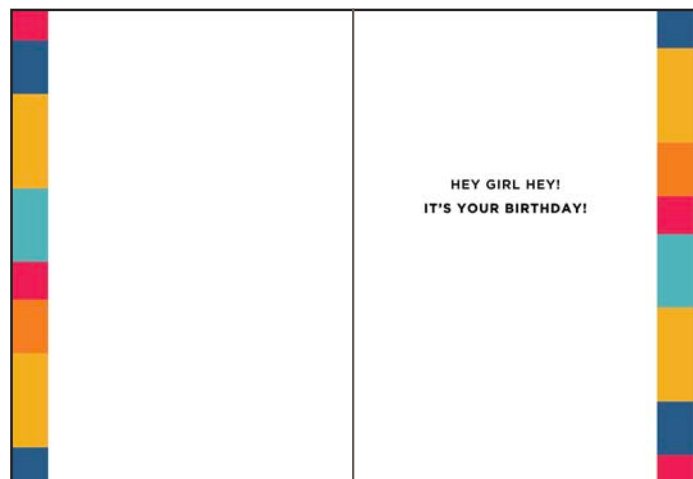
After working as a graphic designer for 15 years, Andrea started Paisley Paper Co. in 2016 which is based in Detroit, Michigan.

Andrea's love of hand lettering, graphic elements and bold palettes influence the brand aesthetic resulting in colorful, unique and fun design work.



front

BJPAW002
Hey Girl
Birthday

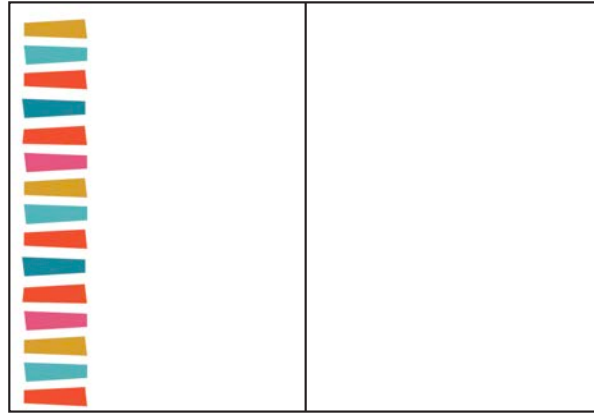


inside



front

BJPAW001
Birthday Burst
Birthday

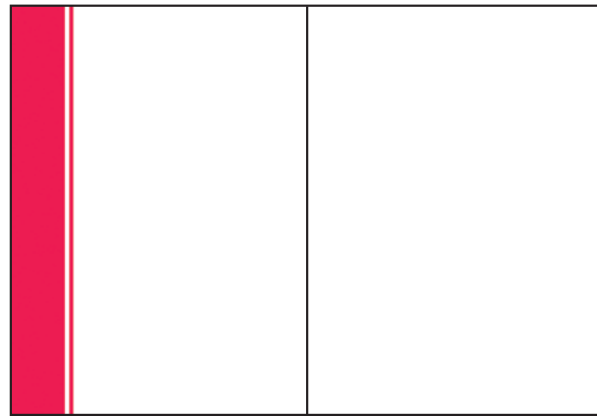


inside



front

BJPAW006
HB Lettering
Birthday



inside



front

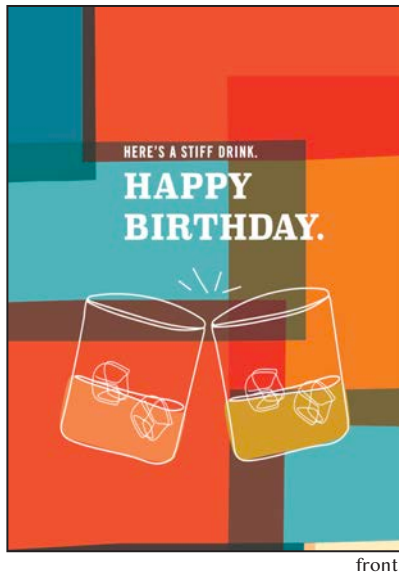
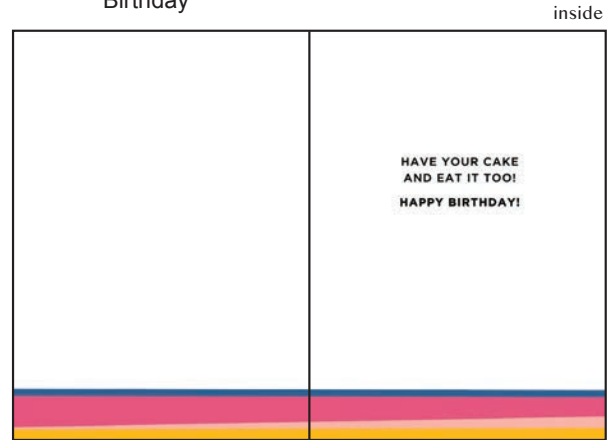
BJPAW003
Wish For
Birthday



