

MAYVES®

Mayves

Hazenboslaan 35
2343SW Oegstgeest Netherlands

T. +031 (0) 6 40809366
E. info@mayves.com
W. mayves.com / cardlestore.com

PRESSRELEASE 'Product developments: all good things come in threes'

For immediate publication

Oegstgeest, 16-04-2012

Cardle Is Moving Forward

Mayves is proud to say that the international introduction of Cardle at the [Paperworld trade fair in Frankfurt](#) earlier this year has been very successful. Having come away with a great deal of positive response, a number of distributors committing to Mayves/Cardle in various regions, and some useful feedback, we've made a few changes to Cardle that we would like to tell you about.

All Good Things Come in Threes

Based on our own experiences and the feedback we've been getting from both retailers and resellers, we have three new developments to Cardle we would like to share with you.

New Designs

Cardle has been very busy creating new and exciting series. For the latest collection, to be released soon, our graphic designer has taken inspiration from India, Scandinavia and Japan, to create new designs that will surprise and delight. In addition to creating our own, themed series, we are pleased to announce our first collection of Cardle Specials in collaboration with [French design label La Cocotte](#).

New Displays

Things of beauty deserve to be shown off, and so our creative director Yvette Scheltema together with product designer Conny Mages, have designed a beautiful new waterfall display to make the Cardle's shine wherever they appear. Each display holds up to thirty sleeves of Cardles and highlights the details and product features.

New Packaging

Cardle is moving towards presenting more options for consumers to choose the Cardle concept they prefer. Currently, Cardle is available in sleeves containing three Cardles, three envelopes and an instruction leaflet. Shortly, Cardle will also be releasing sleeves of Cardles for home and living; they will be presented in sleeves containing only an instruction leaflet and no envelopes.
