

OoTB

ABOUT OUT OF THE BOX CARDS



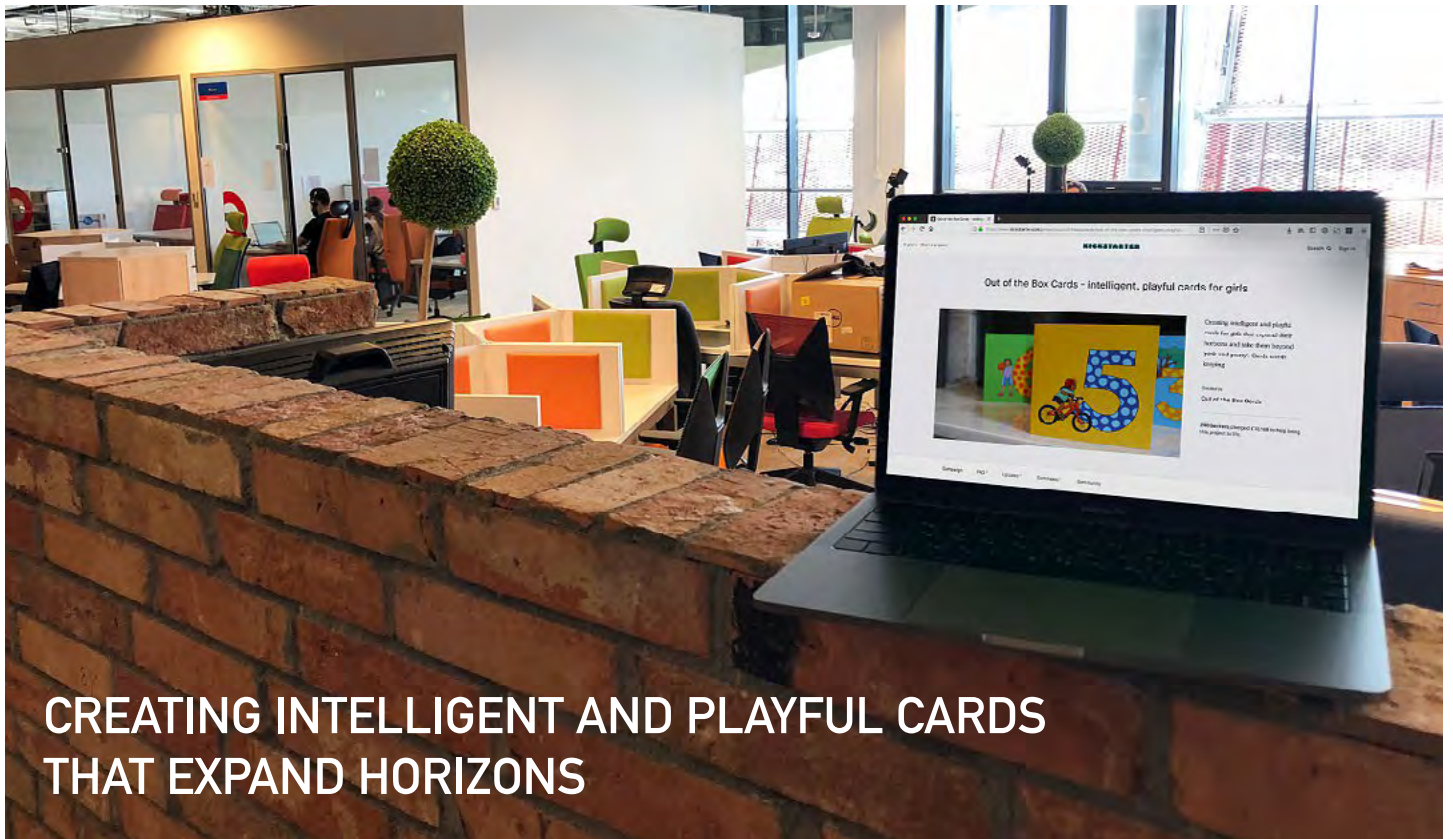
There's far more to being a girl than being pink and pretty, although you wouldn't know it from looking at what's on offer to them in the shops. The girls we know are intelligent, creative, bold and full of potential. We think they deserve cards that celebrate all that's amazing about them, not put limits on who they are and what they might become.

Our cards aim to expand horizons, celebrate diversity and ditch the stereotypes. We are positive, playful and feminist. We've created cards, designed with girls in mind, that treat them as adventurous, active and brave. We've added cards for women of all ages that celebrate their diversity and their many different strengths.

And you can send these cards to all your favourite people – the beauty of our cards is that you can send them to anyone!



INTRODUCING THE TEAM



CREATING INTELLIGENT AND PLAYFUL CARDS THAT EXPAND HORIZONS

We started Out of the Box Cards with a Kickstarter to see if other people felt the same way as us. Over 240 people helped us reach our target within a week, and we launched the company in February 2019.

There are three of us behind OOTB: Daisy Mojave Holland is our illustrator. She graduated with a first class Illustration and Animation degree from Manchester School of Art and loves the opportunity OOTB gives her to combine feminist social commentary with bold and playful illustration.

Grace Rae was the catalyst that got OOTB off the ground. She believes that we can choose the world in which we wish to live, but it takes determination and action.