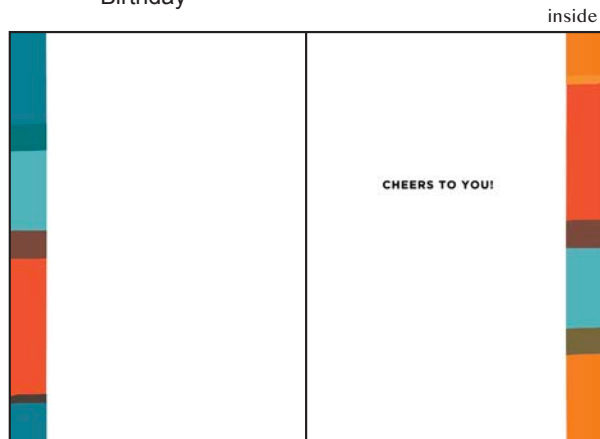
inside



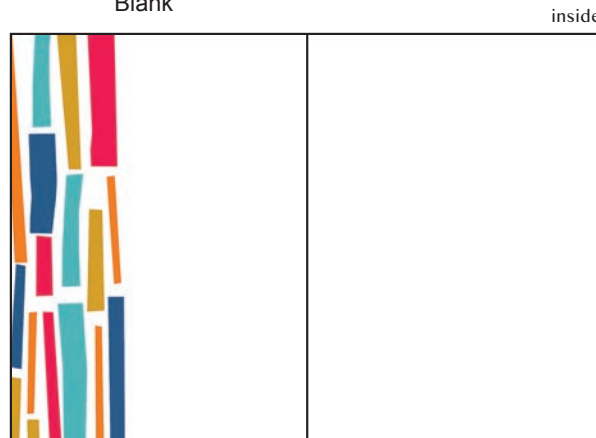
BJPAW005
OLD
Birthday



BJPAW004
Stiff Drink
Birthday



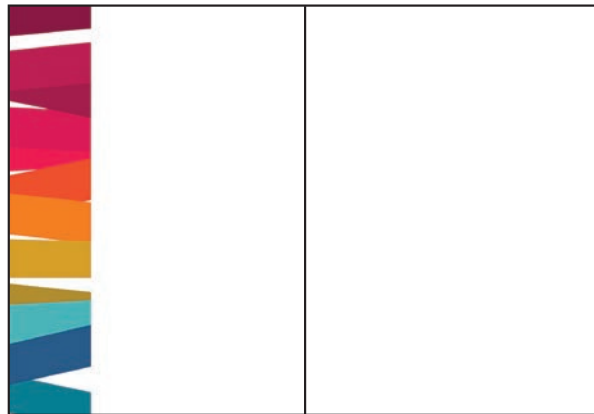
BJPAW011
Turned Out
Blank





front

BJPAW014
Colorful Thank You
Thank You

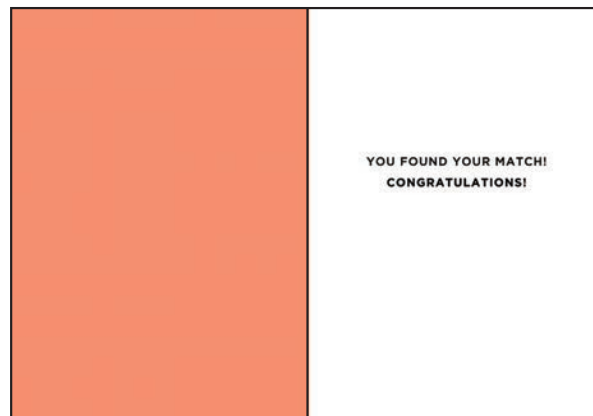


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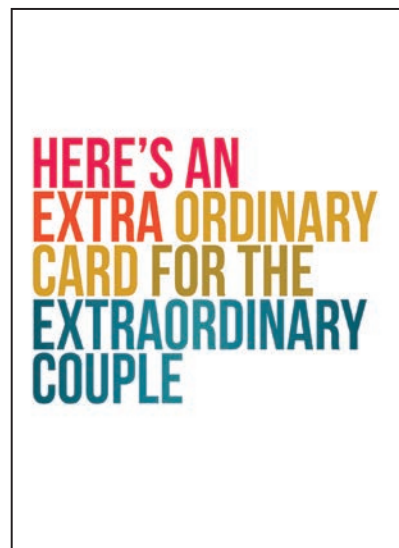


front

BJPAW009
You're Weird
Wedding

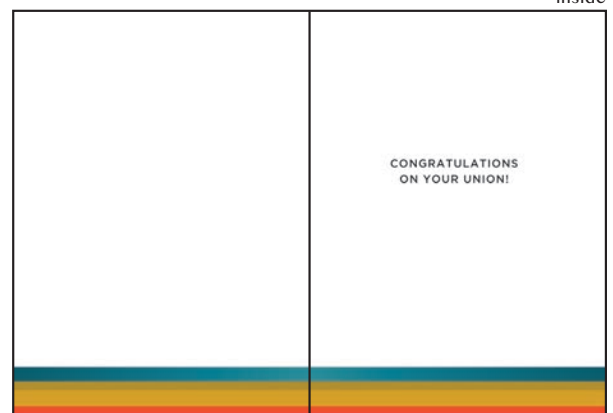


inside



front

BJPAW010
Extra Ordinary
Wedding

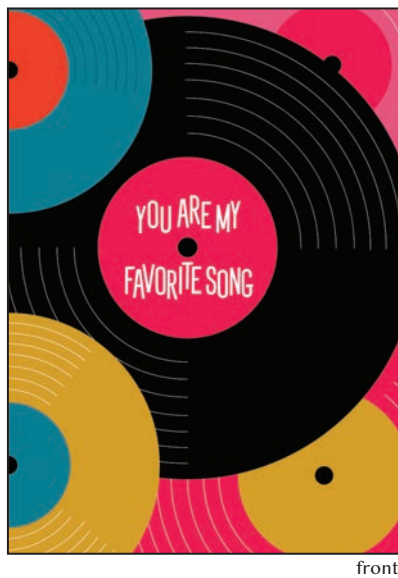


