

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*

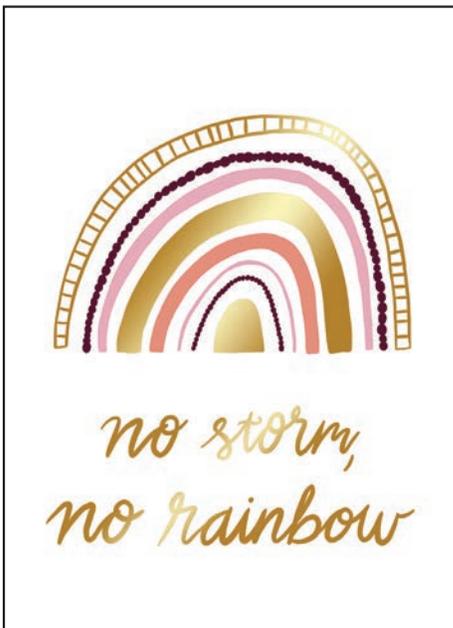
*Lauren Ashley Barnes*

*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.

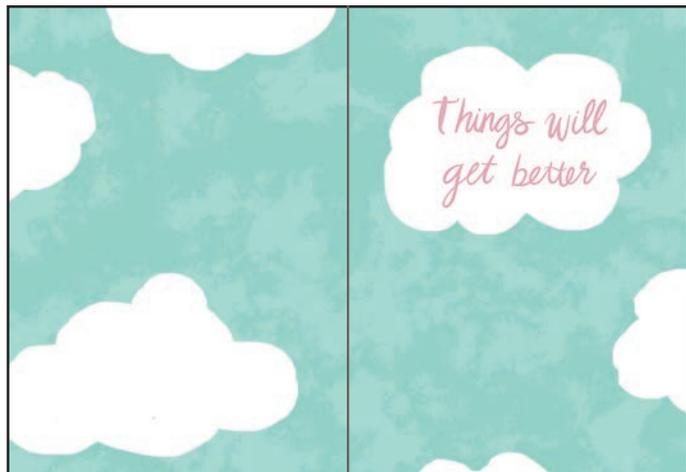
Lauren-Ashley's love of patterns and color play can be seen in every collection she produces. Pineapple Sundays Design Studio is all about celebrating moments and bringing more positive vibes into your everyday life.



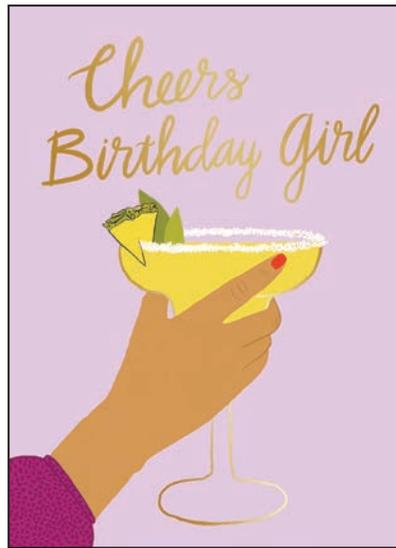
front

BJPLB009  
No Rainbow  
Support

All Cards = 4.5" x 6.25"

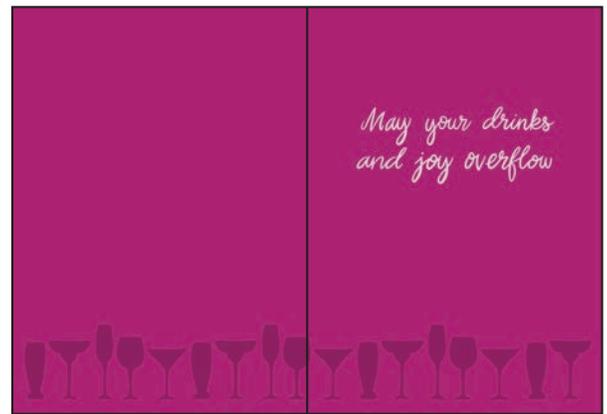


inside



f front

BJPLB004  
Cheers Birthday Girl  
Birthday



inside



front

BJPLB008  
Courage to Bloom  
Birthday

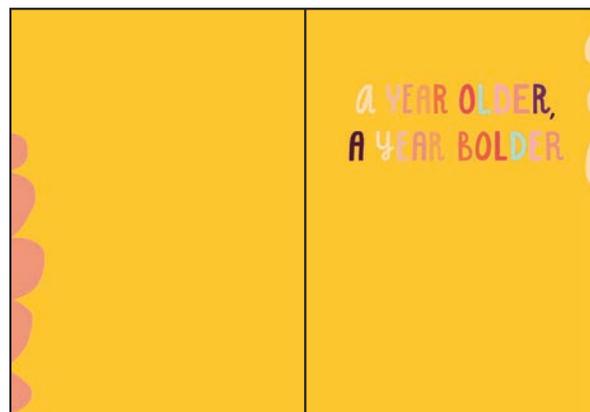


inside



front

BJPLB007  
A Year Bolder  
Birthday



inside

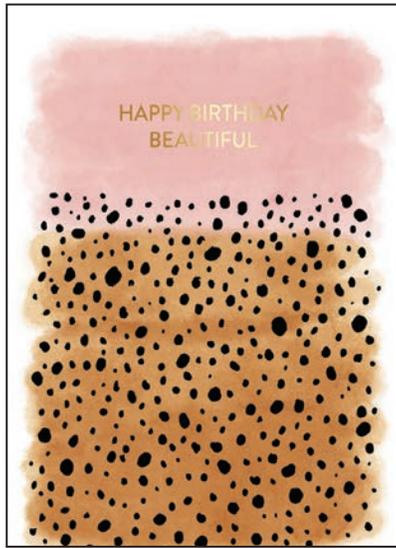


BJPLB001  
Plant Queen  
Birthday

inside



front



BJPLB003  
HB Beautiful  
Birthday

inside



front

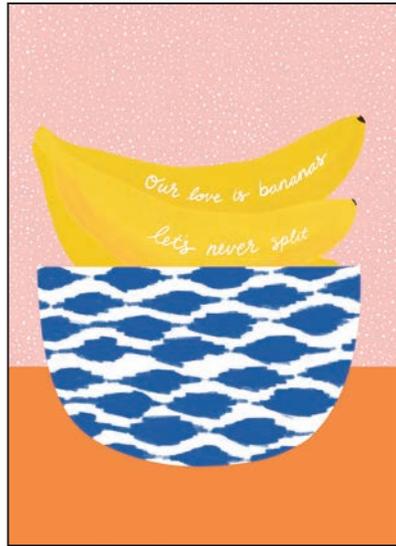


BJPLB006  
Shine Bright  
Birthday

inside



front



front

BJPLB005  
Bananas  
Anniversary

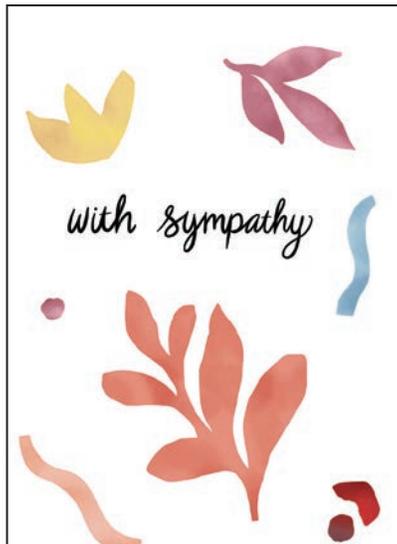
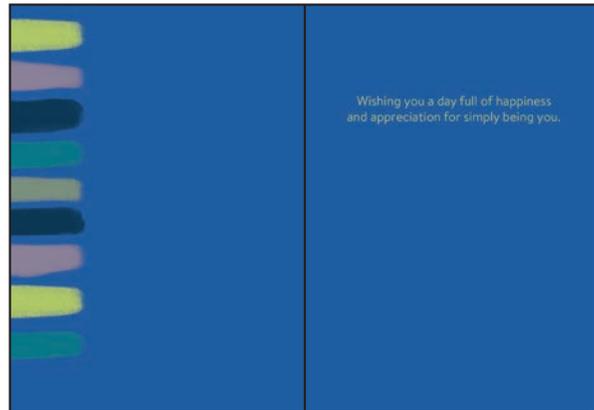
inside