Jenny Baker had the original idea and loves working in a team to make it happen. She has been an activist for equality all her life in different ways, and wants her granddaughters to grow up in a world that values the unique contribution they have to make.

ABOUT THE CARDS



Our cards are printed on Callisto soft white 330gsm FSC card, with a laminate finish which makes the colours sing.

They can come wrapped in compostable film, or naked depending on your preference, with simple white envelopes.

All cards have SKU codes and barcodes on the back. All our designs are blank inside for people to add their own message.

All trade order cards come in packs of six.

Square cards are 150mm by 150mm
Landscape are 150mm by 105mm
Portrait are 105mm by 150mm

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OOTB071

OOTB073

10% of our income from these cards will be donated to support women in Palestine.

FEMINIST CHRISTMAS RANGE

These are Christmas cards with a feminist twist. There's St Nicola, the patron saint of hard-working women who do the nightshift. She travels round the world delivering presents with her team of speedy reindeers, in solidarity with all the women who work through the night for themselves and their families. Our Three Wise Women are all environmentalists, wise before their time, working for change long before the rest of us. There's more information about each of them on the back of the card. Our Madonna and Child design is by Palestinian artist Malak Mattar. And Christina Rossetti lends us words from her carol, Love Came Down, with more on the back of the card.



OOTB072



OOTB052



OOTB070



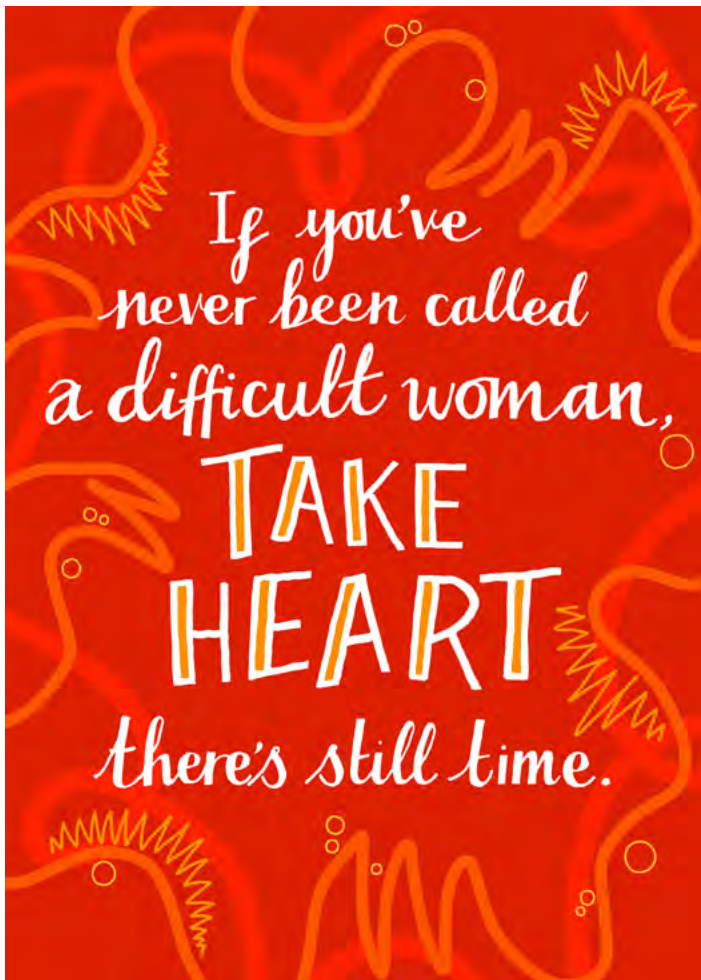
OOTB051



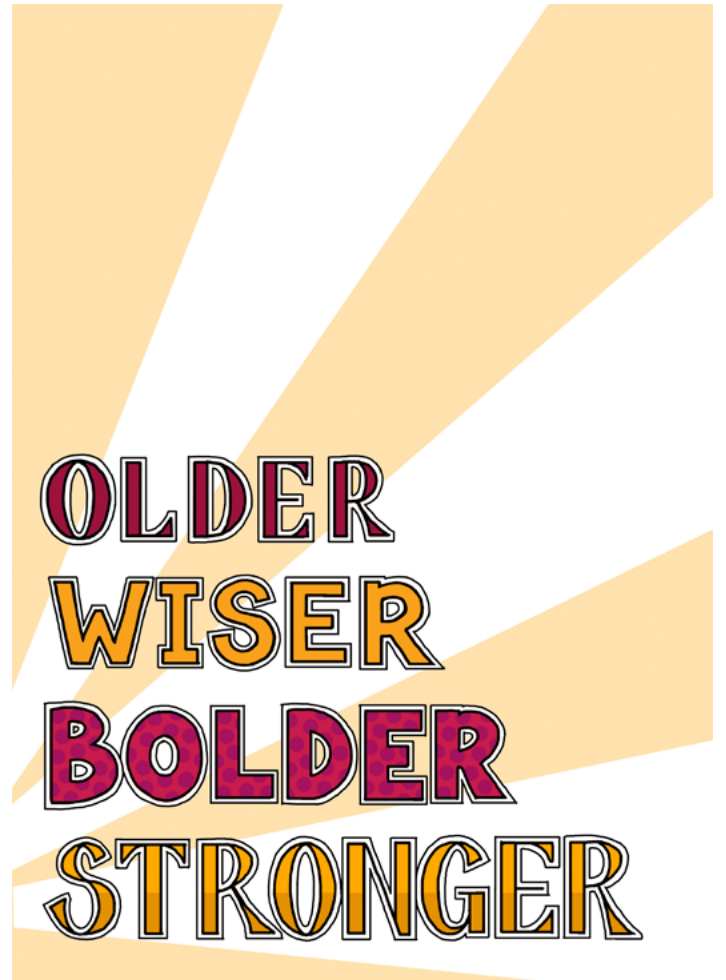
OOTB049



OOTB050



OOTB063



OOTB042

PRO-AGEING RANGE

We're tired of being told to fight ageing; it's a natural process that will happen whatever we do.
And it's a privilege to get older and wiser.

