



BIELY & SHOAF
.....
COLLECTION

2025

Greeting Cards, Boxed Notes & List Pads

BIELY & SHOAF CO.

= EST. 2017 =

Our diverse greeting card line showcases many of the immensely gifted artists that we have the pleasure of working with, including Katie Daisy, Louise Mulgrew, Carrie Shryock, Meera Lee Patel, Sarah Forster, Geninne Zlatkis, Kenzie Kae Elston, Jessica Swift, Carrie Schmitt, Magriekie Berg, Alexandra Snowdon, Misha Zadeh, Anne Keenan Higgins, and Joy Laforme. The individual looks of these top designers combine to create a beautifully curated in-store palette that your customers will continuously enjoy.

For 2025, we're excited to introduce the work of Lisa Jane Smith, Emma Block, Chloe Hall, and Hebe Studio.

Biely & Shoaf Co. is an award-winning designer, manufacturer, and distributor of stationery and gift products, selling to specialty retailers and select national chains. Established in 2017, the company distributes six distinct product lines, Shannon Martin Design, Oatmeal Studios, A Smyth Co., Black Joy Paper, 2021 Co., and its own line, the Biely & Shoaf Collection, which is featured in this catalog.

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TERMS AND CONDITIONS:

Minimum order: \$100.00

Opening order: Credit Card

Master Card Visa American Express Discover

To apply for Net 30 terms, please include three industry credit references & bank information. All prices and information are subject to change.

Toll free 877.957.0940

Fax 206.957.0945

orders@bielyshoaf.com

THE BIELY & SHOAF COLLECTION // GREETING CARDS

- Featuring top industry designers
- A-6 size, 4.5" x 6.25"
- Printed on high-quality, recycled post-consumer waste paper, 100 lb weight
- Printed in the USA

Sold in half dozens or full dozens

COST FOR STANDARD CARDS

\$11.85 per half dozen (\$3.95 retail)

COST RANGE FOR TREATMENT CARDS

 FOIL  GLITTER

\$11.25-\$13.50 per half dozen (\$3.75-\$4.50 retail)

MINIMUM half dozen/design

See above for terms and conditions.

CATALOG SHOWS RETAIL PRICE
OF INDIVIDUAL CARD

FOLLOW US ON SOCIAL MEDIA!

Instagram: bielyshoaf

Facebook: Biely & Shoaf

Pinterest: Biely & Shoaf Co.

Be sure to tag us in any posts!
We love to see and share pictures
of our products in your stores.

BIRTHDAY



Wishing you happy days in the year to come
EB005
 \$4.50



Wishing you a fun-filled birthday
EB004
 \$4.50

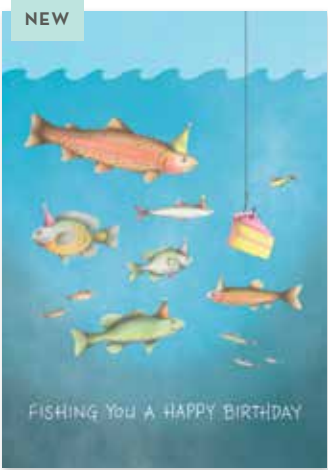


Enjoy your special day to the fullest!
EB003
 \$4.50



May your year be full of everything you enjoy
EB002
 \$3.95

BIRTHDAY



Hope you have a reel good day!
LS003
 \$3.95



I hope your day is full of sun and breezes.
LS002
 \$3.95



Enjoy your special day
LS001
 \$3.95



Wishing you a beautiful year ahead
LM070
 \$4.50

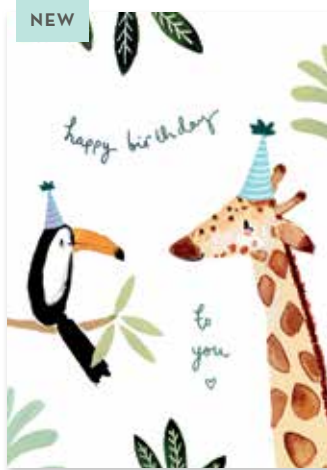
BIRTHDAY



Wishing you a fun-filled birthday
LM068
 \$3.95



May wonderful things come your way today
LM064
 \$4.50



Hope all your birthday wishes come true!
LM063
 \$3.95



Wishes for a delightful day
LM062
 \$3.95

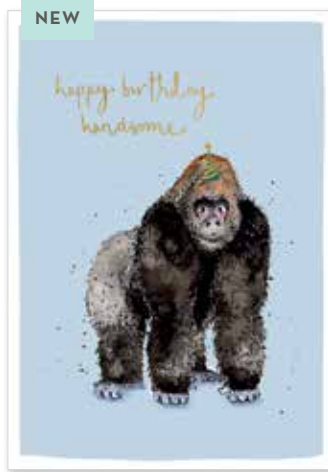
BIRTHDAY



Happiest of birthdays to you
LM061
\$3.95



and a fantastic year!
LM060
\$3.95



Another year looks great on you
LM059
\$4.50



Wishes for an awesome year to come
LM056
\$4.50

BIRTHDAY



Celebrating you today and always
LM054
\$4.50



Wishing you a magical year ahead
LM053
\$4.50



Oceans of love on your special day
LM052
\$4.50



Hope your day is as amazing as you are!
LM051
\$4.50

BIRTHDAY



Happy Birthday
LM048
\$3.95



You look mush younger!
Happy Birthday!
LM046
\$3.95



May your year be filled with endless possibilities & wonderful memories.
LM044
\$4.50



Happy Birthday
LM042
\$4.50

BIRTHDAY



Cheers to you!
LM040
 \$4.50



It's your special day, roll out and celebrate!
LM038
 \$4.50



Have a roaring good time
LM037
 \$4.50



May your day be full of lovely things
LM032
 \$4.50

BIRTHDAY



Wishing you a birthday full of fun surprises
LM031
 \$3.95



Celebrating all that makes you special, today and always
LM030
 \$4.50



Happy Birthday
LM029
 \$4.50



Wishing you a day filled with everything you enjoy
LM028
 \$4.50

BIRTHDAY



Wishing you a beautiful day and a wonderful year ahead
LM027
 \$4.50



Wishing you a day full of all the things you love
LM025
 \$4.50



May your day be as fantastic as you are
LM022
 \$4.50



Heaps of love on your birthday
LM021
 \$4.50

BIRTHDAY



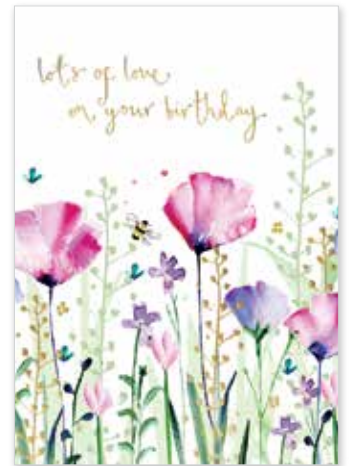
Sending you big birthday wishes
LM020
 \$3.95



Relax and enjoy your special day!
LM019
 \$3.95



Hope your birthday is one for the ages!
LM018
 \$3.95



Blank
LM016
 \$4.50



BIRTHDAY



Sweet wishes for a delightful birthday
LM015
 \$3.95



Celebrating you, today and always.
 Happy Birthday!
LM014
 \$3.95



You're the purrr-fect age! Happy Birthday
LM013
 \$3.95



Blank
LM012
 \$3.95



BIRTHDAY



Happy Birthday from all of us
LM011
 \$3.95



Blank
LM010
 \$3.95



Hope your birthday was great!
LM009
 \$3.95



Wishing you a beautiful year ahead
LM002
 \$4.50



BIRTHDAY



May your year ahead be filled with wonderful adventures.
LM001
 \$4.50



Wishing you a beautiful day!
HC003
 \$3.95



May your day be as wonderful as you are.
HC002
 \$3.95



For a lovely day and year ahead.
HC001
 \$3.95

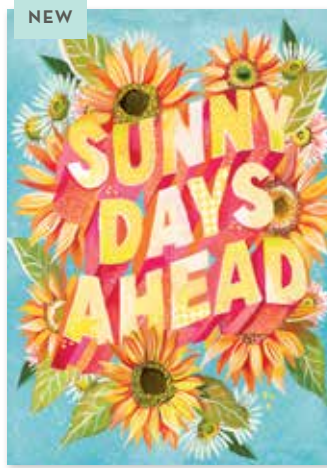
BIRTHDAY



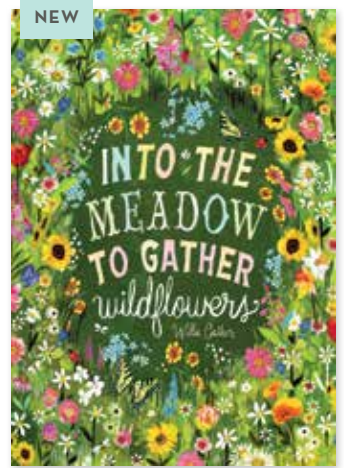
Wishing you an enchanting day. Happy Birthday!
KD066
 \$4.50



