

2013 BUSINESS COLLECTION UNICEF Greeting Cards

EVERY PURCHASE HELPS THE WORLD'S CHILDREN.

Shop Early
& SAVE 20%!

*See details on
back cover.*

www.unicefusa.org/shop

unicef 

I took this job the year I turned 50. I always say it was my 50th birthday present to myself. Because even on my worst days, I don't go home sorry I'm here. I feel really lucky. To be one piece in this big wheel that saves the lives of so many children is a privilege.

By selecting UNICEF cards for your clients and colleagues, you can be a part of that big wheel, too. Every purchase you make can help UNICEF give children in some of the most remote and desperate places in the world a chance to grow up happy and healthy.

19,000 children die each day from preventable causes like hunger, disease, and lack of clean water. Even more are denied access to an education. UNICEF believes this number should be ZERO. Please take time to shop this catalog. Know a UNICEF card will generate more than just smiles.



Caryl M. Stern

Caryl M. Stern, President & CEO, U.S. Fund for UNICEF

Three tiers of UNICEF Business Greetings made easy.

Standard Card Features

PRICE TIER	PERSONALIZATION	INK COLOR	ENVELOPES	RETURN ADDRESS	ASSEMBLY
Price Tier: One	3 Lines	1 Color (red, green, blue or black)	Standard White unless stated in catalog.	Printed on Envelope	N/A
Price Tier: Two	3 Lines	1 Color (red, green, blue or black)	Standard White unless stated in catalog. Gold- or Silver-lined envelope available for \$4.00 per set of 25.	Printed on Envelope	N/A
Price Tier: Three	3 Lines printed on insert sheet with gold or silver cord attachment.	Gold or silver foil	Coordinating Gold- or Silver-lined envelope	Printed on Envelope	Additional \$0.50 per card

Tier Pricing

Price Tiers	50-99 Cards	100-249 Cards	250-499 Cards	500-999 Cards	1,000-2,499 Cards	2,500-4,999 Cards	5,000+ cards
Price Tier: One	\$1.75	\$1.55	\$1.55	\$1.35	\$1.35	\$1.15	\$1.05
Price Tier: Two	\$2.30	\$1.84	\$1.84	\$1.60	\$1.60	\$1.45	\$1.35
Price Tier: Three	\$3.50	\$3.22	\$2.96	\$2.73	\$2.51	\$2.31	\$2.12

CONNECT ELEGANTLY

Impress clients and colleagues with cards that feature multiple paper-craft processes and foil insert pages bound with metallic cords; accompanied by matching foil-lined envelopes.



A. Global Holiday Greetings **NEW**
Blue and gold foil globe with red glitter accent. "Happy Holidays" in gold foil with the message repeated in a varnished background in the 6 official U.N. languages plus Japanese. Includes blue foil insert page and gold cord. 5 1/2" x 8"
3URS8132 Price Tier: Three

B. Stars & Swirls **NEW**
Laser-cut stars on a background of gold bronze swirls are accented with gold and iridescent foils. Includes a silver foil insert page and gold cord. 5 1/2" x 8"
3URS8135 Price Tier: Three

C. Peace, Joy, Hope **NEW**
The message of the season has been beautifully lettered and laser-cut with blue foil accents. Includes a silver foil insert page and silver cord. 5 1/2" x 8"
3URS8105 Price Tier: Three



To order, shop online at www.unicefusa.org/shop or call 1-800-227-3738 weekdays 8 a.m.–7 p.m. (CST). Call Customer Service at 1-800-577-3738. Fax your order to 1-888-223-0950.

Designs marked with this icon are also available as an animated UNICEF e-card. Add your company logo, Web links and more. See page 19 for details.



A. Holiday Icons **NEW**
Intricately laser-cut design featuring red glitter foil with gold foil accents. Includes a white pearl foil insert page bound by a gold cord. 5 1/2" x 8"
3URS8122 Price Tier: Three



B. Crafted Snowflake **NEW**
An elegant laser-cut snowflake design rendered on a gold bronze background with raised gold foil greeting. "Season's Greetings" appears in the 6 official U.N. languages plus Greek, Japanese, and Norwegian. Includes gold foil insert page and gold cord. 5 1/2" x 8"
3URS8145 Price Tier: Three



C. Sparkling Tree **NEW**
The season sparkles with this intricate tree design printed in pewter glitter over a teal foil background with blue foil accents. Includes a blue foil insert page and silver cord. 5 1/2" x 8"
3URS8112 Price Tier: Three



D. Shimmering Wreath **NEW**
Embossed wreath design overprinted on shiny foil with a bow of gold glitter. Includes a shiny gold foil insert page bound with a gold cord. 5 1/2" x 8"
3URS8125 Price Tier: Three

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.