front

BJPLB011  
Girl Dad  
Dad Birthday

inside

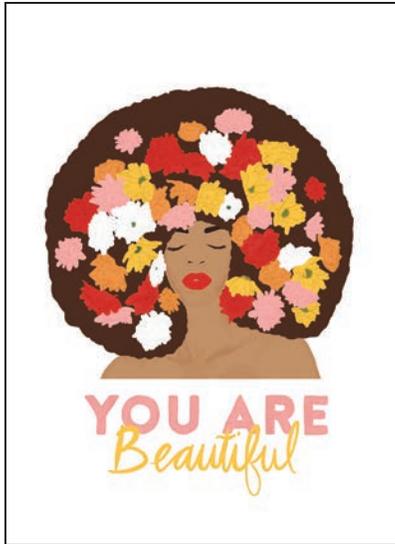


front

BJPLB012  
With Sympathy  
Sympathy

inside





front

BJPLB010  
You are Beautiful  
Support

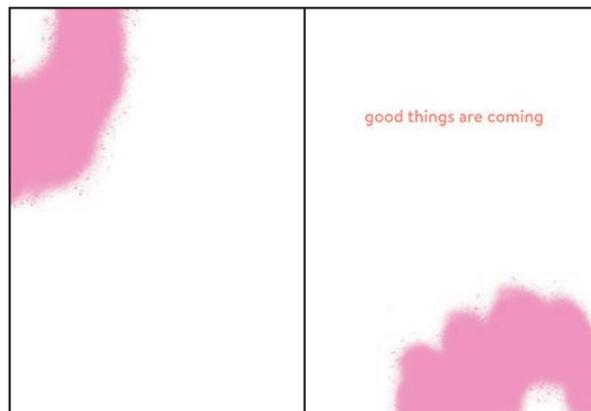


inside



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.

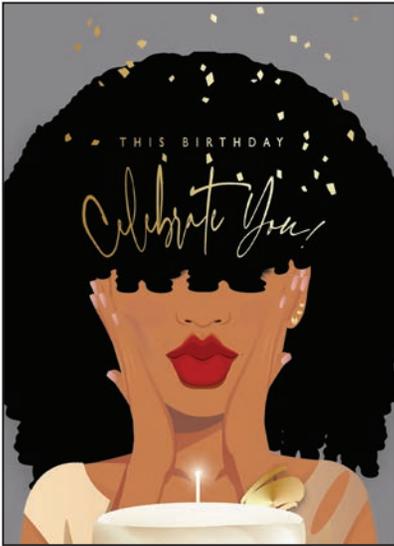


front

BJPTM013  
Birthday Vibe  
Birthday

inside





front

BJPTM001  
Celebrate You  
Birthday

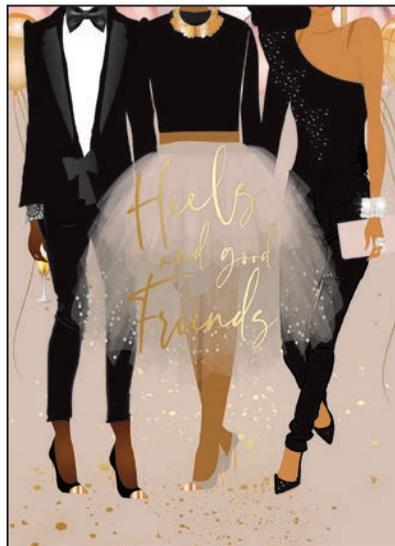
inside



front

BJPTM007  
Growth  
Birthday

inside



front

BJPTM009  
Heels & Friends  
Birthday

inside

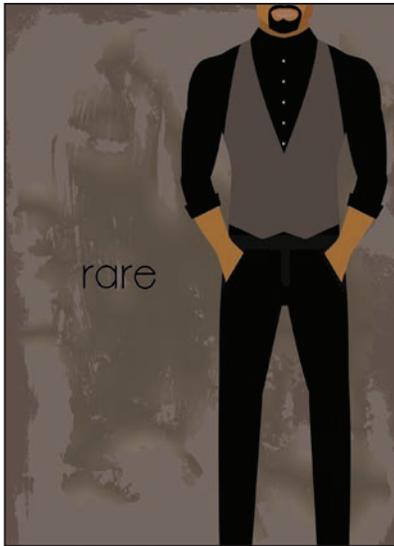




front

BJPTM010  
Birthday Splash  
Birthday

inside



front

BJPTM015  
Rare  
Masculine Birthday

inside

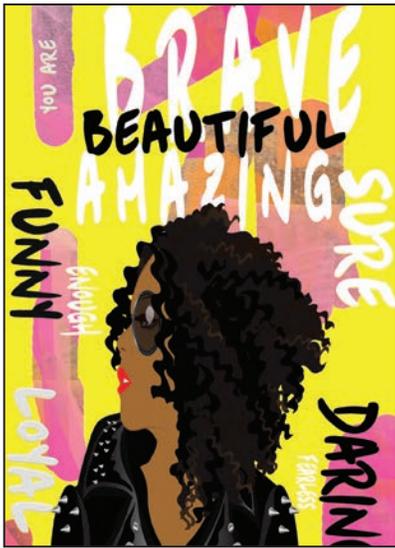


front

BJPTM014  
Robust  
Masculine Birthday

inside





front

BJPTM003  
Graphic Birthday  
Birthday

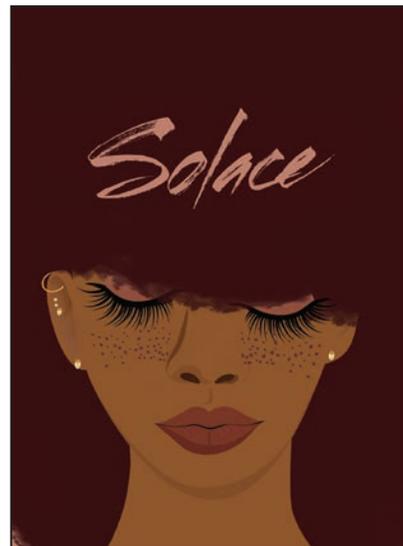
inside



front

BJPTM011  
At Last  
Wedding

inside



front

BJPTM008  
Solace  
Support

inside

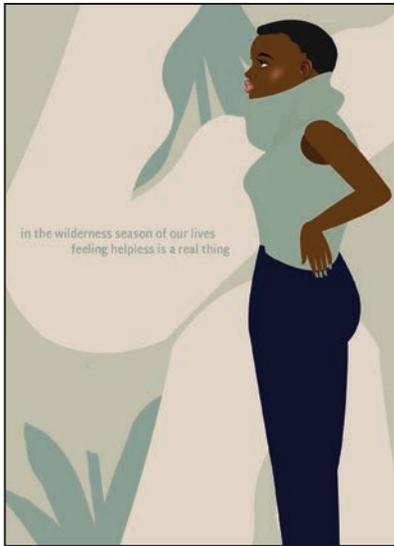
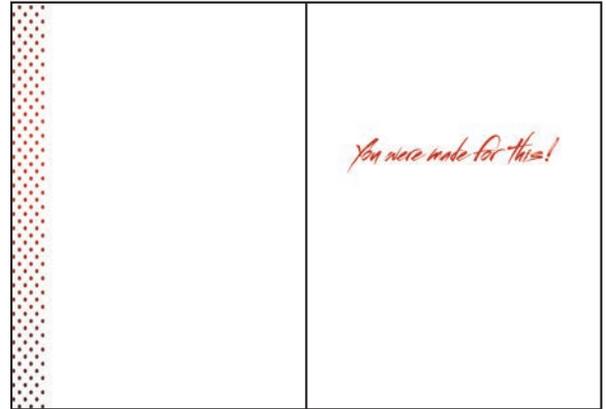