Enjoy the journey. Happy Birthday!
KD065
 \$3.95



Wishing you a brilliant year to come. Happy Birthday!
KD064
 \$3.95



May your birthday be abundantly beautiful.
KD062
 \$3.95

BIRTHDAY



Hoping beautiful things come your way. Happy Birthday!
KD061
 \$4.50



Wishing you many grand adventures. Happy Birthday.
KD060
 \$3.95

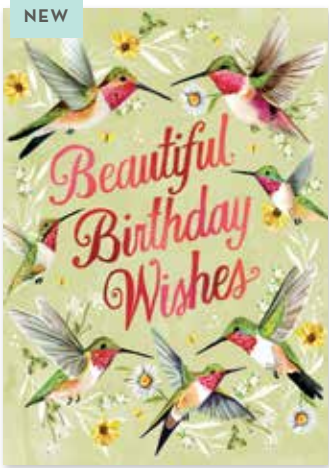


May your year be full of magic and wonder. Happy Birthday.
KD059
 \$4.50



Wishing you a day to treasure.
KD058
 \$4.50

BIRTHDAY



May your day bring delightful moments and special memories

KD057 \$3.95 8 10098 92942 4



Wishing you a beautiful year ahead. Happy Birthday!

KD056 \$3.95 8 10098 92941 7



Treat yourself right!

KD052 \$4.50 8 10098 92095 7 



Here's to a year of abundance & joy!

KD051 \$4.50 8 10098 92094 0 

BIRTHDAY



Have a delightful birthday!

KD048 \$3.95 8 10098 92091 9



Here's to a year of flourishing! Happy Birthday

KD043 \$4.50 8 10098 92043 8 



And have a wild and wondrous birthday!

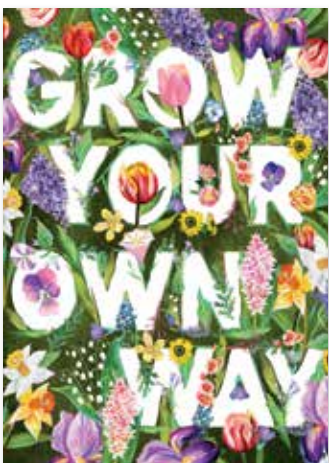
KD041 \$3.95 8 10098 92041 4



You foxy thing!

KD040 \$4.50 8 10098 92040 7 

BIRTHDAY



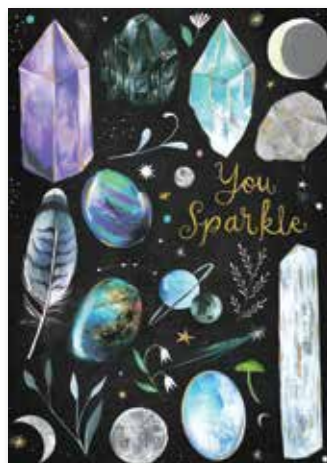
Every year you're blooming into your true and beautiful self. Happy Birthday

KD039 \$3.95 8 10006 99806 1



Happy Birthday to my spirited friend!

KD036 \$4.50 8 10006 99617 3 



Wishing you a birthday that's as bright as you are!

KD033 \$4.50 8 10006 99900 6 



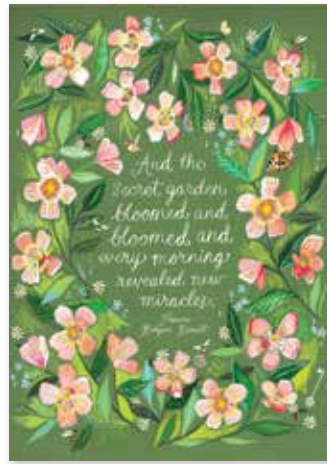
May your day be filled with delightful surprises!


KD032 \$3.95 8 10006 99899 3

BIRTHDAY



Happy Birthday
KD031
 \$4.50 8 1000699898 6 



You get more amazing every year.
 Happy Birthday
KD029
 \$4.50 8 1000699929 7 



Wishing you a wonderful birthday.
KD027
 \$3.95 8 1000699927 3



Hope that it's out of this world!
KD026
 \$4.50 8 1000699926 6 

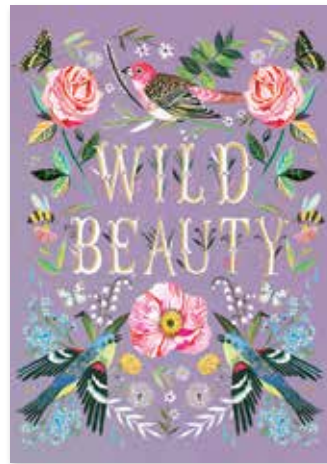
BIRTHDAY




Enjoy the beauty of the year ahead.
 Happy Birthday
KD025
 \$3.95 8 1000699925 9



Sending you an abundance of wishes.
KD017
 \$3.95 8 1000699917 4

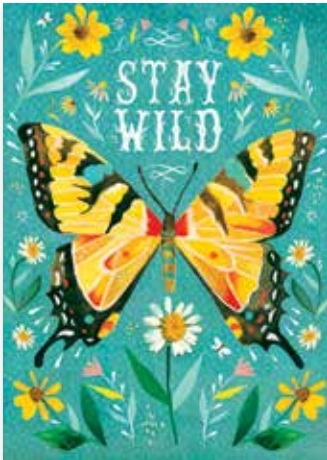


Wishing you a birthday that makes your heart sing!
KD016
 \$4.50 8 1000699916 7 



Celebrating all that makes you special today and always. Happy Birthday
KD015
 \$3.95 8 1000699915 0

BIRTHDAY



May your year ahead be filled with wonderful adventures!
KD014
 \$3.95 8 1000699914 3



Wishing you a day filled with lightness and inspiration. Happy Birthday
KD013
 \$4.50 8 1000699913 6 



Hoping this day brings you sweet memories and much happiness. Happy Birthday
KD012
 \$3.95 8 1000699125 1

BIRTHDAY



Sweet wishes for a delightfully happy birthday.

KD011 \$4.50



May your day be beautiful!

KD005 \$4.50



Abundant Birthday Wishes!

KD004 \$4.50



May your Birthday be made of stars

KD001 \$3.95

BIRTHDAY



from me. Happiest Birthday!

MP804 \$4.50



Lots of wishes coming your way

MP803 \$4.50



So thankful for you. Happiest Birthday!

MP802 \$3.75



You deserve all you're hoping for!

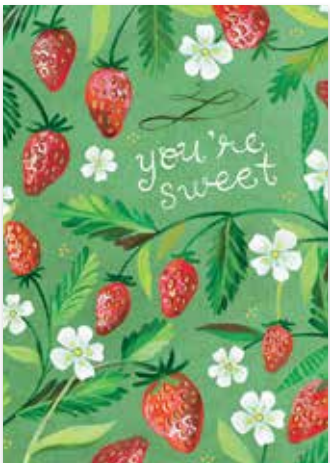
MP800 \$4.50

BIRTHDAY



Happiest birthday wishes.

MP596 \$4.50



Sending birthday love.