Our cards celebrate the many benefits of age and look forward to lots more adventures.



OOTB064



OOTB065



OOTB044



OOTB041



OOTB043



OOTB062



OOTB057



OOTB055-d1



OOTB055-d2



OOTB055-d3

WONDERFUL BABIES RANGE

There's something very mysterious about newborn babies. We might catch a glimpse of a family likeness, but they have so much potential hidden inside them, waiting to be discovered.

This range is gender neutral, and there are three versions of each design - which allows you to choose the card that fits the baby you're buying it for.

Don't plunge them straight into the pink or blue divide; send them one of our cards instead!

Trade packs of Wonderful World, Big Adventure and Lovely Legend come with two of each design; six cards in total.



OOTB054-d1



OOTB054-d2



OOTB054-d3



OOTB056-d1



OOTB056-d2



OOTB056-d3



OOTB001-d1



OOTB001-d2



OOTB001-d3



OOTB002-d1



OOTB002-d2



OOTB002-d3



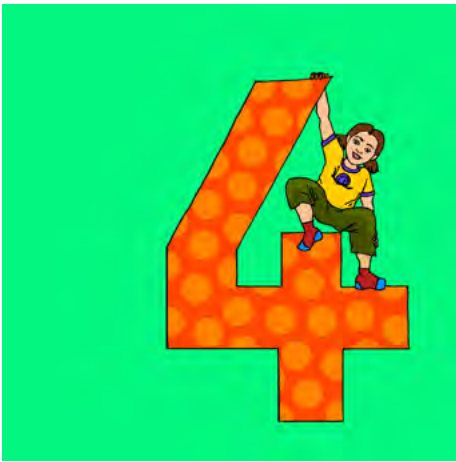
OOTB003-d1



OOTB003-d2



OOTB003-d3



OOTB004-d1



OOTB004-d2



OOTB004-d3

BIRTHDAY NUMBER RANGE

These cards show girls being active and adventurous, doing the things they love. There are three versions of each card with a different girl on the front to acknowledge the huge diversity of girls out there. You can buy a mixed pack for each number, with two cards of each version; or a pack of six all with the same version of the card.



OOTB005-d1



OOTB005-d2



OOTB005-d3



OOTB006-d1



OOTB006-d2



OOTB006-d3



OOTB007-d1



OOTB007-d2



OOTB007-d3



OOTB008-d1



OOTB008-d2



OOTB008-d3



OOTB075



OOTB047

EVERYDAY CARDS RANGE

Our range of everyday cards are bright and colourful so they'll be sure to stand out among the rest. We could all do with some positivity right now, so we've prioritised creating affirmative cards that mean you can support people from afar. After all, getting a card can make all the difference.