E. Golden Greetings **NEW**
Graphic medallion designs shimmer in gold and red foil on a gold bronze background. Includes a gold foil insert page and gold cord. 5 1/2" x 8"
3URS8152 Price Tier: Three



F. Pearlized Dove of Peace **NEW**
Gold foil dove on pearl foil background with blue foil lettering and deckle edge. Includes a blue foil insert page bound by a gold cord. 5 1/2" x 8"
3URS8142 Price Tier: Three



G. Elegant Pine Cones **NEW**
Stunning laser-cut design in copper raised foil with gold bronze border. Includes pearl foil insert page and gold cord. 5 1/2" x 8"
3URS8115 Price Tier: Three

NEW YORK CITYSCAPES

Refer to page 2 for pricing.



New York Snow Day **NEW**
An artist's watercolor interpretation of New York City with snowflakes in raised silver and pewter foils. 5 1/2" x 8"
URS2279 Price Tier: Two



New York City Skyline **NEW**
The New York City skyline shines in this beautiful photo card with gold foil borders. 5 1/2" x 8"
URS8005 Price Tier: Two

CONNECT GLOBALLY

Share your message across every time zone with these designs that reflect the beauty and awareness of the world around us.

Refer to page 2 for pricing.



A



B



C

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.

A. Global Wreath

Globes of blue and green foil accent a wreath of silver bronze. 5 1/2" x 8"

URS1204 Price Tier: Two

B. Global Snowflake **NEW**

Beautiful snowflake design featuring a globe on a shimmering gold bronze background with raised gold foil accents. 5 1/2" x 8"

URS7892 Price Tier: Two

C. Global Greetings Tree **NEW**

"Happy Holidays" in the 6 official U.N. languages decorate this tree embellished with gold foil and bronze. 5 1/2" x 8"

URS9945 Price Tier: Two



D. Global Kids **NEW**

Raised gold foil children circle the globe on a background of shimmering gold bronze. 5 1/2" x 8"

URS7922 Price Tier: Two

Add a touch of elegance with foil-lined envelopes at a minimum charge.



E. Platinum Greetings **NEW**

Silver foil globe on silver bronze background with silver foil "Season's Greetings" in the 6 U.N. languages plus Portuguese, German, Italian, Dutch, Japanese, Korean, and Swedish. 5 1/2" x 8"

URS1223 Price Tier: Two



F

F. International Season's Greetings **NEW**

Gold foil and gold bronze snowflake highlight "Season's Greetings" in Korean, Portuguese, German, Italian, Japanese, Dutch, Swedish, Greek, Norwegian, and the 6 official U.N. languages. 5 1/2" x 8"

URS7885 Price Tier: Two

G. Children Around the Globe

Smiling children circle the globe with accents of red and gold foil. 5 1/2" x 8"

URS1211 Price Tier: Two

H. Branch of Peace **NEW**

Gold foil and bronze complement the message of peace in the 6 official U.N. languages plus Dutch, German, Korean, and Italian. 5 1/2" x 8"

URS7925 Price Tier: Two

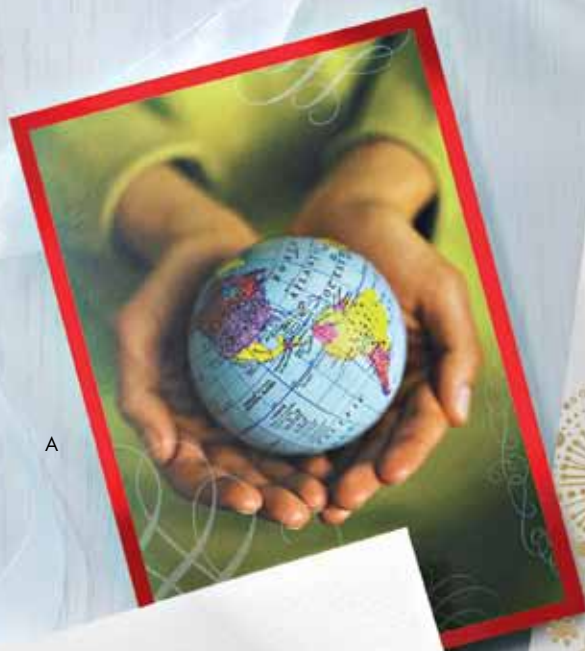
Every child has a right to learn.