MP554 \$3.95



Sending love for a very happy birthday

MP552 \$3.95



A birthday wish for a day of sunshine and year full of happiness

MP551 \$3.95

BIRTHDAY



... and let it fill your whole heart.
Happiest birthday to you
MP550
\$3.95



and enjoy this delightful day!
Happy Birthday
MP546
\$4.50

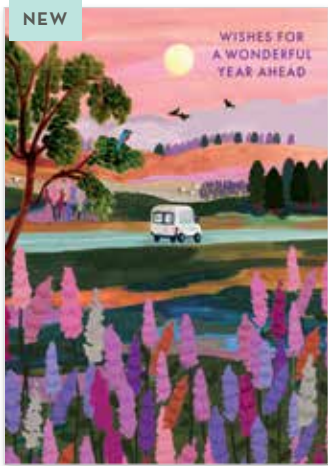


Wishing you a beautiful day and
a bright year ahead. Happy Birthday
MP526
\$3.95



Wishing you all good things on your birthday
MP299
\$3.95

BIRTHDAY



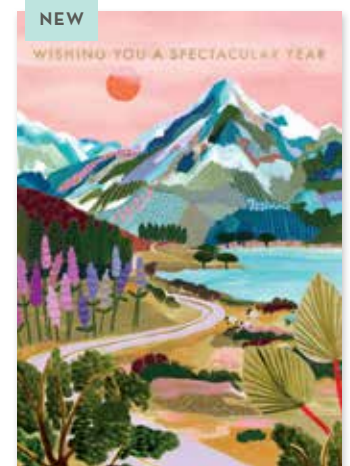
Adventure Awaits! Happy Birthday
HS005
\$3.95



Hope your day is as amazing as you are.
HS004
\$4.50

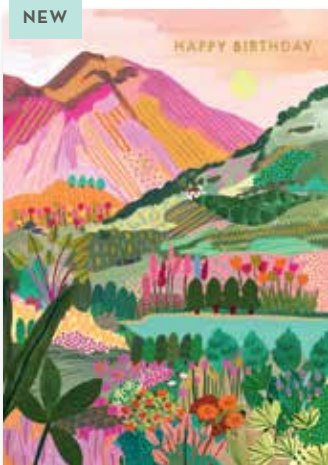


Wishing you a beautiful day and a bright
year ahead.
HS003
\$4.50



Happy Birthday!
HS002
\$4.50

BIRTHDAY



Wishing you a beautiful year ahead
HS001
\$4.50



For a wonderful year ahead. Happy
Birthday!
GZ013
\$4.50

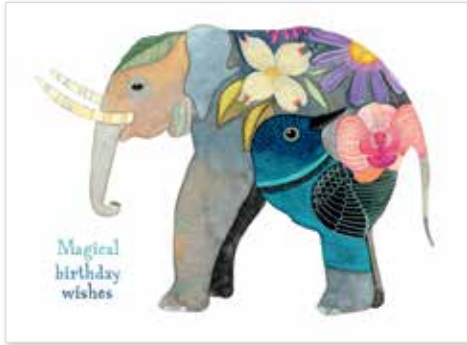


Hope your day is just as amazing as
you are!
GZ010
\$4.50



May all good things come your way.
Happy Birthday!
GZ006
\$3.95

BIRTHDAY



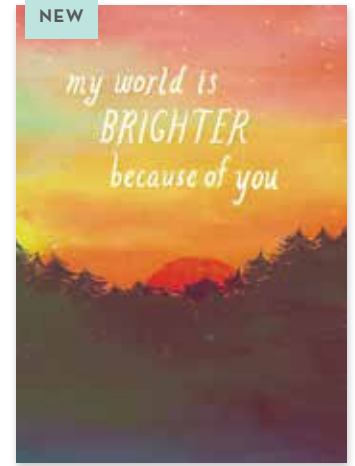
May wonderful things come your way today.
Happy Birthday

GZ002
\$3.95



Wishing you the happiest kind of day.
Sending birthday love.

GZ001
\$3.95

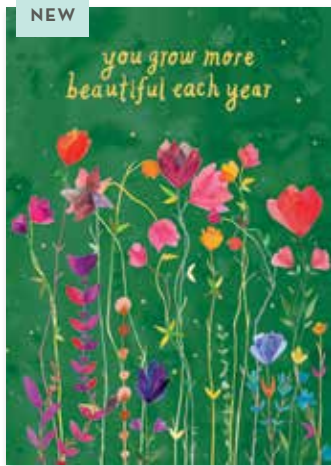


Happy Birthday!

ML032
\$4.50



BIRTHDAY



Celebrating you today and always. Happy Birthday

ML027
\$3.95



Hope your year is as wonderful as you are. Happy Birthday!

ML026
\$3.95



Happy Birthday!

ML023
\$4.50



Blank

ML020
\$3.95

BIRTHDAY



And always celebrating the person you are.

ML017
\$3.95



Blank

ML013
\$4.50



Blank

ML012
\$3.95



Happy Birthday!

ML010
\$4.50



BIRTHDAY



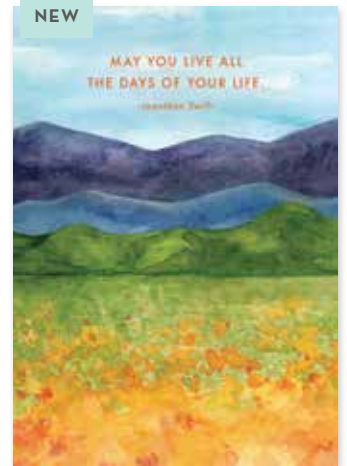
Happy Birthday!
ML007
 \$3.95



You deserve the best. Happy Birthday!
ML002
 \$4.50



I hope all of your wishes come true.
ML001
 \$3.95

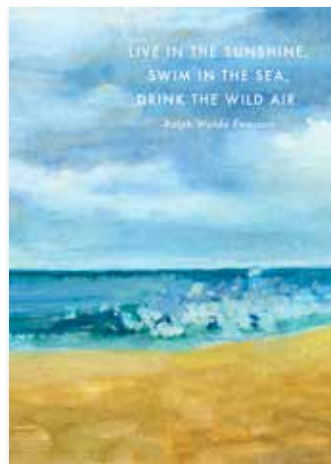


Enjoy your birthday!
SF022
 \$3.95

BIRTHDAY



Here's to another year of adventures, laughter, and fun!
SF018
 \$3.95



Wishing you a beautiful year ahead.
 Happy Birthday
SF012
 \$3.95



Happy Birthday to my favorite person.
SF002
 \$4.50



And may they all come true!
 Happy Birthday
SF001
 \$4.50

BIRTHDAY



May it be full of magical moments and double rainbows! Happy Birthday!
CH034
 \$4.50



Hope your day is the loveliest – just like you!
CH030
 \$3.95

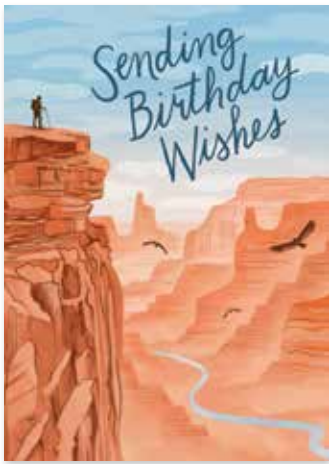


Cheers to you! Happy Birthday!
CH031
 \$3.95



And all that jazz!
CH032
 \$3.95

BIRTHDAY



...for a year full of adventures!
CH027
 \$3.95



Savor your magical journey in the year to come!

CH023
 \$4.50



Blank

CH022
 \$4.50

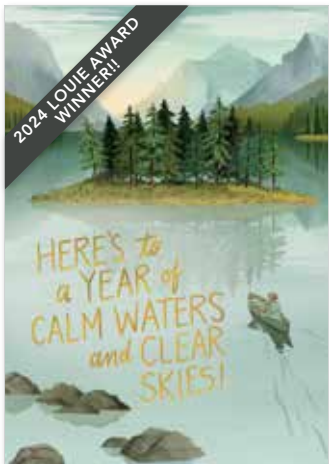


Wishing you a wild birthday!

CH017
 \$4.50



BIRTHDAY



Have a wonder-filled birthday!