front

BJPTM002  
Be Fearless  
Support

inside



front

BJPTM004  
In the Wild  
Support

inside



front

BJPTM005  
Strong Friend  
Friendship

inside

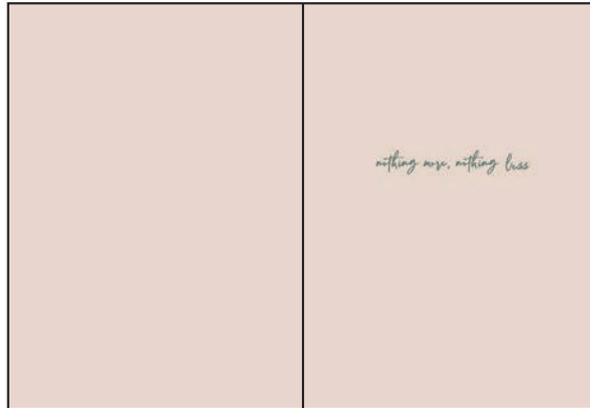




front

BJPTM006  
One Day  
Support

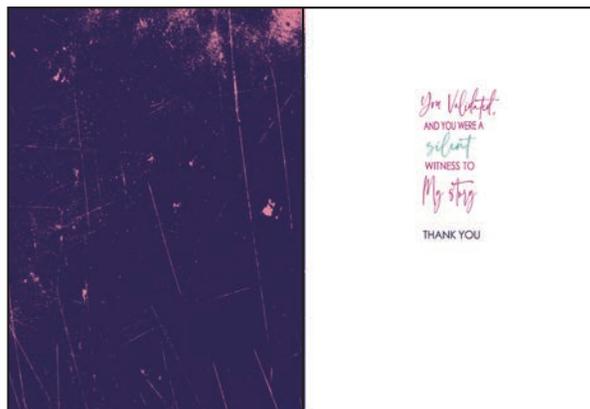
inside



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.

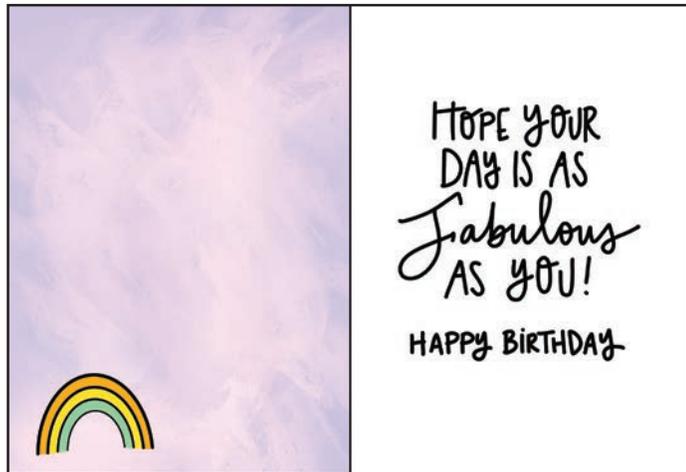
With her background in fashion, design and art history Natalie draws from a multitude of inspiration and experiences when designing her collections. Her hand lettering, cute illustrations and bold creativity shines through as does her desire to spread joy and deliver happiness!!