OOTB048



OOTB074



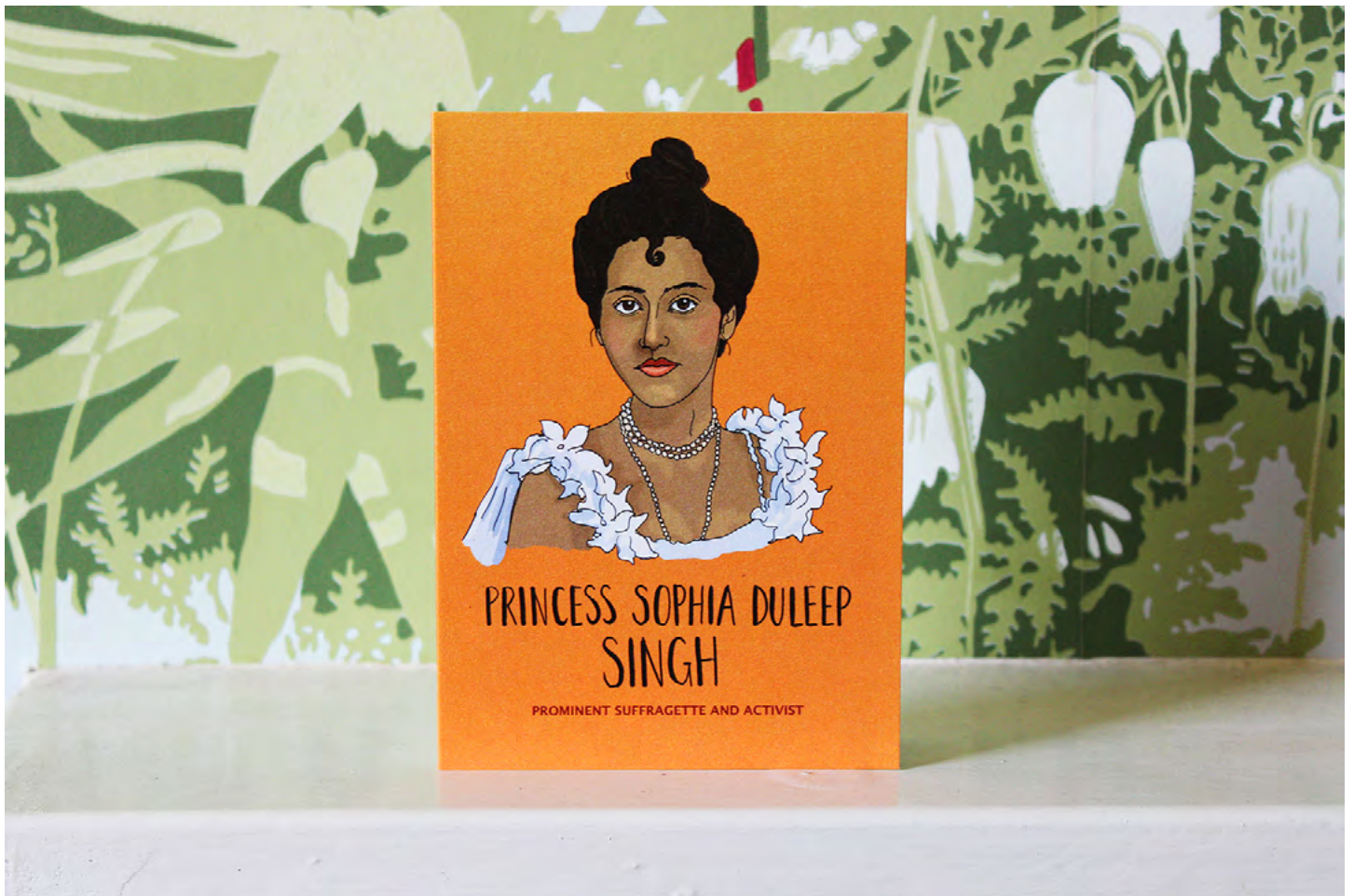
OOTB076



OOTB077



OOTB046



Beryl Burton
Beryl dominated women's cycling over three decades from the 1950s to the 1970s, winning seven world titles and over 90 UK championships. She won the British Best All-Rounder time trial competition 25 years in a row. In 1967, she set a new 12-hour time trial record of just over 277 miles, beating the men's record and holding it for a further two years.

Cards that expand horizons



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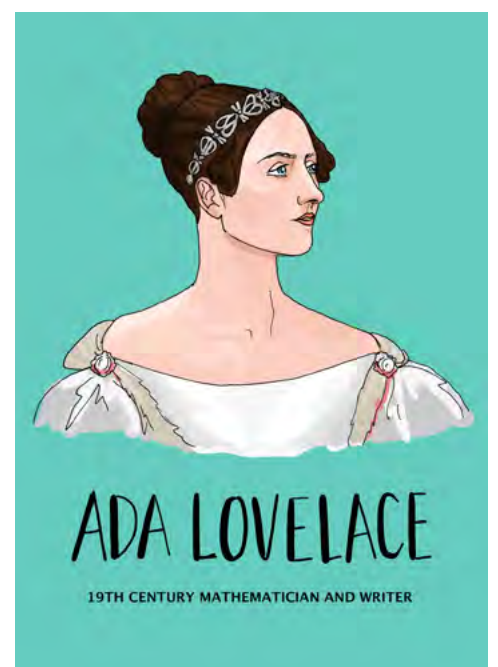
Illustration by Daisy Mojave Holland

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OOTB021

Example of the short bio we feature on the back of each card in this range!



OOTB007

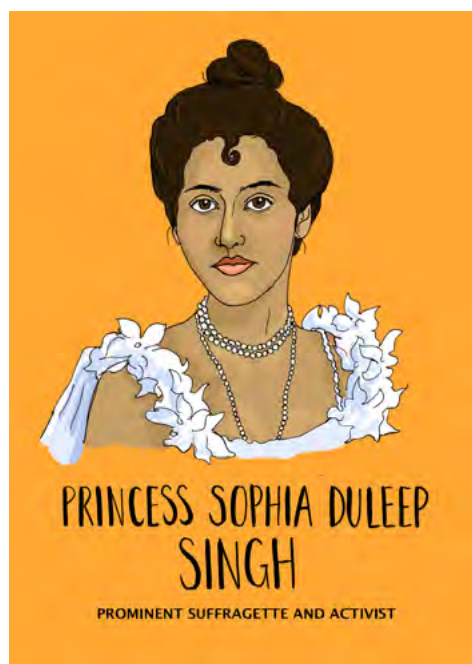
HISTORICAL WOMEN RANGE

You can't be what you can't see.