CH016
 \$4.50



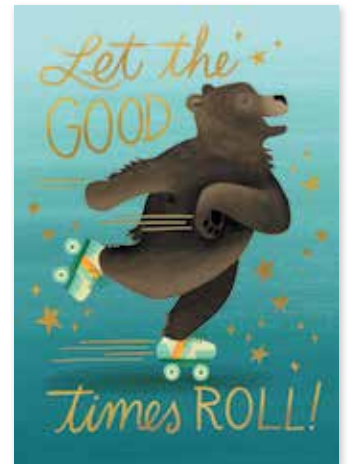
Happy Birthday!

CH014
 \$4.50



Happy Birthday!

CH004
 \$4.50



Happy Birthday!

CH002
 \$4.50



BIRTHDAY



Wishing you a delightful year ahead.

JL013
 \$3.95



May wonderful things come your way today.

JL010
 \$4.50



Happiest of birthdays to you!

JL005
 \$3.95



Sending you warm wishes on your birthday!

JL004
 \$3.95



BIRTHDAY



Enjoy your special day to the fullest!
JL003
 \$3.95



Wishing you a year of joy and adventures.
JL002
 \$3.95



May all your dreams and wishes come true.
JL001
 \$3.95



There is no one finer! Happy Birthday!
AS115
 \$3.95

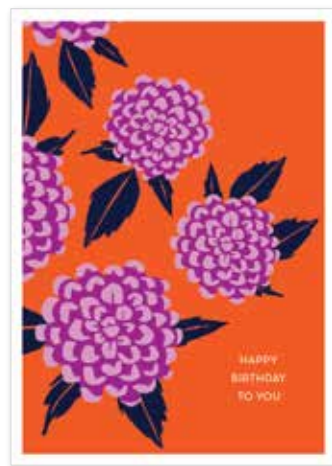
BIRTHDAY



Cheers to you!
AS110
 \$4.50



Wishing you the best day!
MZ031
 \$4.50



Here's to another season wiser, stronger, and more beautiful!
MZ026
 \$3.95



Blank
MZ025
 \$4.50

BIRTHDAY



Hope today is filled with many bright and beautiful moments!
MZ023
 \$4.50



Tweet yourself and savor every moment!
MZ020
 \$4.50



May it be the loveliest of days!
MB030
 \$4.50



Sweet wishes for a delightfully happy birthday.
MB001
 \$3.95

BIRTHDAY



For a wonderful day and year ahead.
MB020
 \$4.50



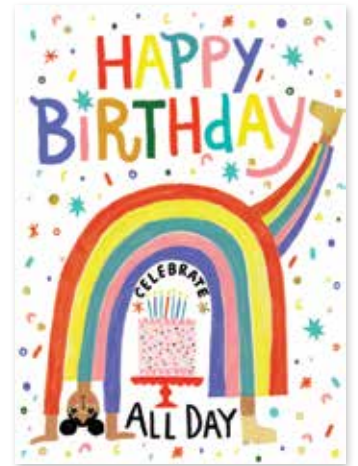
May all your birthday wishes come true with sprinkles & a cherry on top.

KE018
 \$4.50



Wishing you a whole lotta hoopla! Happy Birthday!

KE016
 \$3.95

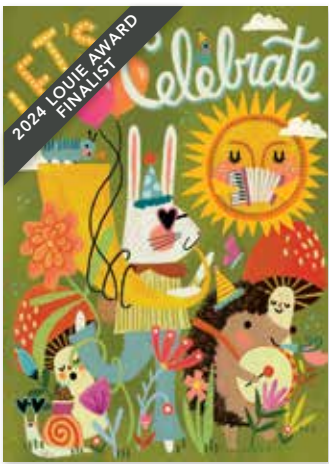


You deserve rainbows, confetti, glitter, and cake!

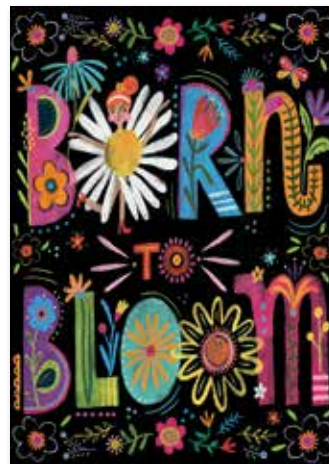
KE009
 \$4.50



BIRTHDAY

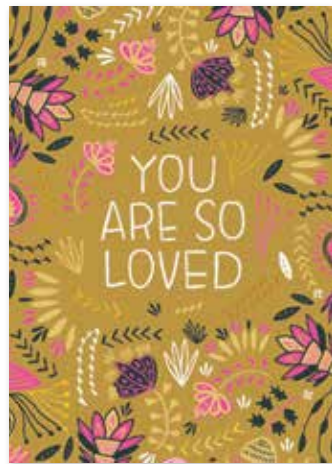


Happy Birthday
KE008
 \$3.95



You're a whole bouquet today. Happy Birthday!

KE001
 \$3.95



You're truly the best, better than all the rest. Happiest Birthday!

JS011
 \$4.50



Today is your day!

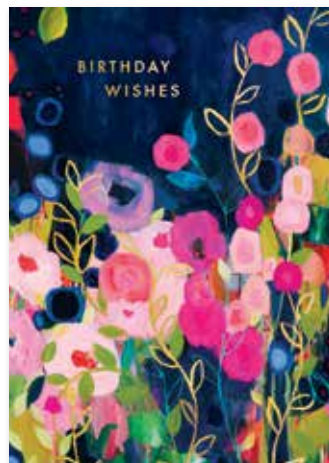
JS005
 \$3.95



BIRTHDAY



You deserve all the goodness + magic!
JS003
 \$4.50



May blessings find you daily in the year ahead.

CS005
 \$4.50



Enjoy your special day.

CS002
 \$4.50



You make the world a more beautiful place. Wishing you a lovely birthday.

CS017
 \$3.95



WEDDING



NEW
Sending you all the best today and always
LS005
\$3.95



Wishing you so much love and happiness together!

LM035
\$4.50



Wishing you much love and joy on your wedding day

LM008
\$4.50



Wishing you both a lifetime of love. Congratulations on your wedding.

KD018
\$4.50



WEDDING



...between you forever. Congratulations on your marriage!

KD044
\$3.95



Happy Wedding!

MP544
\$3.95



Wishing you both a happy new life of never-ending joys. Congratulations on your wedding.

GZ003
\$3.95



Wishing you a lifetime of joy

ML030
\$4.50



WEDDING



So happy for you.

ML022
\$4.50



...a love as true as yours. Wishing you so much happiness together.

SF020
\$4.50



Wishing you a life of happiness together.

CH008
\$3.95



Congratulations on your new chapter together.

MZ019
\$4.50



WEDDING



Congrats on your union.

MB027 \$4.50



Congratulations on your marriage, love birds!

JS015 \$3.95

ENGAGEMENT



So excited for you both!

