



NEWS
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Creative Brands Acquires Alfred Mainzer Card Company

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PHOENIX--(January 27, 2022)--Christian Brands of Phoenix, AZ has acquired the Alfred Mainzer Greeting Card Company of Long Island City, NY.

Alfred Mainzer was founded in 1938 and is a family owned and operated company focused on providing exceptional Catholic and Christian greeting cards as well as a full line of Christmas Cards.

For over eighty-four years Alfred Mainzer has solidified its position as the market leader in die cut, gold stamped greeting cards printed in Europe. What once started as a vintage post card line with just a handful of products has flourished into a collection of over 600 devout greetings that have become the gold standard for Catholic paper cards and seasonal gift giving. The Mainzer team has had huge success in leading a brand that embraces scriptural verses with heartfelt messages that combine spiritual imagery with pious phrasing that has been a part of Catholic retailing for decades. For many years the Mainzer family has carefully selected tender adoring images and art from the Cromo of Italy library. With these images the Alfred Mainzer art team have developed the most sought-after card line in America today.

“We are very pleased to have a new steward for our wonderful family brand who will share our vision for the future. The Christian Brands team is well versed with the needs of our industry and can help strengthen the Mainzer marketing position across all channels of distribution,” said Barry Mainzer. “With their resources, and the help of their field sales force, telemarketing staff and sophisticated web presence, we firmly believe that Alfred Mainzer will continue to grow dramatically and offer our customers the highest quality products and superior customer service that our industry has come to expect.”

Christian Brands, founded in 1948, is a distribution, importing and manufacturing firm with five distinct catalogs selling to an assortment of retailers across the country.

Recent acquisitions include Gerffert, R.J. Toomey, Creed, Berkander, Jeweled Cross, Robert Smith, Will & Baumer and Sudbury Brass.

Paul DiGiovanni, President of Christian Brands, said, “We are thrilled to be continuing the wonderful Alfred Mainzer brand. The Mainzer family have combined vision and hard work to build this unique Catholic card brand and we look forward to offering this exclusive grouping of quality products to our new combined customer base.”

Christian Brands is a wholly owned subsidiary of CBC Group headquartered in Phoenix, Arizona with manufacturing facilities, a call center, and a distribution center in Lewisburg, TN. (<https://catholic.christianbrands.com>)