This range celebrates some fantastic female role models who blazed a trail and followed their passions.

From Moms Mabley, one of the first female stand-up comics to Sophia Duleep Singh, a suffragette and nurse who was called an 'enemy of the state'; there's also Chien-Shiung Wu, pioneering physicist, and Lily Parr who, aged 14, joined the Dick, Kerr Ladies Team at the munitions factory where she worked in Preston and scored 43 goals in her first season.

There's a short bio on the back of each card that outlines what these amazing women achieved.



OOTB008



OOTB005



OOTB022



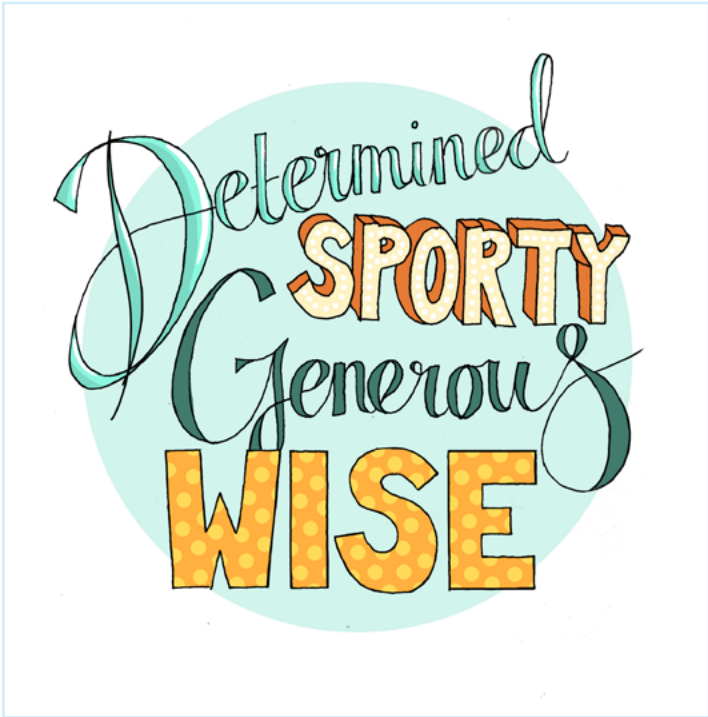
OOTB006



OOTB024



OOTB023



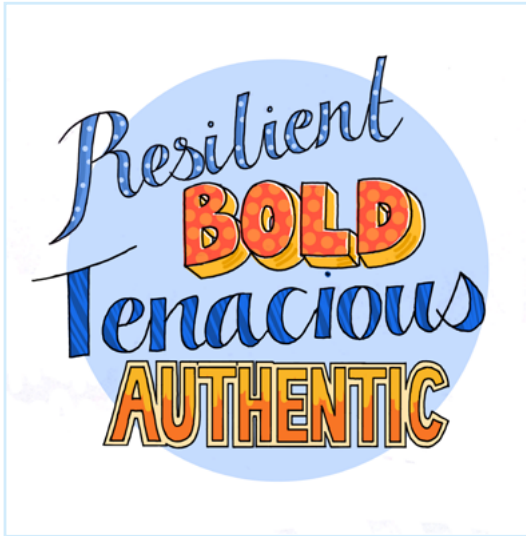
OOTB015



OOTB016

QUALITIES RANGE

Often we see things in other people that they don't see in themselves. These cards give you an opportunity to affirm the things you love about friends and family and what they bring to your life.