LM058 \$4.50

ANNIVERSARY



Now, and always

LM069 \$4.50

ANNIVERSARY



I love our life together. Happy Anniversary

LM055 \$4.50



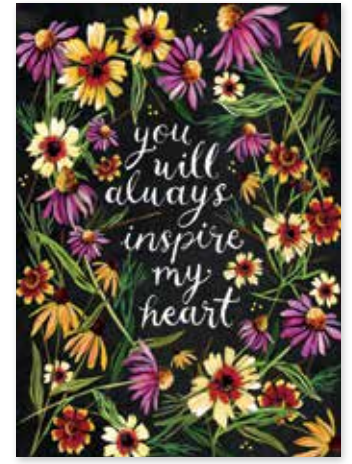
Happy Anniversary

LM043 \$4.50



Today, and always

LM004 \$4.50



I love you wildly

KD047 \$3.95

ANNIVERSARY



...loving you. Happy Anniversary

KD030 \$4.50



I love our life together. Happy Anniversary

MP595 \$4.50



I love sharing this life with you

GZ011 \$3.95



Happy Anniversary

ML029 \$4.50

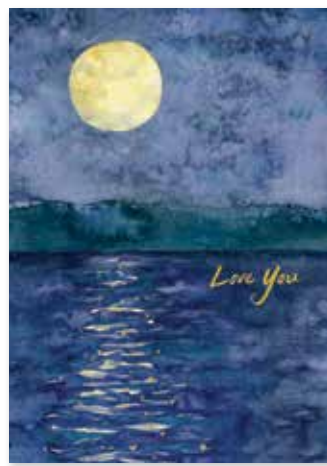
ANNIVERSARY



Always and forever. Happy Anniversary
ML031
 \$3.95



Happy Anniversary
ML011
 \$4.50



To the moon and back.
SF014
 \$4.50

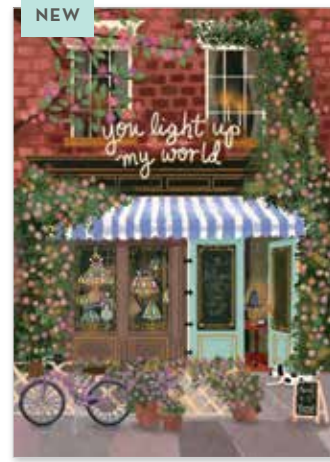


Happy Anniversary, my love!
CH021
 \$4.50

ANNIVERSARY



When I count my blessings, you're at the top. Happy Anniversary!
CH009
 \$4.50



Happy Anniversary
JL012
 \$4.50



The best days are spent with you.
JL011
 \$4.50



Blank
LM039
 \$4.50

LOVE



Blank
SF004
 \$4.50



We're so excited you're here! Congratulations to the family
EB001
 \$3.95



Welcome to the world!
LS006
 \$3.95



Congratulations to the whole family!
LM057
 \$4.50

NEW BABY



So glad you're here!

LM003 \$4.50 



Welcome to this wonderful world

MP806 \$4.50 



Congratulations on your sweet little critter.

MP525 \$3.95 



You picked the best family!

MZ002 \$3.95 

NEW BABY



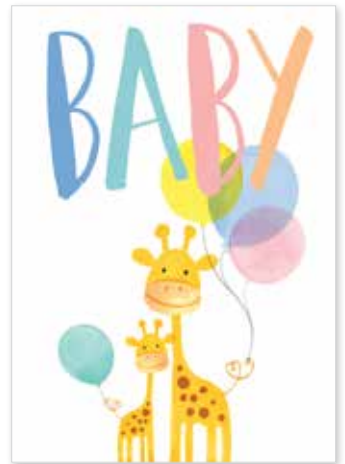
Blank

MZ001 \$3.95 



Welcome to the world and congrats to your family!

MB029 \$4.50 



Enjoy all the happy little moments. Congratulations!

MB008 \$3.95 

BABY SHOWER



Blessings to you and your little one Happy Shower

MP543 \$3.95 

THANK YOU



Your kindness means so much

EB006 \$3.95 



Blank

LM073 \$4.50 



From me to you

LM067 \$3.95 

THANK YOU



You're so sweet!
LM050
 \$3.95



So very much!
LM036
 \$4.50



For your kindness
LM024
 \$3.95



Blank
LM007
 \$3.95

THANK YOU



Thank you so much
HC006
 \$3.95



You truly are. Thank you so berry much!
KD063
 \$3.95

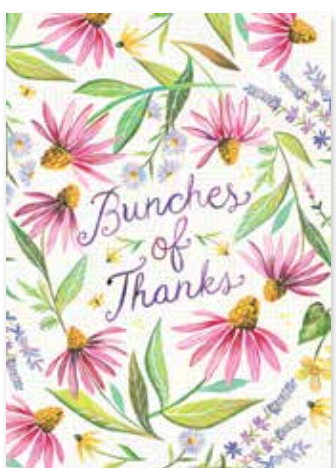


Sew thankful you're in my life!
KD055
 \$3.95



Blank
KD034
 \$3.95

THANK YOU



Blank
KD020
 \$4.50



And all that you do.
KD019
 \$3.95



That meant so much
MP801
 \$4.50



Thank you so much
MP542
 \$3.95

THANK YOU



Thank you for always being so kind.
MP524
 \$3.95



Blank
HS006
 \$3.95

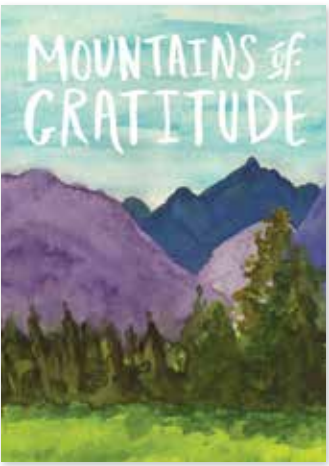


Deeply grateful for your thoughtfulness.
GZ009
 \$3.95



Blank
ML015
 \$4.50

THANK YOU



Can't thank you enough.
SF005
 \$3.95



For your kindness.
CH029
 \$4.50



Just reflecting on how thankful I am for you.
CH026
 \$4.50



Blank
JL009
 \$3.95

THANK YOU



Your generosity means the world!
JL008
 \$3.95



Blank
MZ015
 \$3.95



You're the best!
AS105
 \$3.95



What you did meant so much.
MB014
 \$3.95

THANK YOU



Sending all the sunshine, and many thanks.

KE007 \$3.95



I appreciate you and all you do.

KE005 \$3.95



A million thanks + more.

JS004 \$3.95

GET WELL



Sending good thoughts and sunshine your way

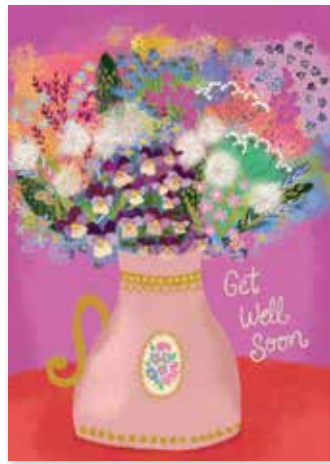
LM065 \$4.50

GET WELL



Sending bunches of get well wishes your way

LM026 \$4.50



Take time to rest and recover, and you'll be back to your vibrant self soon.

JL006 \$3.95



Get well soon

KD054 \$3.95



Hope you're back to your bright and cheery self soon.

KD021 \$3.95

GET WELL



Sending hugs and happiness. Get well soon

MP540 \$4.50



Wishing you a spring in your step very soon.

MP523 \$3.95



Blank

GZ007 \$3.95



Sending stacks of get well wishes your way.

MB031 \$4.50

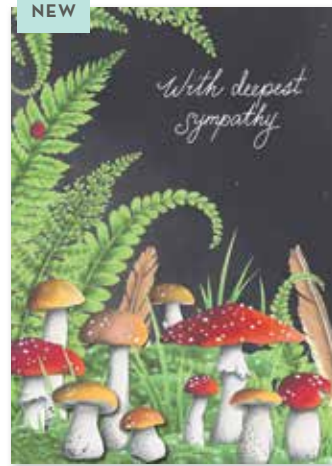
GET WELL



Sending bunches of get well wishes your way.

MB010
\$3.95

SYMPATHY



Thinking of you during your time of sorrow.

LS004
\$3.95



Sending love and deepest sympathy

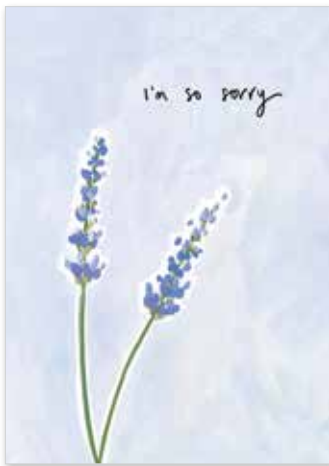
LM072
\$3.95



Sending you peace and comfort during this difficult time

LM071
\$4.50

SYMPATHY



Blank

LM047
\$3.95



Sending love during this time of sadness. With sympathy

LM033
\$4.50



Sharing in your sadness, and wishing you peace in the days to come

LM017
\$3.95



Thinking of you during this difficult time

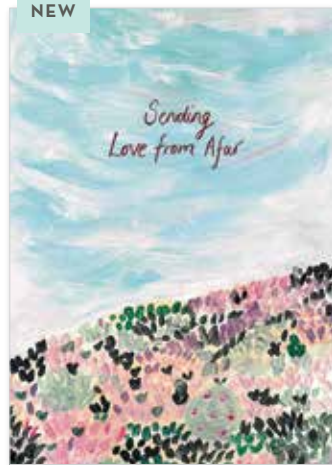
LM005
\$4.50

SYMPATHY



And sending loving light your way.