inside



BJPAW013
For the Sex
Love

inside



BJPAW012
Favorite Song
Love

inside





front

BJPAW007
New Human
Baby

inside



front

BJPAW008
Surprised
Aniversary

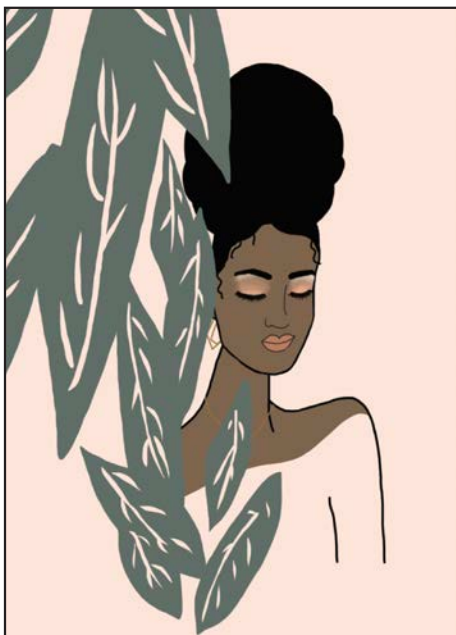
inside





Amy Slaughter is the creative talent behind Aims Moon Paperie. The idea for the company came after years of finding solace in journaling as a way to declutter thoughts. It helped her build faith in self-expression and organize her life. This power Amy felt was something she wanted to share with all women. That inspiration is how Aims Moon Paperie came about in 2016.