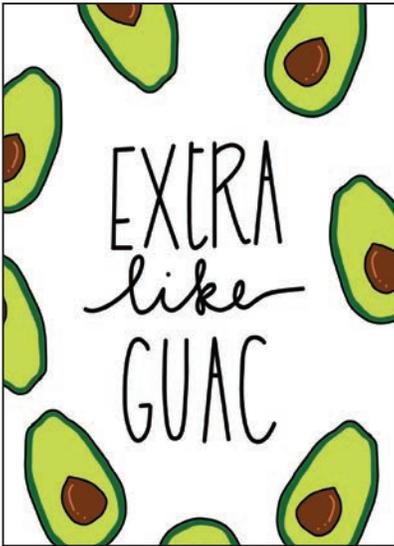


front

BJPNH004  
Yasss  
Birthday

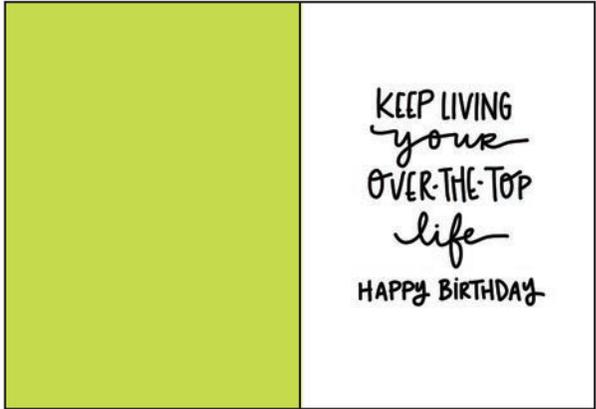
inside



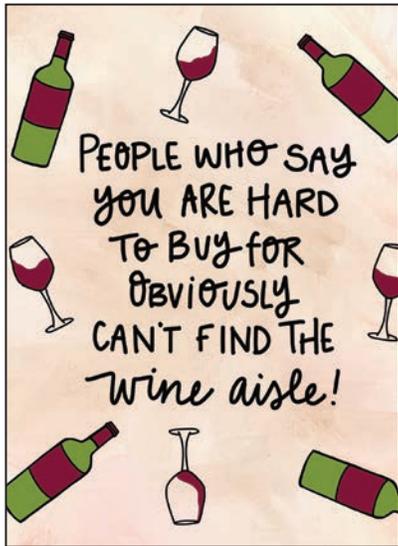


front

BJPNH003  
Like Guac  
Birthday



inside



front

BJPNH002  
Wine Aisle  
Birthday



inside

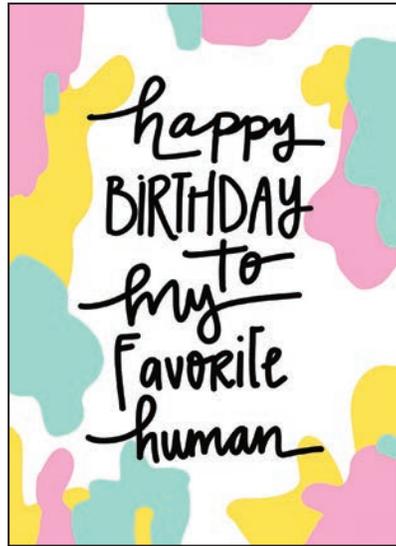


front

BJPNH005  
To Adult  
Birthday

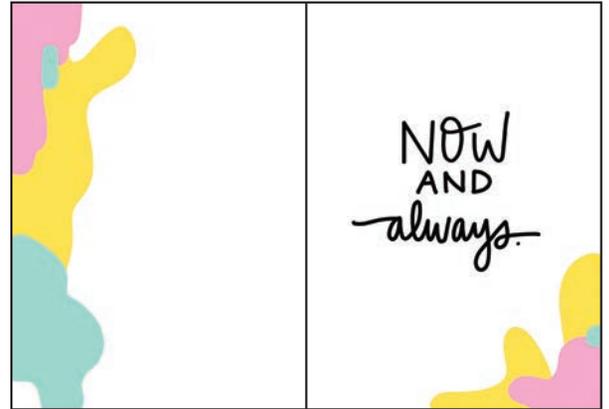


inside



front

BJPNH001  
Favorite Human  
Birthday

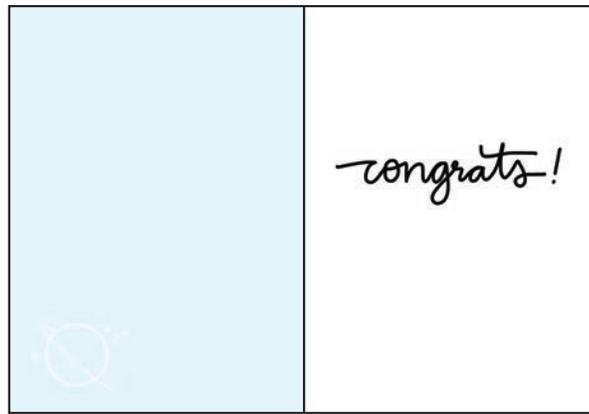


inside



front

BJPNH006  
Dream Big Little One  
Baby

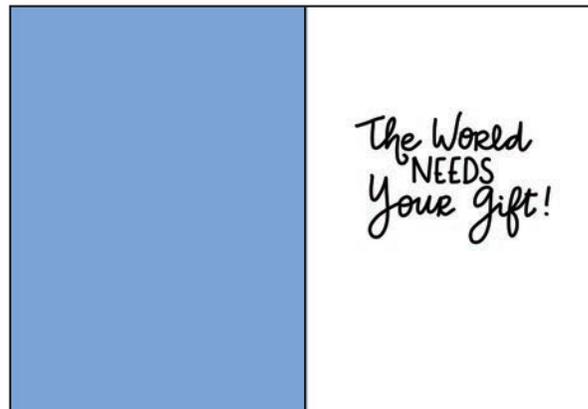


inside

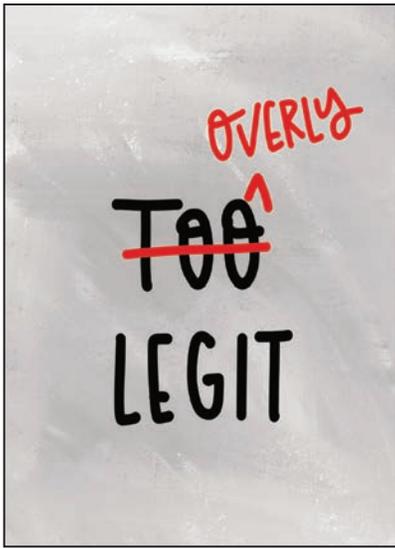


front

BJPNH009  
You Can  
Support



inside



BJPNH007  
LEGIT  
Support

inside



front



BJPNH008  
Came to Lead  
Support

inside



front

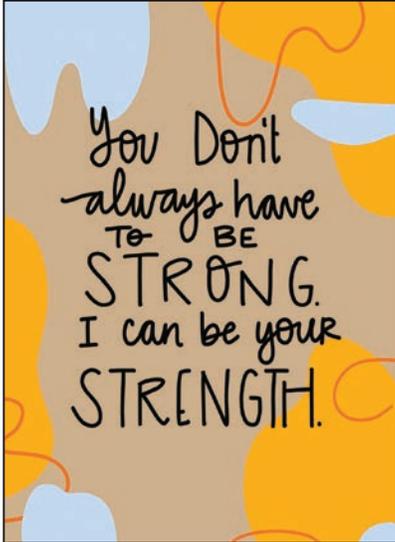


BJPNH010  
Over Easy  
Support

inside

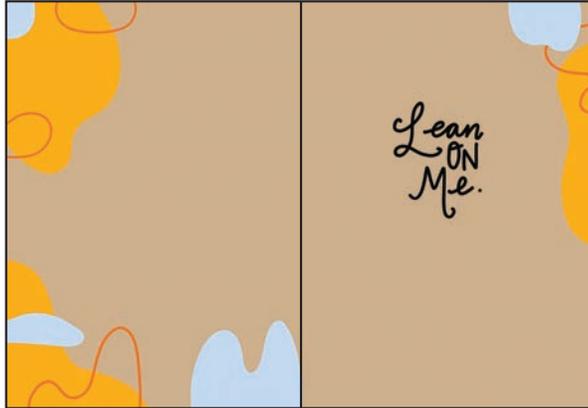


front

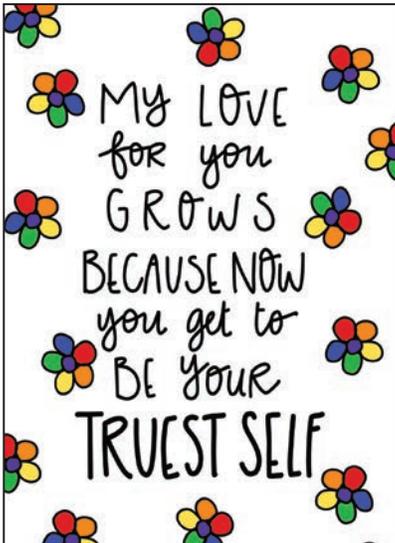


front

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.

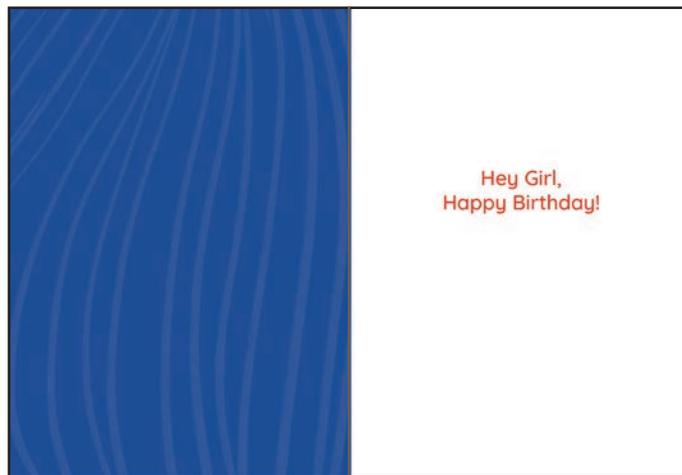
When she's not homeschooling her three children or watching basketball with her husband, Tiffany can be found sipping chai and catching up on her backlog of podcast episodes.