JL007
\$3.95



My heart is with you

HC005
\$3.95



My heart is with you.

KD035
\$4.50



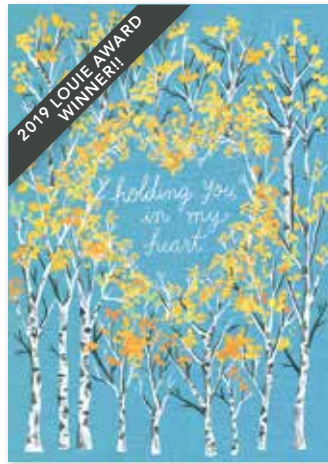
Thinking of you during this difficult time.

KD022
\$3.95

SYMPATHY



Sending caring thoughts.
KD007
 \$4.50

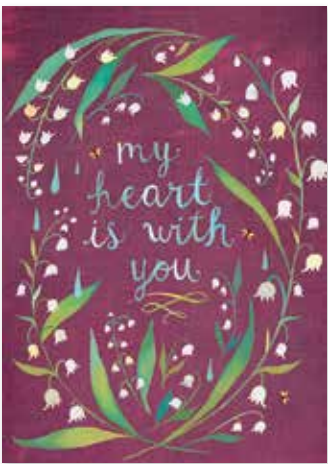


Especially now
MP805
 \$3.95



Thinking of you and sharing your loss
MP538
 \$3.95

SYMPATHY



Sending love and sympathy
MP539
 \$3.95



So very sorry for your loss
ML025
 \$3.95



With deepest sympathy
ML024
 \$4.50



Now and always, with sympathy.
ML019
 \$3.95

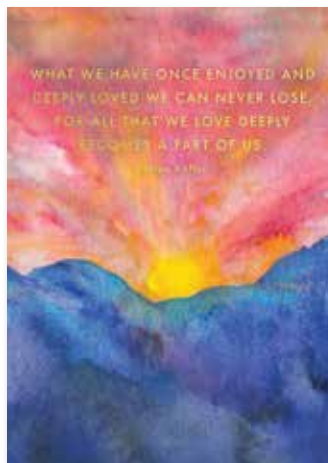
SYMPATHY



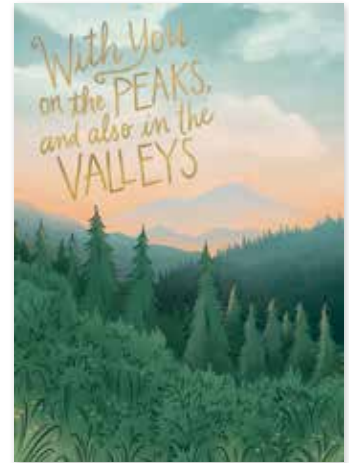
Thinking of you and sharing your loss.
ML014
 \$4.50



Sending you comfort and peace.
SF011
 \$4.50

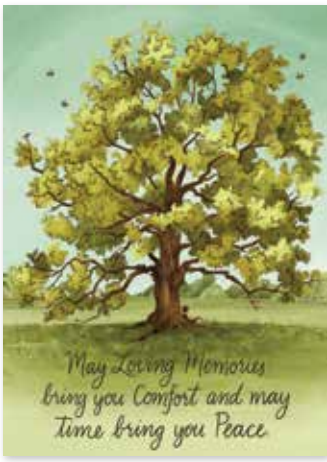


May the memories of your loved one live on in your heart. With deepest sympathy.
SF003
 \$4.50



I'm here for you during this difficult time.
CH033
 \$4.50

SYMPATHY



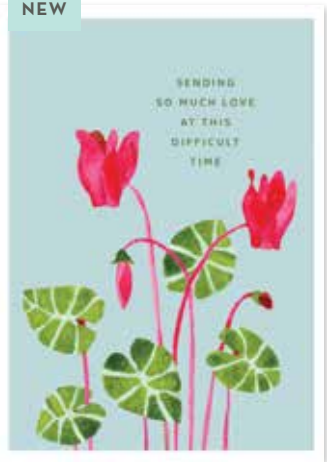
With sympathy.

CH020 \$3.95



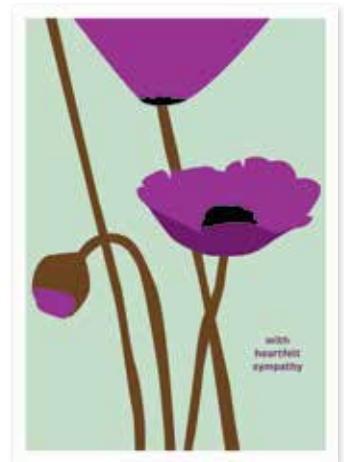
Thinking of you, and holding you in my heart.

CH012 \$4.50



Thinking of you, and holding you in our hearts.

MZ032 \$3.95



May beautiful memories be your strength

MZ030 \$3.95

SYMPATHY



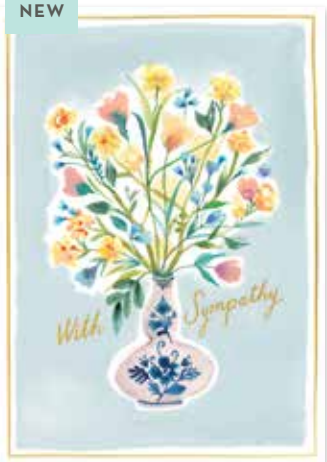
May you find comfort and healing in the love of those who remember with you

MZ029 \$3.95



Sharing in your sadness, and wishing you peace in the days to come.

MZ021 \$4.50



Keeping you in my thoughts and close to my heart.

MB032 \$4.50



With love & my deepest sympathy.

MB028 \$3.95

SYMPATHY



I am here for you, today and always.

CS016 \$3.95



So very sorry for your loss.

SF017 \$4.50



So very sorry for your loss.

AH010 \$3.95

FRIENDSHIP



...every day!

LM041 \$4.50

FRIENDSHIP



You're my jam

KD049 \$3.95



Hello, friend!

MP594 \$4.50



NEW

That's what friends are spore

ML028 \$3.95



Thanks for bee-ing such a great friend.

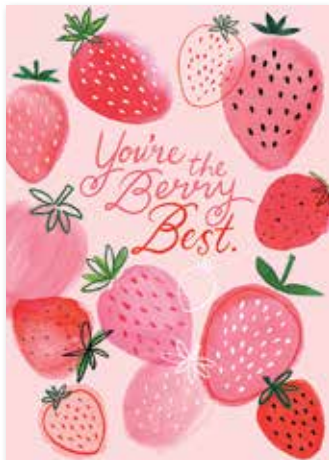
CH019 \$4.50

FRIENDSHIP



Thinking of you, and missing you.

CH018 \$4.50



Blank

MB025 \$3.95



For a super stellar friend like you

KE017 \$4.50



And you are one of a kind

KE013 \$3.95

FRIENDSHIP



I'm not lion!

KE015 \$3.95



Blank

LM034 \$4.50



NEW

So excited for you!

HC004 \$3.95



Congratulations on your achievements, can't wait to see what you'll do next.

