

# M A Y V E S ®

**Mayves**

Hazenboslaan 35  
2343SW Oegstgeest Netherlands

T. +031 (0) 6 40809366  
E. [info@mayves.com](mailto:info@mayves.com)  
W. [mayves.com](http://mayves.com) / [cardlestore.com](http://cardlestore.com)

---

**PRESS RELEASE 'Successful introduction Cardle at the Paper & Convenience Fair'**

For immediate publication  
Oegstgeest, October 07th, 2011

---

Sunday 25 September 2011 saw the launch of the very first series of the Cardle - a greeting card and candle holder in one - at the [Paper and Convenience Show in Rosmalen](#), the Netherlands. The Cardle's creator, Yvette Scheltema, spent three full days displaying and promoting her design, and to great effect! With four yards of stand, she built up her own little corner of atmosphere and visual delight. Denis Bégin, Yvette's husband and a graphic designer, created the attractive visuals that attracted many a visitor to come and find out more about this new paper product.

Yvette and her colleague, Claudette Kulkarni - who is currently engaged in communications for Mayves and the Cardlestore - ebulliently informed the show's visitors of the Cardle's qualities and advantages. In fact, it's safe to say that few passed the Cardle stand without finding out about this versatile new concept. The Cardle generated interest among a wide range of entrepreneurs, from giftshop and bookstore owners to international distributors and promotional players on the national and international market. Everyone was impressed with the Cardle's wide range of applications, for both personal and business purposes. At the end of a busy three days on their feet, Yvette and Claudette can safely say that they successfully introduced the Cardle to the public, and they look forward to showing much more of this product over the years to come.

---