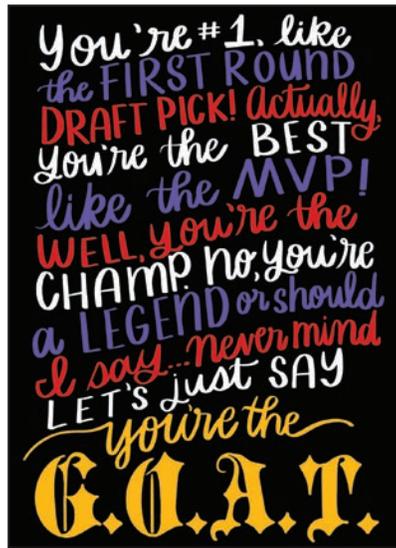


front

BJPTG001  
BDay Earring  
Birthday

inside

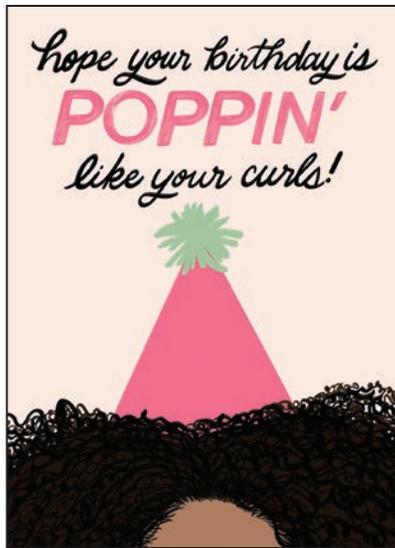




front

BJPTG006  
G.O.A.T.  
Birthday

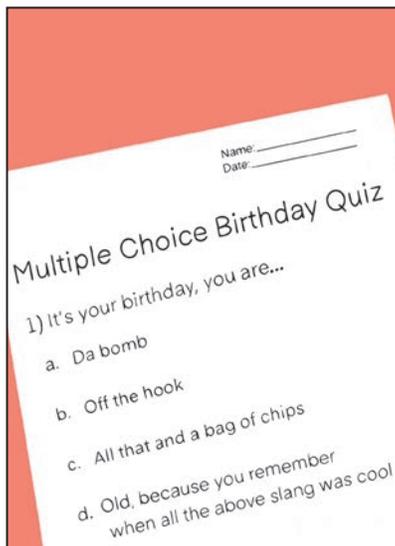
inside



front

BJPTG012  
Poppin'  
Birthday

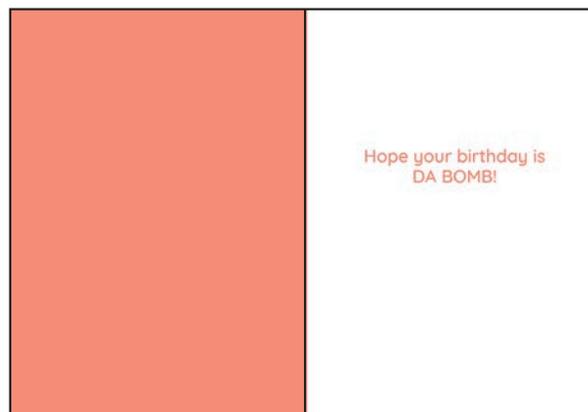
inside

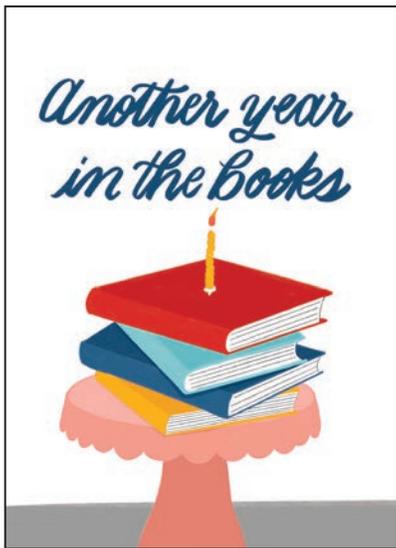


front

BJPTG003  
Multiple Choice  
Birthday

inside



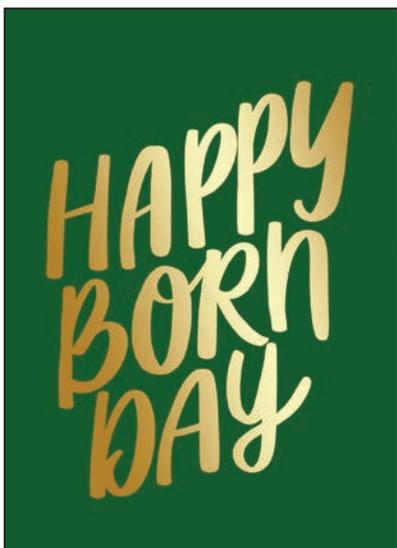


front

BJPTG004  
In the Books  
Birthday



inside



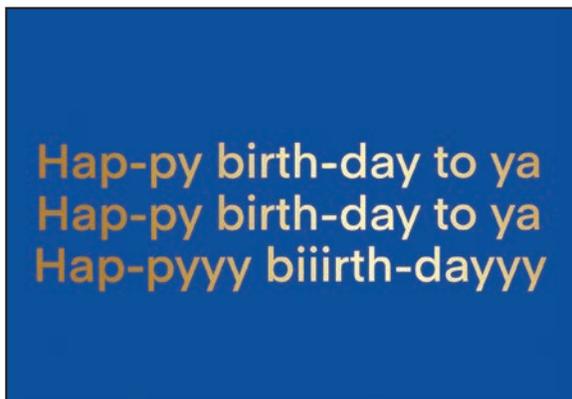
front

BJPTG005  
Born Day  
Birthday

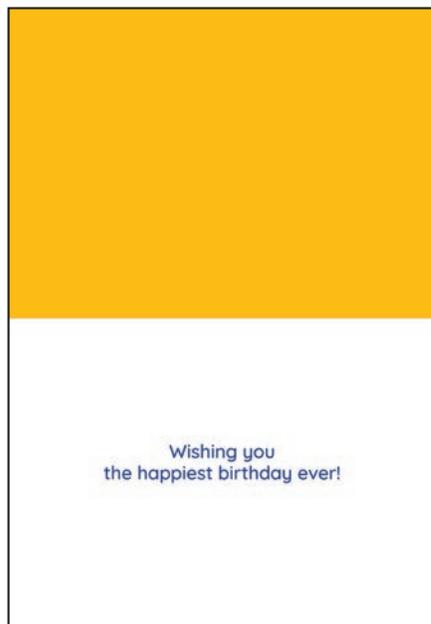


inside

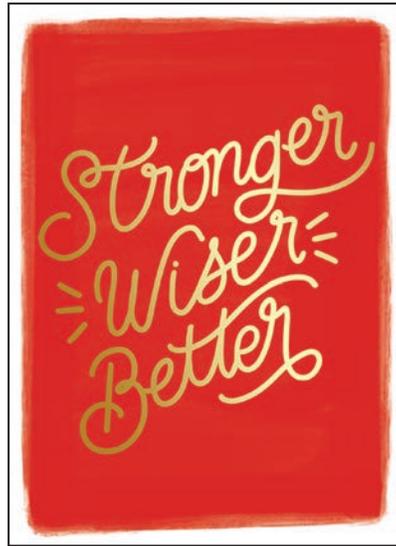
front



BJPTG002  
To Ya  
Birthday

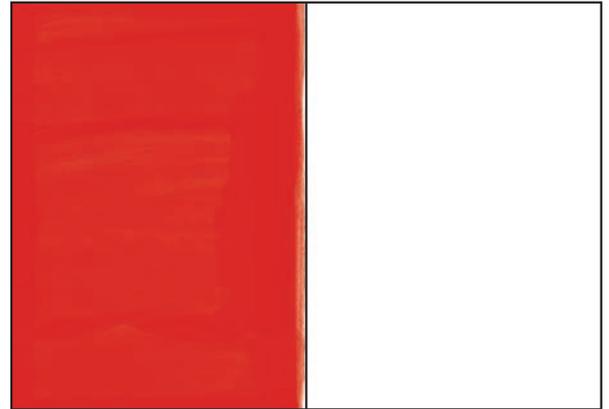


inside



f front

BJPTG009  
Stronger Wiser  
Blank