SF016 \$3.95

CONGRATULATIONS



I'm so happy for you!
ML006
 \$4.50



Congrats on your big success!
CH025
 \$4.50



You did it!
AS112
 \$3.95



Blank
LM049
 \$3.95

ENCOURAGEMENT



Blank
KD038
 \$3.95



May each day bring strength and courage
MP537
 \$4.50

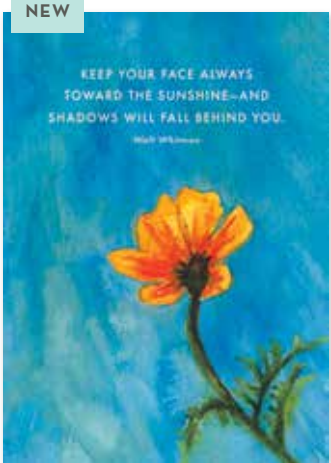


Another day to dream, reflect, and hope.
MP536
 \$4.50



Blank
ML018
 \$3.95

ENCOURAGEMENT



Blank
SF023
 \$3.95



Be sure to take time and nurture yourself.
CH028
 \$3.95



I'm here for you always.
CH024
 \$3.95



You are strong, resilient & beautiful.
KE004
 \$3.95

ENCOURAGEMENT



I see your brightness.
JS012
 \$4.50



You've got this.
JS007
 \$3.95

THINKING OF YOU

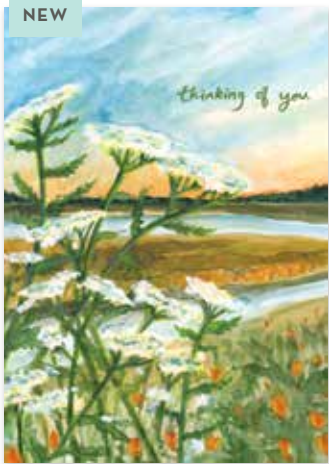


Blank
LM066
 \$4.50



Thinking of You
MP807
 \$3.95

THINKING OF YOU



Blank
SF021
 \$3.95



Blank
MZ027
 \$3.95

NEW HOME



Blank
LM023
 \$3.95



Cozy wishes for all good things!
KD008
 \$3.95

NEW HOME



Congratulations on your new place.
MZ018
 \$4.50

TEACHER



And working so hard to help me learn.
 Wishing you all the best!
LMT001
 \$3.95

RETIREMENT



Happy retirement, you've earned it!
LM045
 \$4.50

BLANK



Blank
LM006
 \$3.95

BLANK



Blank
KD053
\$3.95



Blank
KD050
\$3.95



Blank
KD045
\$3.95



Blank
KD002
\$3.95



BLANK



Blank
MP592
\$4.50



Blank
MP591
\$4.50



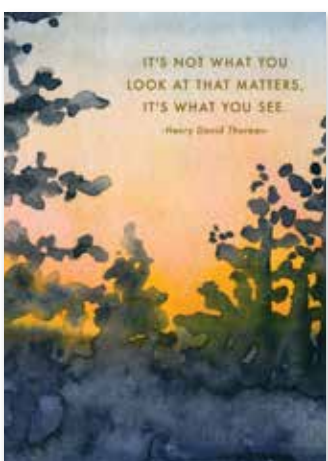
Blank
GZ012
\$3.95



Blank
GZ008
\$3.95



BLANK



Blank
SF008
\$3.95



Blank
KE014
\$3.95



Blank
MB017
\$3.95



Blank
MZ016
\$3.95



LIST PADS

Wonderful new stationery additions from Katie Daisy, Carrie Shryock, Meera Lee Patel, Louise Mulgrew, and Geninne Zlatkis! Each list note pad is 8.5" x 3.75", 60 sheets and tidily packaged with a color-coordinating band.

- TOP PERFORMING ART
- 12 STYLES
- BELLY BAND PACKAGING
- 8.5" x 3.75"
- ARTIST BIO/BRANDING ON BACK
- INDIVIDUALLY PACKAGED IN CELLO FOR RETAIL PROTECTION
- RANGE OF THEMES
- MAGNETIC BACKER
- 60 TEAR AWAY PAGES
- DISPLAY OPTIONS (page 39)
- FULL COLOR PRINTED SHEETS

COST

\$22.50 wholesale price per half dozen (\$3.75 each - MSRP \$7.50)

MINIMUM half dozen/design



LIST PADS



LPCH01 



LPCH02 



LPGZ01 



LPKD01 

LIST PADS



LPKD02 



LPKD03 



LPLM01 



LPLM02 

LIST PADS



LPLM01 



LPKD04 



LPKD05 



LPKD06 

BOXED NOTES

Featuring the designs of many of our top artists, our boxed notes are printed on beautiful sustainably sourced FSC paper with coordinating envelopes.

- A-2 size 4.25" x 5.5"
- Cards printed in the USA

MINIMUM: 6 boxes per design

COST: \$7.50 wholesale price per box of 10



WITH KRAFT PACKAGING!

- // 10 CARDS & ENVELOPES PER BOX
- // MINIMAL WASTE PACKAGING
- // RECYCLABLE KRAFT BOX



NEW



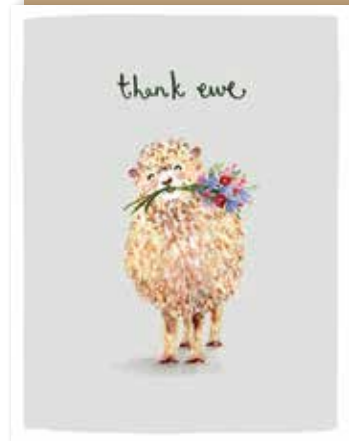
JLN01 

NEW



KEN02 

NEW



LMN04 

NEW



KDN08 

NEW



KDN09 

NEW



MZN03 

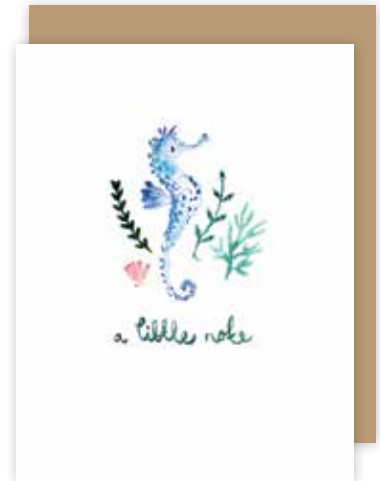
BOXED NOTES



LMN01 



LMN02 



LMN03 



MPN48 



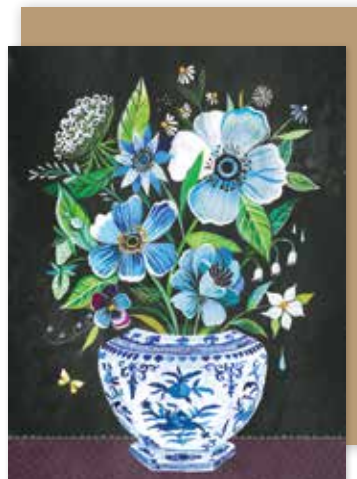
KDN07 



KDN06 



KDN05 



KDN03 



KDN02 

BOXED NOTES



KDN01 



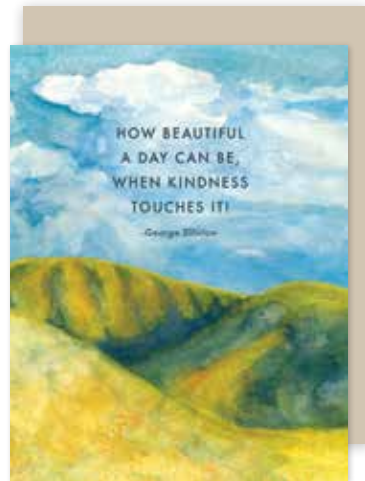
MLN01 



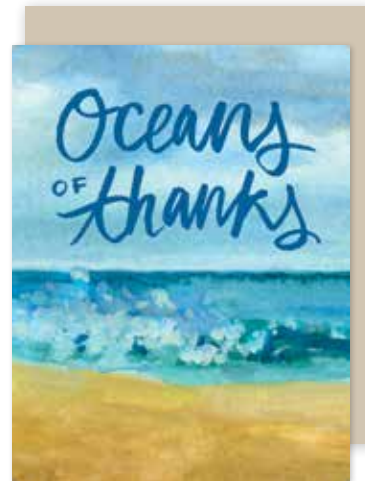
GZN01 



KEN01 



SFN02 



SFN01 



CHN02 



CHN01 



MBN01 



AHN02 



MZN02 



MZN01 

MEET OUR ARTISTS

We are honored to have a group of highly talented artists contributing to the Biely & Shoaf Collection. The individual looks of these top designers combine to create a beautifully curated in-store palette that your customers will continuously enjoy.