OOTB033



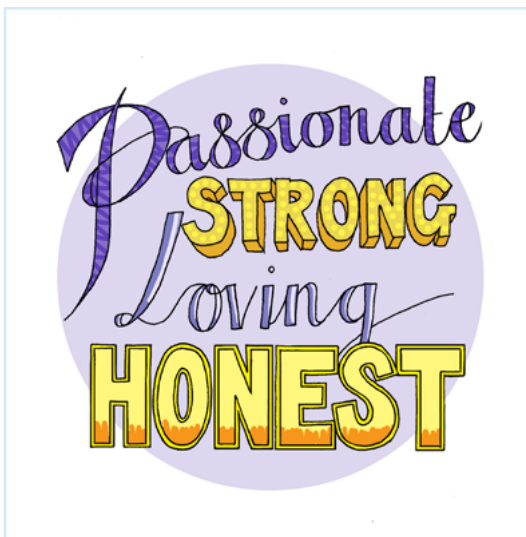
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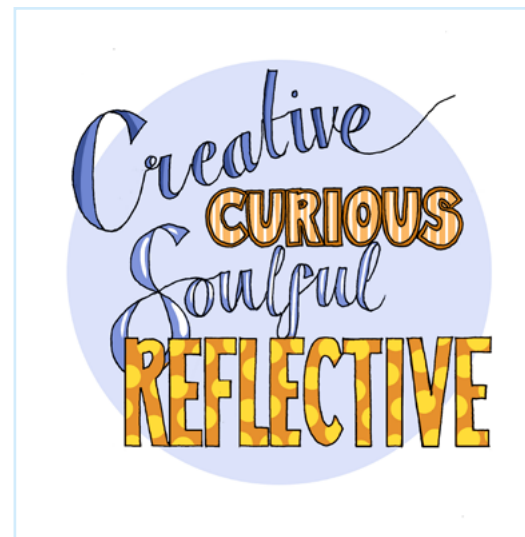
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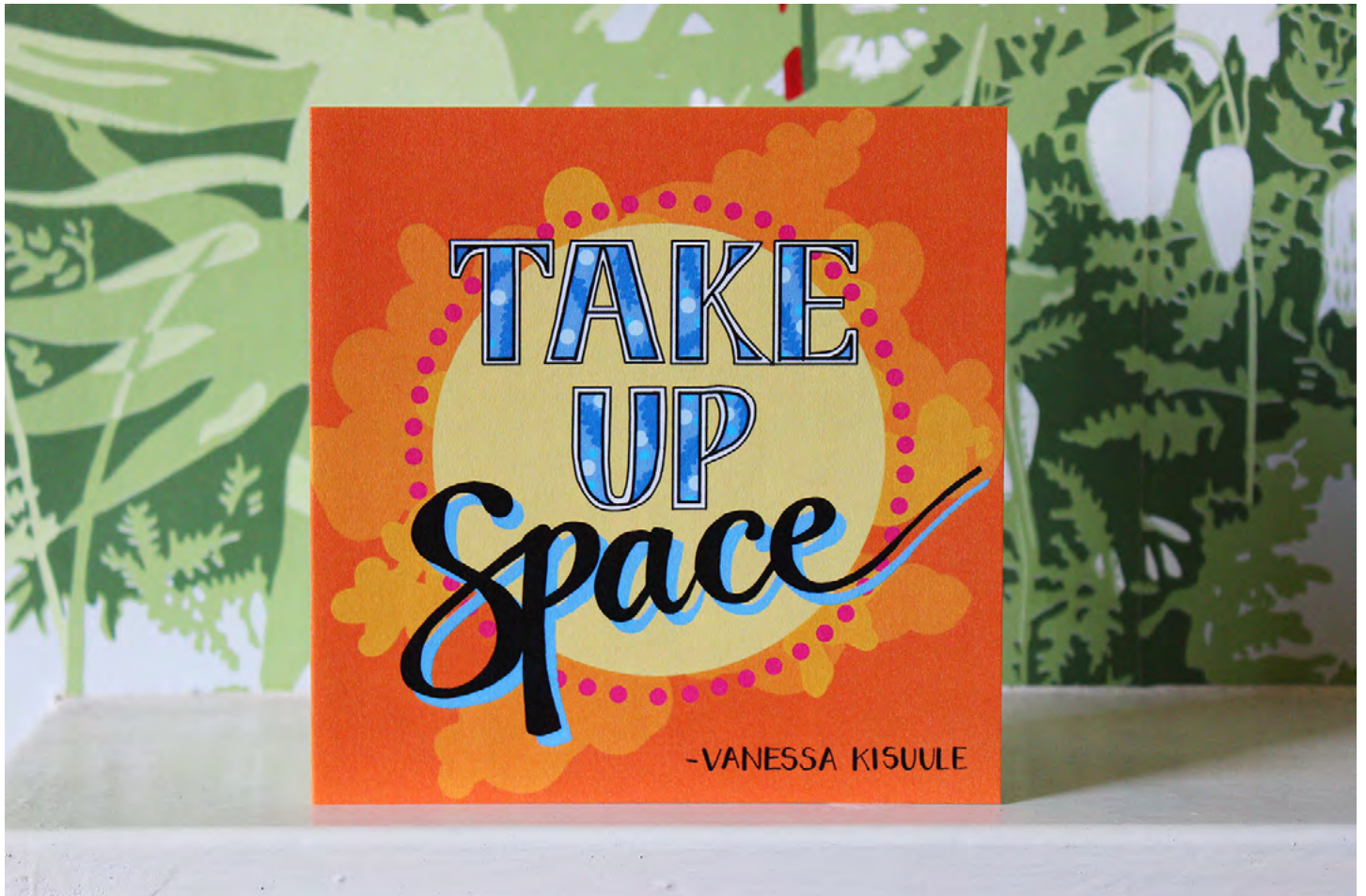
OOTB036



OOTB013



OOTB014



OOTB015



OOTB016



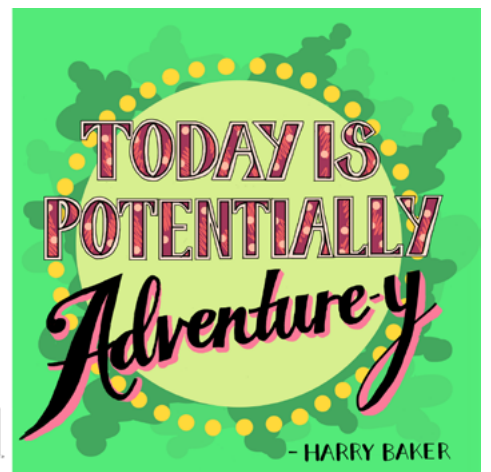
OOTB014



OOTB013



OOTB035



POETS RANGE

Some of our favourite poets have lent us their words to spread encouragement and positivity.

Each card has a phrase on the front and a longer excerpt from the poem on the back.