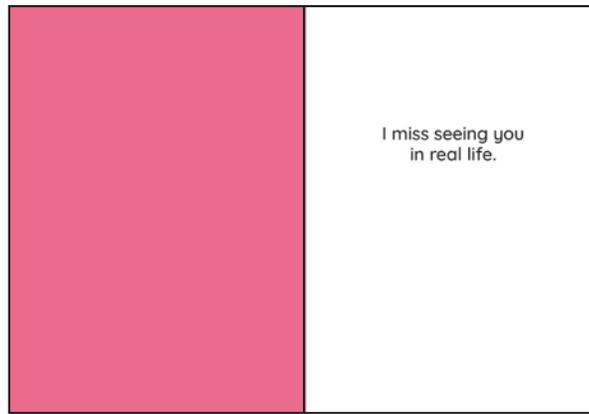


inside



f front

BJPTG010  
Scrolling  
Miss You



inside



front

BJPTG011  
Stay Woke  
Baby

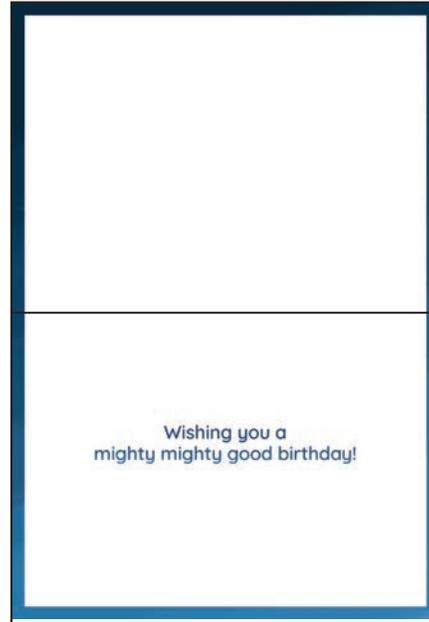


inside

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.

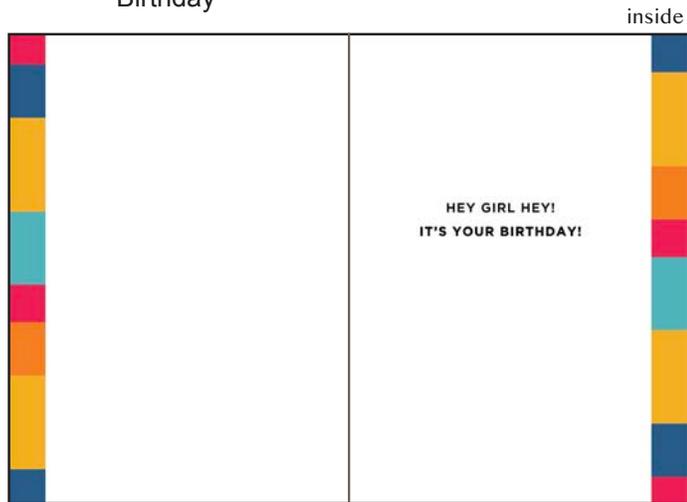
After working as a graphic designer for 15 years, Andrea started Paisley Paper Co. in 2016 which is based in Detroit, Michigan.

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

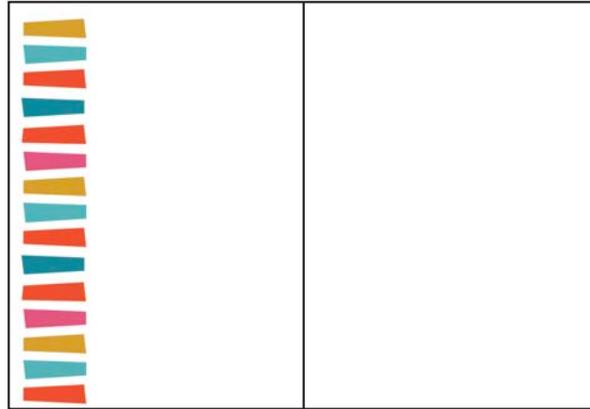


front



BJPAW001  
Birthday Burst  
Birthday

inside

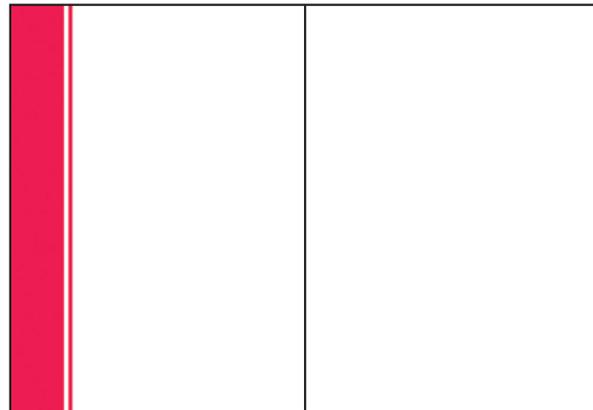


front



BJPAW006  
HB Lettering  
Birthday

inside



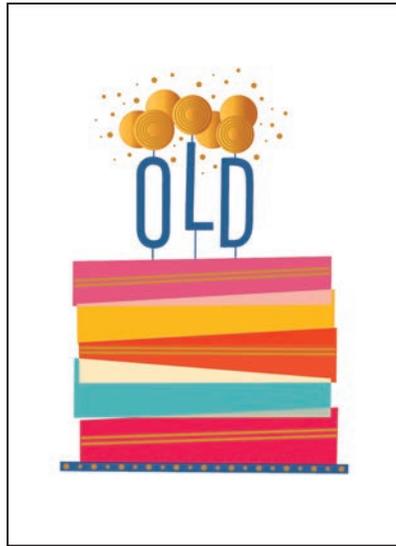
front



BJPAW003  
Wish For  
Birthday

inside

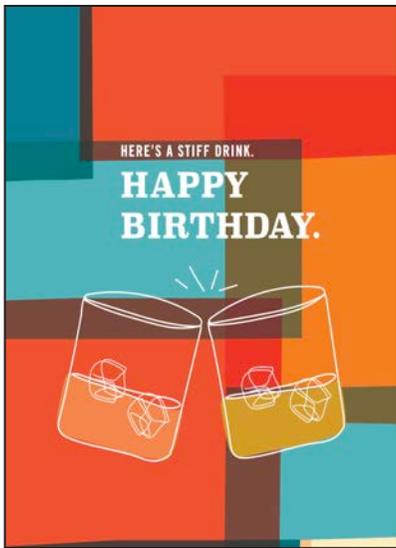
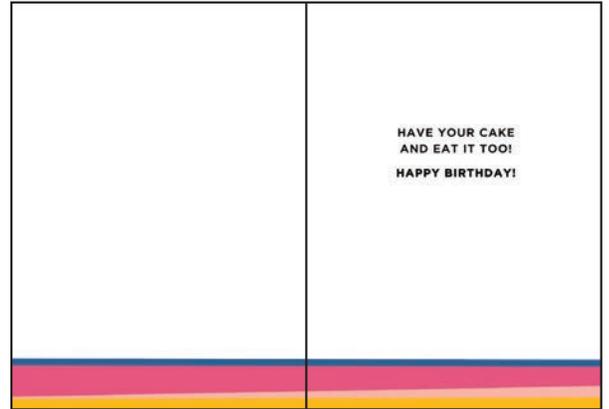