For 2025, we're excited to introduce the work of 4 talented new artists, Emma Block, Lisa Jane Smith, Hebe Studio, and Chloe Hall. We have added lovely new boxed notes and wonderful new greeting card and stationery designs from a wide range of our artists, including a line of list pads developed during the past year that coordinate and balance beautifully together. Enjoy, and look for more to come!

KATIE DAISY



Working with watercolor and acrylic paint, Katie Daisy strives to capture the magic and beauty of a life lived in harmony with nature.

LOUISE MULGREW



Working with gouache and watercolor, Louise designs in her studio by the sea in Brighton, England, inspired by her love of all animals, and passion for the natural world.

CARRIE SHRYOCK



Carrie Shryock is an artist, illustrator, and a nature lover. She finds endless inspiration in the beautiful complexity of the natural world, and the colors of the changing seasons.

MEERA LEE PATEL



Meera Lee Patel is a self-taught artist and writer who believes that anything is possible. Working with pencil and gouache, Meera is inspired by the small stories found in everyday life.

SARAH FORSTER



Artist Sarah Forster finds inspiration in the wonders of nature. She works in watercolors charged with Reiki, moon water and crystals to infuse each card with good vibes.

JOY LAFORME



Joy Laforme is an artist and illustrator, living in New Jersey. Working primarily in digital media, she is inspired most by color, light, and the tiny and beautiful details of everyday life.

OUR ARTISTS



Geninne is an artist living in the high desert of New Mexico. She makes art on a variety of surfaces, including ceramics and sterling silver. She is obsessed with birds and her surrounding desert flora.



Emma Block is an artist and illustrator working from her garden studio in East Anglia, England. She is inspired by nature, travel, and little moments of joy in everyday life.



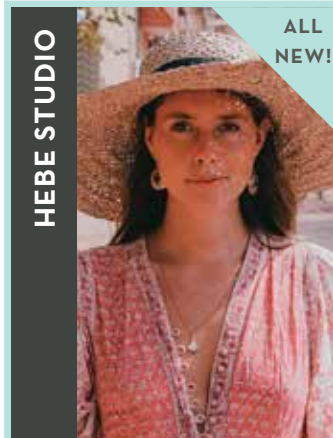
Magriki strives to create illustrations that will inspire connection, bring joy and uplift hearts.



The artwork created by Lisa Jane in her Upstate NY studio is inspired by the colorful world around her. Her main form of expression is illustration, using acrylics, inks, graphite, and digital techniques.



Misha Zadeh Graham sketches, paints, and collages from her home studio in Seattle's Ballard neighborhood, overlooking the Puget Sound. She loves to play with color, pattern, quirky animals, and all sorts of flora.



Hebe Studio is run by Rhi James, a UK designer working from Perth, Australia. Created from Rhi's love of travel, her designs are based on her ability to find inspiration from all corners of the world.



Kenzie Kae Elston is a born creative who loves color, pattern and all things floral. Working primarily with digital media, Kenzie creates delightfully whimsical cards with bold, decorative lettering.



Pairing her love of being by the coast, gardening, and nature, with her passion for painting, Chloe creates designs to bring the joy of the outdoors in.



Anne Keenan Higgins began her career as an art director in Detroit. Starting her own illustration business, Anne developed a signature whimsical style and began licensing her artwork to giftware and publishing industries.



Alexandra Snowdon lives in Edinburgh, Scotland's beautiful capital city. Her inspiration comes from the surrounding wild coast and mountains and her outdoor adventures, near and far.



Carrie Schmitt is an artist and author who began painting as a therapeutic practice. Today her vibrant paintings are sold in galleries and in private collections.



Working with both traditional materials and digital media, Jessica Swift creates magically uplifting cards that inspire others to live colorful, unique, and hope-filled lives.

DISPLAY OPTIONS

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



72-POCKET DISPLAY

72 half dozen cards = \$919.20*
 72-pocket display (\$350 value) = \$285.00
 11 half dozen cards Offset (\$285 retail value) = Free!
 Total = \$1,204.20
 If ordering full dozens, pricing is \$2,123.40*

*Pricing varies according to card style so the above total is an estimate based off an average of card prices. Actual total will be adjusted according to each individual order.

BSC_72PKTDISPILLED_6



8 10006 99009 6

BSC_72PKTDISPILLED_12



8 10006 99010 2

48-POCKET DISPLAY

48 half dozen cards = \$616.65*
 48-pocket display = \$250.00
 10 half dozen cards Offset (\$250 retail value) = Free!
 Total = \$866.65
 If ordering full dozens, pricing is \$1,483.30*

*Pricing varies according to card style so the above total is an estimate based off an average of card prices. Actual total will be adjusted according to each individual order.

BSC_48PKTDISPILLED_6



8 10006 99011 9

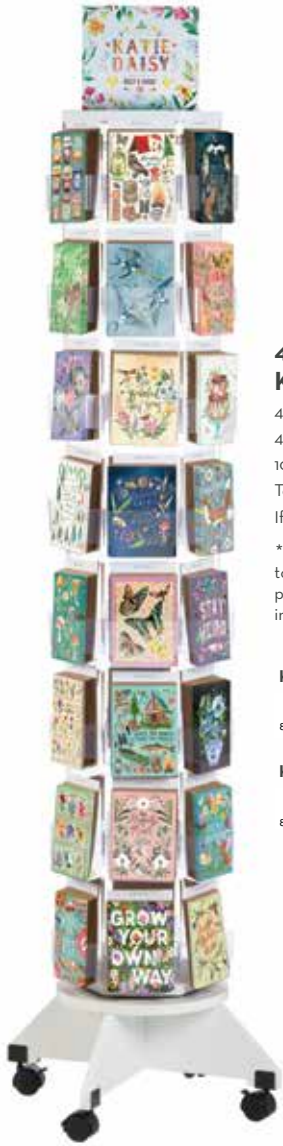
BSC_48PKTDISPILLED_12



8 10006 99012 6

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.

DISPLAY OPTIONS



48-POCKET DISPLAY KATIE DAISY

48 half dozen cards = \$613.35*
 48-pocket display = \$250.00
 10 half dozen cards Offset (\$250 retail value) = Free!
 Total = \$863.35
 If ordering full dozens, pricing is \$1,476.70*

*Pricing varies according to card style so the above total is an estimate based off an average of card prices. Actual total will be adjusted according to each individual order.

KD_48PKTDISPFILLED_6



KD_48PKTDISPFILLED_12



48-POCKET DISPLAY LOUISE MULGREW

48 half dozen cards = \$619.95*
 48-pocket display = \$250.00
 10 half dozen cards Offset (\$250 retail value) = Free!
 Total = \$869.95
 If ordering full dozens, pricing is \$1,489.90*

*Pricing varies according to card style so the above total is an estimate based off an average of card prices. Actual total will be adjusted according to each individual order.

LM_48PKTDISPFILLED_6



LM_48PKTDISPFILLED_12



9-STYLE LIST PAD DISPLAY *

Our new list pads will keep your customers organized with a range of headings and themes that coordinate and balance beautifully together.

- Each list pad is 8.5" x 3.75", 60 sheets, includes a magnetic backer, and is tidily packaged with a color-coordinating band
- Featuring designs by Katie Daisy, Carrie Shryock, Meera Lee Patel, Louise Mulgrew, and Geninne Zlatkis – 12 unique styles to choose from (pp. 31-32).
- We are happy to customize your list pad selection! Send us a message or give us a call at 877-957-0940 (Mon - Fri, 8AM - 5PM PST).

* Display holds 6 each of 9 styles (54 list pads).

Filled Display includes:

54 List Pads @ \$3.75 each = \$202.50.
 Countertop Display = \$27.50
 4 List Pads Offset (\$30 Retail Value) = FREE
 Total \$230

Display approx. 13 1/4" x 9 5/16" x 3 5/16"

FILLED LIST PAD DISPLAY



EMPTY COUNTERTOP DISPLAY



BIELY & SHOAF CO.

EST. 2017

4616 25th Ave NE, PMB 706
Seattle, WA 98105

bielyshoaf.com

Toll free 877.957.0940

Fax 206.957.0945

orders@bielyshoaf.com

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Seattle, WA
Permit No. 963

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