You can send these on birthdays, new adventures or just to say hi.

STILL HERE
What is this anti-ageing nonsense?
This anti-wrinkle potion peddling rubbish?
How can one take a stance against time?

All those lost moments
Flummoxed by lined up promises,
Seriously considering the retinol and retinax,
The collagen and smollagen,
Shelves collapsing under the weight of so much
buttery piffle.
Let those words spin free to be themselves again.

Me?
I'm pro-ageing actually.
Glad to be here,
Still around:
Crinkling my eyes at his daft stories.
I'm all for it,
Everyone should do it.
Now take your air-brushed, lying mouth,
And sod off.

© Rhian Roberts

cards that expand horizons

OotB

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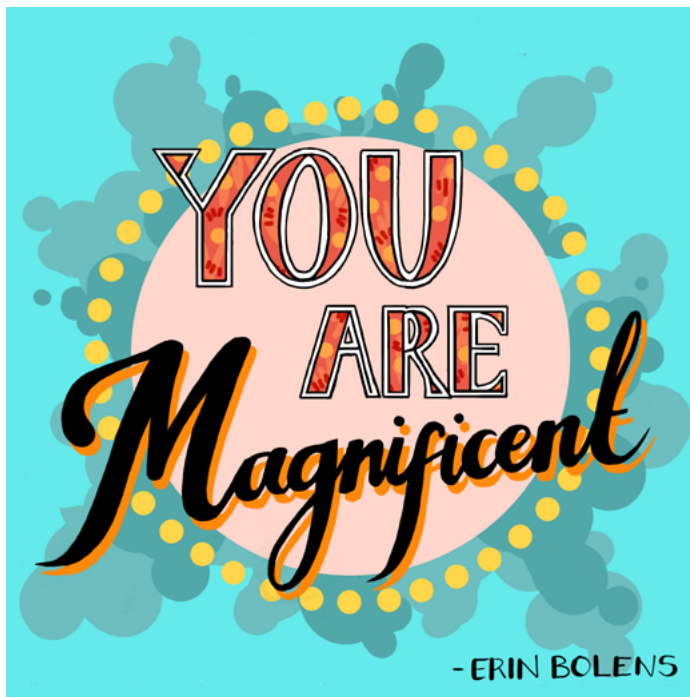
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Illustration by Daisy Mojave Holland
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Blank
inside