front

BJPAW005  
OLD  
Birthday

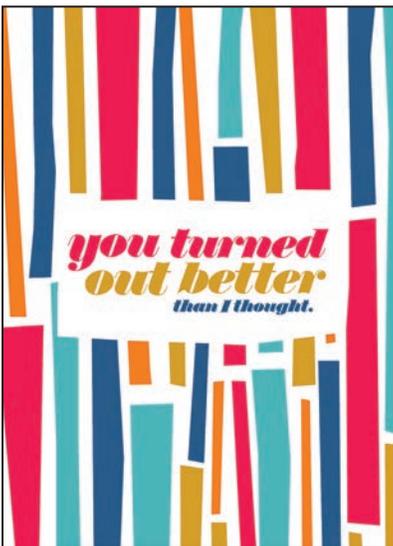
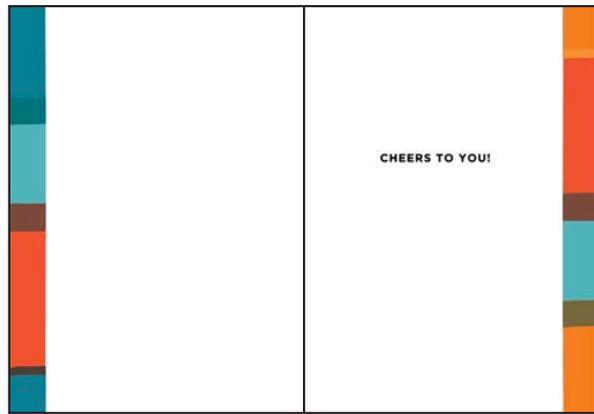
inside



front

BJPAW004  
Stiff Drink  
Birthday

inside



front

BJPAW011  
Turned Out  
Blank

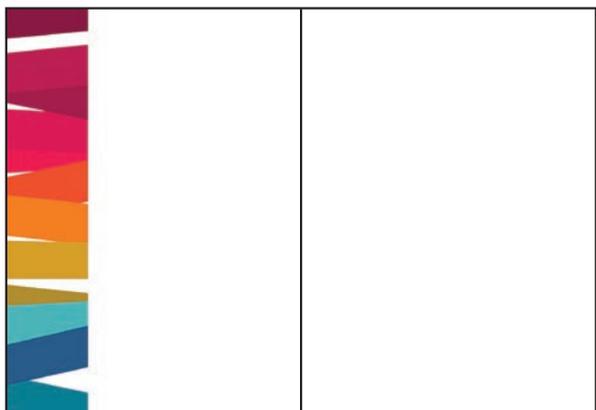
inside





front

BJPAW014  
Colorful Thank You  
Thank You

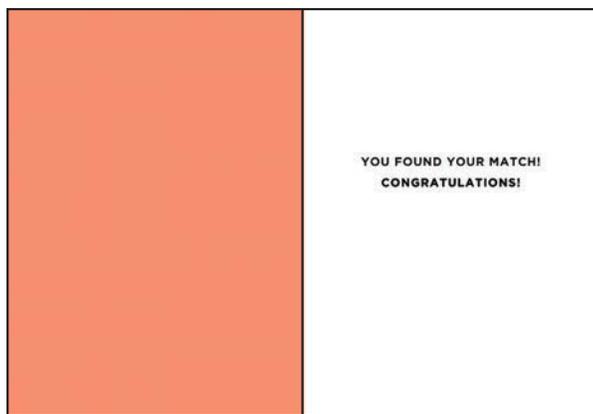


inside

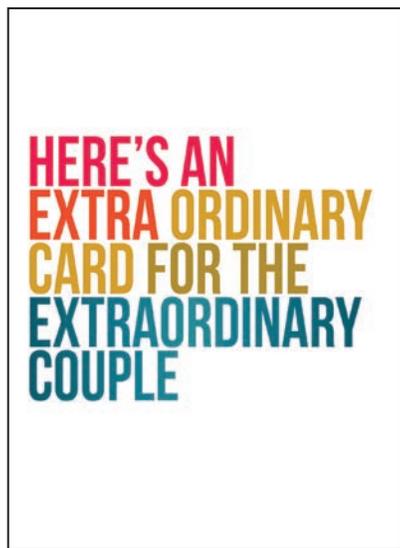


front

BJPAW009  
You're Weird  
Wedding

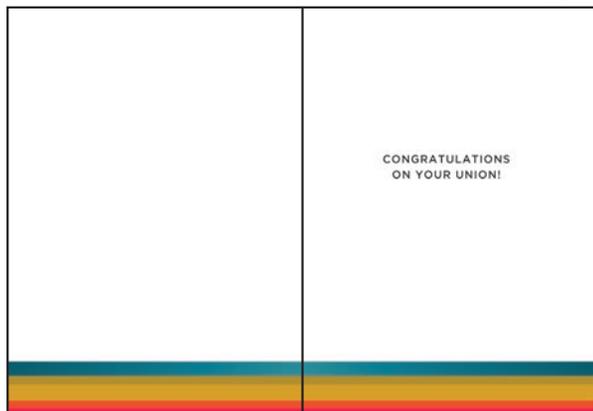


inside

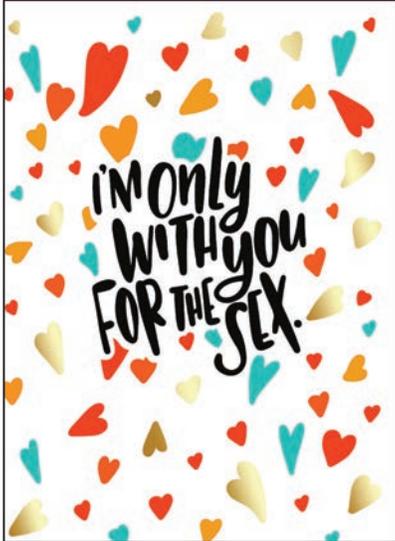


front

BJPAW010  
Extra Ordinary  
Wedding



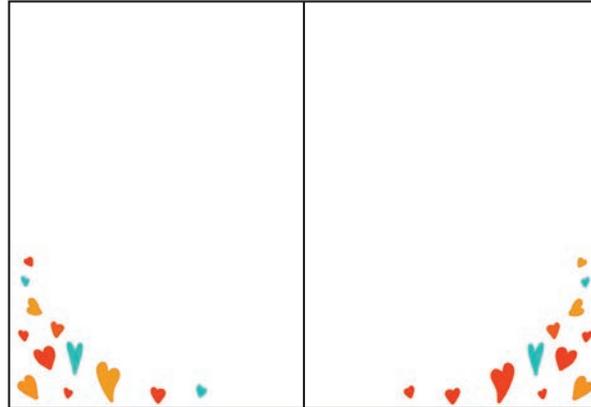
inside



front

BJPAW013  
For the Sex  
Love

inside



front

BJPAW012  
Favorite Song  
Love

inside

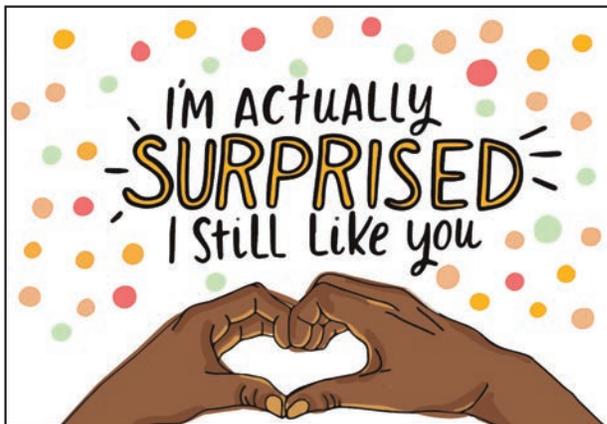




front

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.

