



SANTA BARBARA
DESIGN STUDIO™

That's All Greeting Cards Exclusively Offered by Santa Barbara Design Studio

PHOENIX (June 1, 2017) -- Santa Barbara Design Studio customers now have exclusive access to That's All® greeting cards, a brand dedicated to finding the humor in all of life's situations. Retail stores across the country will be able to place orders at sb-designstudio.com or over the telephone at 1-800-256-7245.

That's All was founded in Bloomfields Hills, Michigan in 2009, after founder Karen Rosenzweig's sister was diagnosed with ovarian cancer. The Kogan sisters believed that life's most difficult obstacles seem less arduous when approached with humor--often noting to one another, "its cancer, that's all". Their tongue-in-cheek refrain began making its way across the hospital, and That's All was born. Karen makes it her mission to provide great products to customers while at the same time honoring her sister's legacy by donating part of the proceeds from each sale to Ovarian Cancer Research.

After several years cultivating a loyal client base on her own, Ms. Rosenzweig has decided to stop practicing as a licensed attorney in Michigan and team up with Santa Barbara Design Studio a Phoenix based stationery company, to grow the business and allow easy access to That's All products for retailers nationwide. Santa Barbara Design Studio's team will also identify new ideas for the That's All line, working in close coordination with Rosenzweig to bring a refreshing take on her original vision for the company.

Speaking about the partnership, Ms. Rosenzweig said, "I could not have hand-picked a more creative, innovative and forward group than Santa Barbara Design Studio. They're several steps ahead of their competitors and bring thoughtful insight to where the trends are heading."

Karen Rosenzweig added, "We have an uncanny synergy. I am looking forward to working with Santa Barbara Design Studio's talented team."

Santa Barbara Design Studio, a division of Creative Brands, was founded in Southern California over 40 years ago. Since then, the company has executed their mission bringing the California sunshine to their creative paper goods. Santa Barbara Design Studio will be displaying That's All products at trade shows this summer, and will feature the cards in their catalog beginning this fall. Santa Barbara Design Studio (a Creative Brands company) distributes That's All gift product in an assortment of categories that will complement the That's All greeting cards from Santa Barbara Design Studio.

Creative Brands president, Paul DiGiovanni added, "Karen has done an excellent job bringing high quality, creative products to the market. That's All is a one-of-a-kind brand, and we are excited to share her keen wit with our customers across the United States."

Creative Brands is headquartered in Phoenix, Arizona with manufacturing facilities, a call center and a distribution center in Lewisburg, TN

MEDIA CONTACTS:

Brian Schroeder
Vice President, Sales & Marketing
(513) 608-3080
bschroeder@cg-gift.com

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