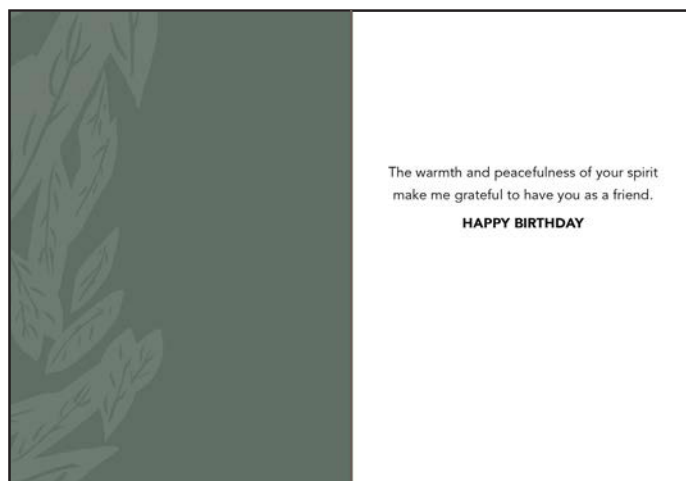
Amy's desire is to design stationery for women who want to stay connected and organize themselves in a simple, beautiful and empowering way. The Aims Moon Paperie Slogan: "Jot the Stories of Your Life."