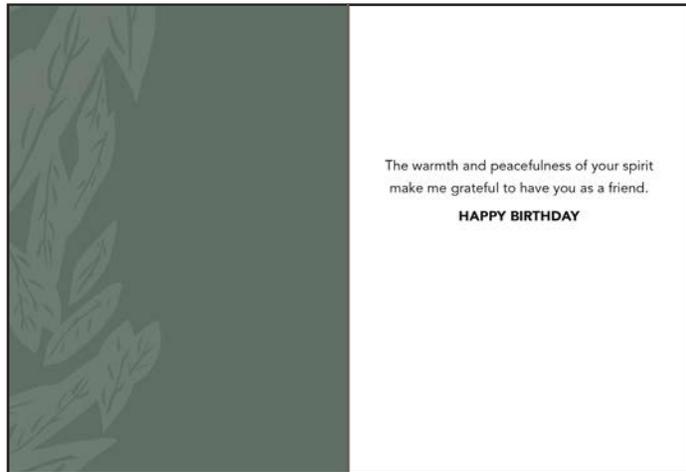
Amy's desire is to design stationery for women who want to stay connected and organize themselves in a simple, beautiful and empowering way. The Aims Moon Paperie Slogan: "Jot the Stories of Your Life."



front

BJPAS001  
Serene  
Birthday

inside





front

BJPAS002  
Bella  
Birthday



inside

**HAPPY BIRTHDAY**  
to a woman who has a way  
of dropping beautiful petals of wisdom  
everywhere she goes.



front

BJPAS004  
Yo Birthday  
Birthday



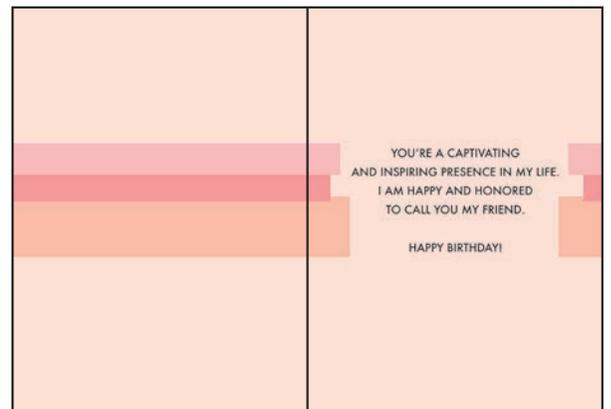
inside

SO SPEND THE DAY  
ANY WAY YOU WANT TO!  
ENJOY, MY FRIEND



front

BJPAS005  
Gorgeous  
Birthday



inside

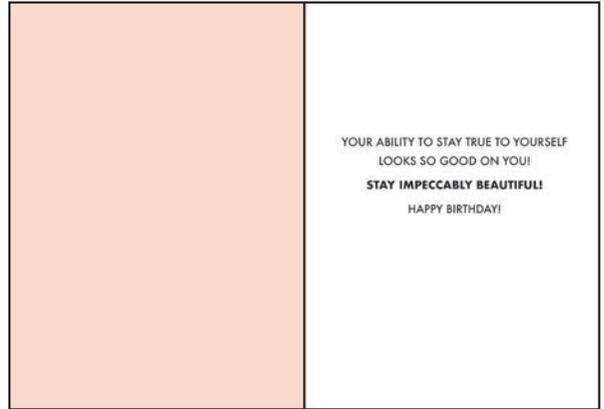
YOU'RE A CAPTIVATING  
AND INSPIRING PRESENCE IN MY LIFE.  
I AM HAPPY AND HONORED  
TO CALL YOU MY FRIEND.  
HAPPY BIRTHDAY!



front

BJPAS006  
Birthday Girl  
Birthday

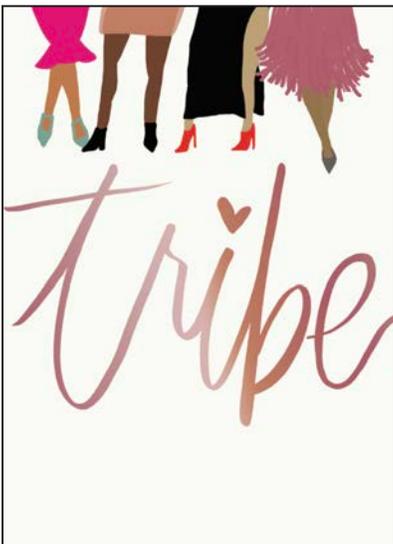
inside



front

BJPAS012  
Fancy Posh  
Birthday

inside

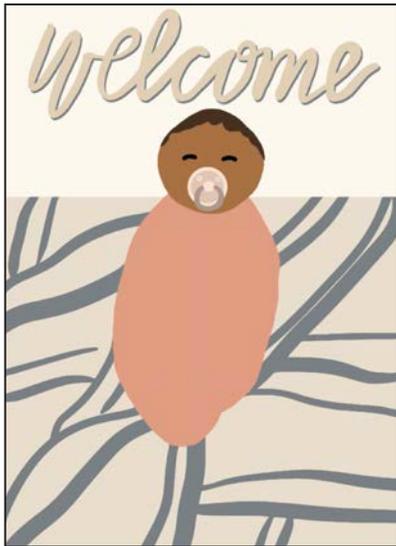


front

BJPAS010  
Tribe  
Birthday

inside





front

BJPAS007  
Welcome  
Baby



inside



front

BJPAS003  
Special Delivery  
Baby

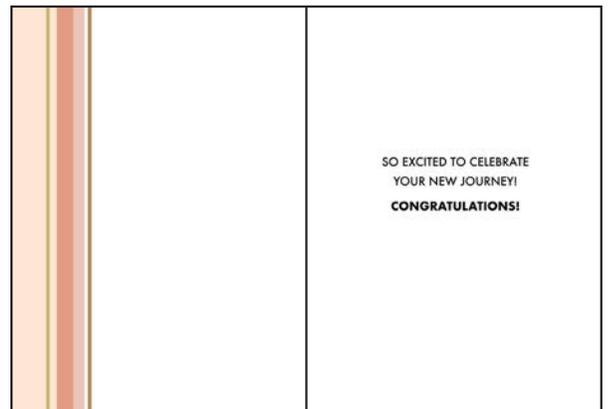


inside

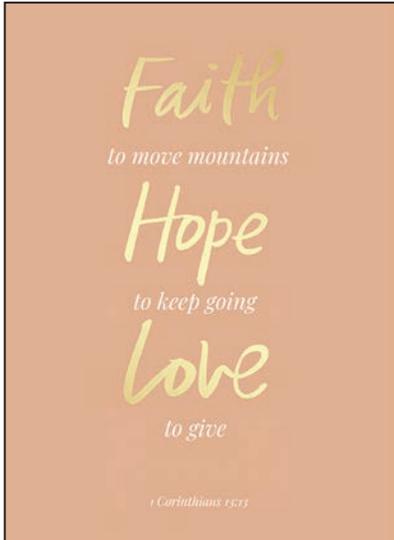


front

BJPAS008  
OMG  
Engagement



inside

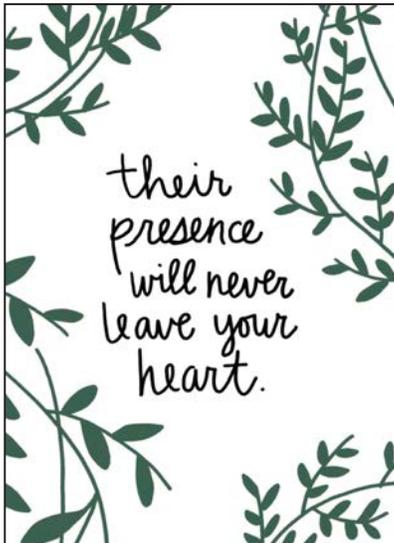


f

front

BJPAS009  
Faith Hope Love  
Support

inside



front

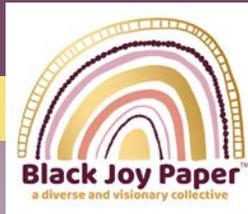
BJPAS011  
Never Leave  
Sympathy

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.  
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**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 prelamated 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.**

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= EST. 2017 =

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