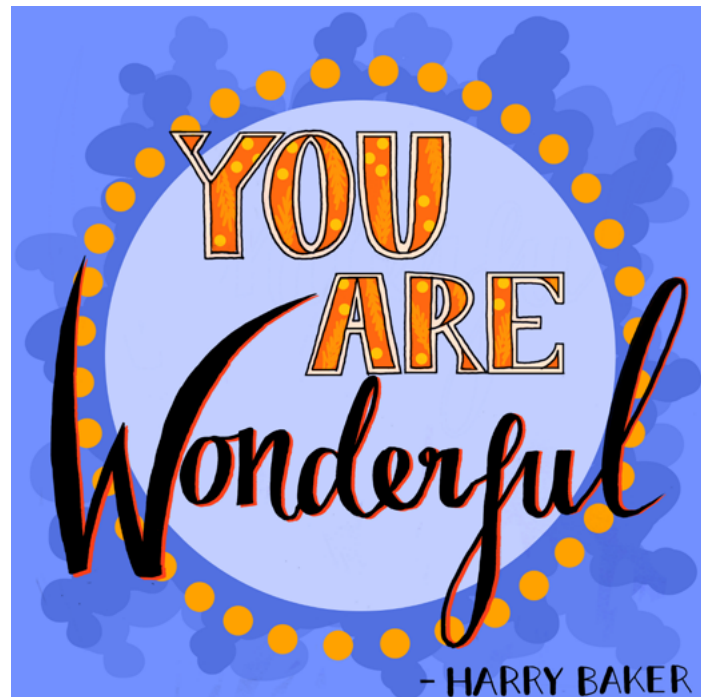
OOTB026



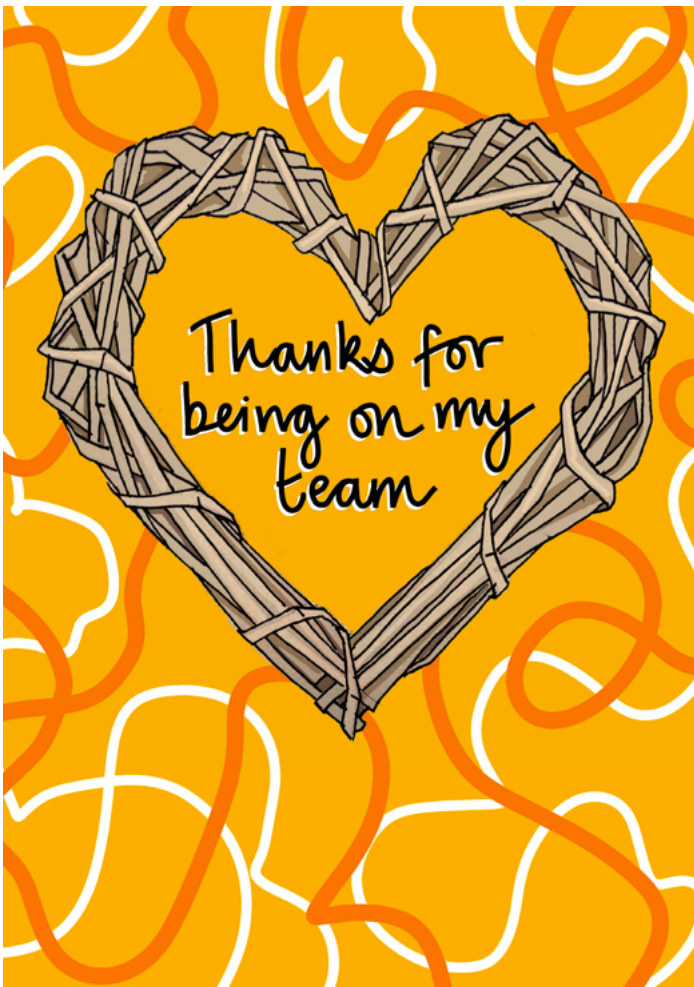
OOTB033



OOTB036



OOTB034



OOTB067



OOTB029

MOTHER'S DAY RANGE

Ideal to celebrate the wonderful women in your life for Mother's Day, these cards can also be sent on birthdays, special occasions or just because. Our 'It takes a Village' card was inspired by a friend who wanted to thank people on Mother's Day who help to keep her family going.

It's not only mums who mother, is it? So many of us depend on friends, neighbours and family members to help us bring up our children and enrich their lives. They deserve a card too.



OOTB032



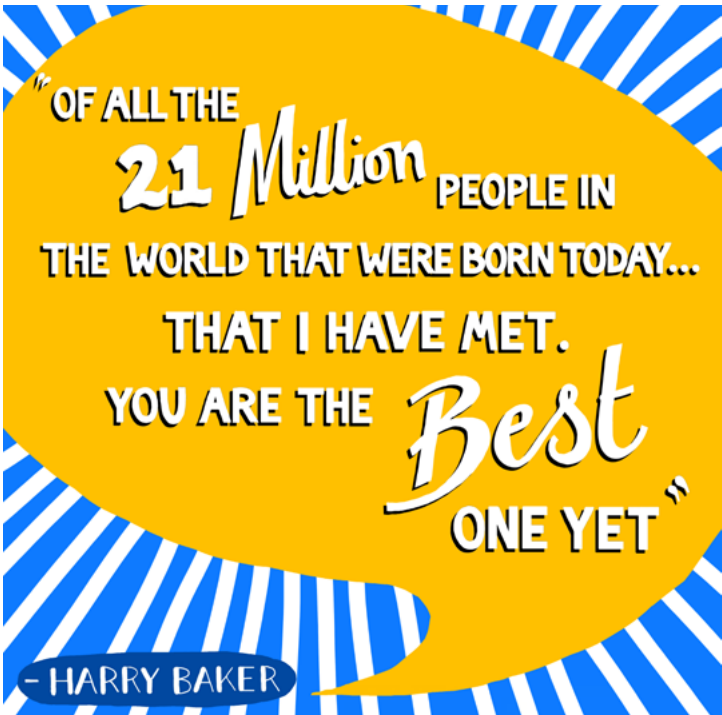
OOTB031



OOTB066



OOTB030



OOTB029



OOTB080

'HAPPY BIRTHDAY' RANGE

Our birthday cards are designed to appeal to a wide variety of people. We've collaborated with the wonderful poet Harry Baker, created a card which celebrated female friendship, and thought about birthday cards for girls which are inclusive.

Last year we were contacted by a mum, saying that her four-year-old daughter, Lily, would love to see a girl like her on one of our cards. Lily uses a powerchair and suggested there should be rocket boosters out the back! We were delighted to get the nudge to make this design, and have Lily's seal of approval.

Our aim is to grow this range and make sure that those who feel left out, are represented in our cards.



OOTB089-d1



OOTB089-d2



OOTB089-d3



OOTB066



OOTB030



grandparent

noun [gran(d)-pair-rent]

1 ALL OF THE **FUN**,
NONE OF THE ANGST.

OOTB084

NEW GRANDPARENT RANGE

Our grandparent range celebrates the joy of becoming a new grandparent. We've intentionally moved away from pale pink and flowers, because we want to reflect grandparents who are bold, fun and energetic in our designs. In Grandparent Club you can just be yourself, and your grandchild will think you're amazing!

There are no rules - you can make it up as you go along. Just love and be loved.



OOTB083



OOTB082



OOTB085



OOTB078



OOTB088

FRIENDSHIP RANGE

Our range on friendship includes a number of ways to display love and support. Female friendship is something that is so important in a woman's life, yet it's massively under-represented in the greetings card industry. We've also explored mental health, and the importance of representing a non-linear journey of struggle and support. Some people frequently spend time in hospital or at doctors' appointments. They may be living with chronic illness and won't 'recover'. They can adapt but there is no 'getting better'.



OOTB081



OOTB079



HERE FOR YOU
IN THE TOUGH TIMES & THE GOOD

OOTB087



OOTB086

This design features the words of poet Helen Seymour on the back!



CONTACT US:

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