front

BJPAS001
Serene
Birthday

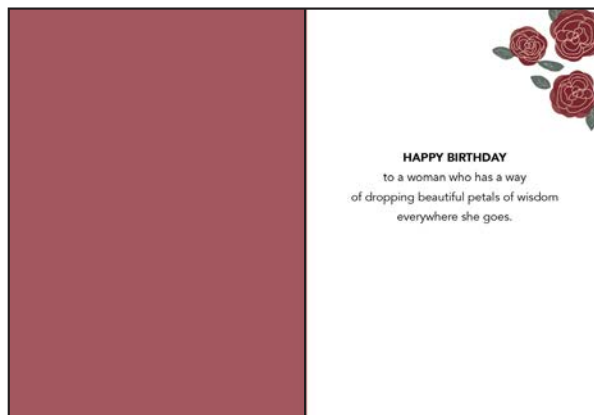
inside





front

BJPAS002
Bella
Birthday



inside



front

BJPAS004
Yo Birthday
Birthday



inside



front

BJPAS005
Gorgeous
Birthday



inside



front

BJPAS006
Birthday Girl
Birthday

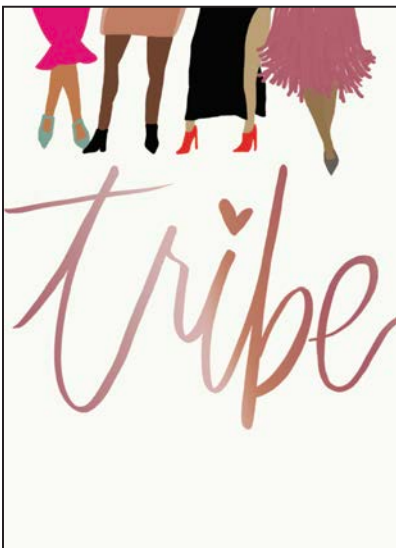
inside



front

BJPAS012
Fancy Posh
Birthday

inside



front

BJPAS010
Tribe
Birthday

inside





front

BJPAS007
Welcome
Baby



inside

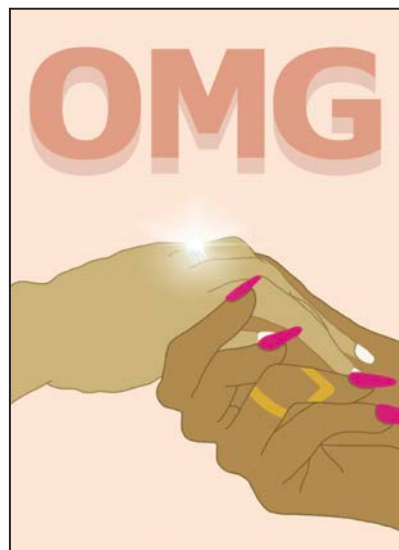


front

BJPAS003
Special Delivery
Baby

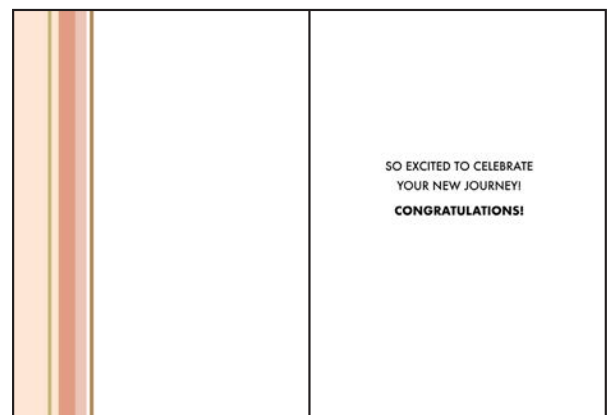


inside

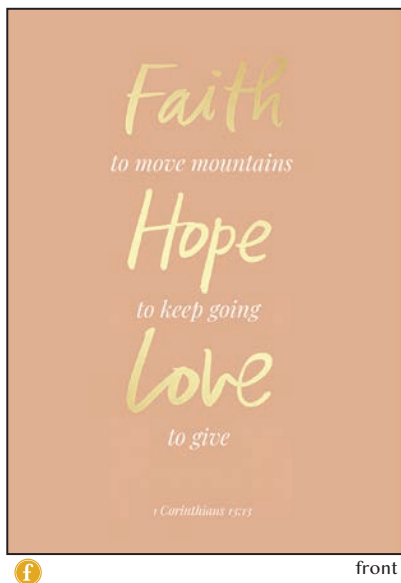


front

BJPAS008
OMG
Engagement

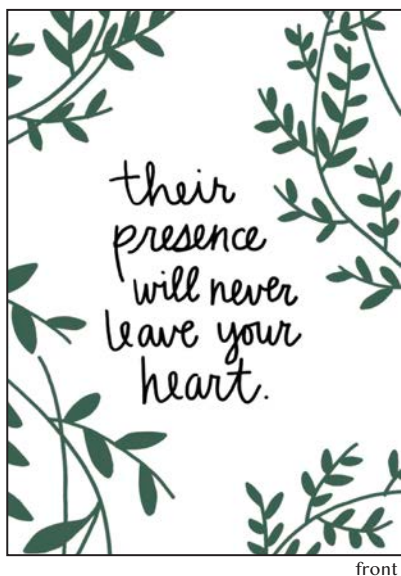
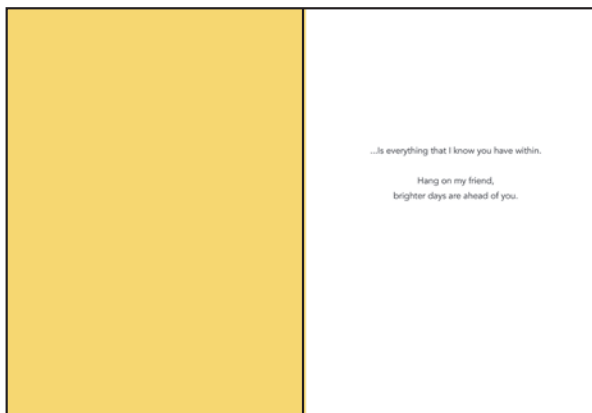


inside



BJPAS009
Faith Hope Love
Support

inside



BJPAS011
Never Leave
Sympathy

inside



DISPLAY OPTIONS FOR BLACK JOY PAPER GREETING CARDS

Our displays feature outward-facing pockets which allow for easy viewing and reading by your customers, leading to stronger retail sales. Black Joy Paper is available in dozens and half dozens, and our displays come in both a 48-pocket and 72-pocket format.



Published by Biely & Shoaf Co.
4616 25th Ave NE, PMB 706
Seattle, WA 98105
blackjoypaper.com



72-POCKET DISPLAY



48-POCKET DISPLAY

Display measures 18" x 72" and includes a separate sign holder and sign for the top of the display. Made of clear PETG plastic, sturdy polystyrene and prelaminated particle board. Shipped separately from cards, FOB Wisconsin, drop ship fee applies. Pricing subject to change.



All cards printed in the USA on 100% post-consumer recycled paper

BIELY & SHOAF CO.

.....
= EST. 2017 =

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