With UNICEF's help, this young girl from the poorest region of Côte d'Ivoire was able to obtain a birth certificate enabling her access to state-funded education.

UNICEF recently launched 5 new programs to help children

ACCESS A QUALITY EDUCATION, without exclusion or discrimination.

© UNICEF/NYHQ/2011-2486/AS/SELIN



A



B

A. The World in Our Hands **NEW**

Wonderful photograph of hands gently holding the globe embellished with silver bronze and red foil. 5 1/2" x 8"

URS7912 Price Tier: Two

B. Snowflakes and Globe **NEW**

Silver and gold foil add dazzle to this graphic and fresh design. 5 1/2" x 8"

URS2259 Price Tier: Two

C. Children of the World

Embossed snowflake design surrounds smiling children on premium paper stock. 5 1/2" x 8"

URS1525 Price Tier: Two



C

Include your
personal signature
on all cards for free!



D. Languages of Peace **NEW**

Gold foil and bronze accent the message of Peace in Dutch, German, Norwegian, Korean, Italian, Greek, Swedish, and the 6 official U.N. languages. 5 1/2" x 8"

URS7905 Price Tier: Two



E. Dove of Peace **NEW**

Message of peace featuring symbolic dove accented with gold foil and bronze touches. 5 1/2" x 8"

URS7895 Price Tier: Two

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.



CONNECT JOYFULLY

Choose from warm and wonderful designs to send a message of joy and gratitude to clients and colleagues.

A. Cardinal Tree **NEW**

Lovely design with touches of green foil and gold bronze on fine paper stock with scalloped edge. 5 1/2" x 8"

URS7945 Price Tier: Two

A

C

B

D

B. Elegant Dove **NEW**

Sophisticated raised gold foil design on fine paper stock. 5 1/2" x 8"

URS7935 Price Tier: Two

C. Asian Cranes

Embossed Asian design with gold bronze and red foil accents. 5 1/2" x 8"

URS1354 Price Tier: Two

D. Joy of the Season **NEW**

Raised gold foil adds a bold touch to this message of joy. 5 1/2" x 8"

URS7932 Price Tier: Two

Refer to page 2 for pricing.



A. Asian Landscape **NEW**
 Serene design with red foil touches on fine paper stock. 5 1/2" x 8"
 URS7942 Price Tier: Two



B. Nature's Wreath **NEW**
 Beautiful embossed design by master artist Marjolein Bastin with gold bronze accents. 5 1/2" x 8"
 URS9952 Price Tier: Two



C. Elegant Tree **NEW** **e**
 Classic holiday design accented with gold bronze and foil. 5 1/2" x 8"
 URS2006 Price Tier: Two

Include up to 3 lines of a *personal message* on any card at no additional cost!



D. Multi-Language Peace **NEW**
 Touches of gold foil and bronze add elegance to the message of peace in the 6 official U.N. languages plus Dutch, German, and Finnish. 5 1/2" x 8"
 URS2106 Price Tier: Two



E. Silver Trees
 Silver bronze and foil add shimmer to this beautifully simple design. 5 1/2" x 8"
 URS9962 Price Tier: Two



F. Snow What Fun! **NEW** **e**
 Whimsical embossed design that is sure to make them smile with touches of red foil and gold bronze. 5 1/2" x 8"
 URS9955 Price Tier: Two

Our commitment to the planet.
 To help conserve natural resources, the minimal paper and packaging essential to protecting your purchase during shipment is used. Our cards, envelopes, and even this catalog are made from paper acquired from well-managed forests.



H. Joy, Hope, Peace **NEW** **e**
 Beautifully lettered message in the 6 official U.N. languages embellished with gold foil and gold bronze on a textured background. 5 1/2" x 8"
 URS1284 Price Tier: Two

G. Holiday Snowflakes **NEW**
 Contemporary graphic snowflakes on a brilliant blue background with silver bronze and foil accents. 5 1/2" x 8"
 URS3955 Price Tier: Two

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.



Every child has a right to survive.

This mother in Guinea-Bissau holds her children close, knowing they are protected against measles.

UNICEF supplies vaccines for *more than* **ONE THIRD OF THE WORLD'S CHILDREN.**

UNICEF/ANYH/02012-2110/ROGER LEMOYNE

CUSTOM MADE CONNECTIONS

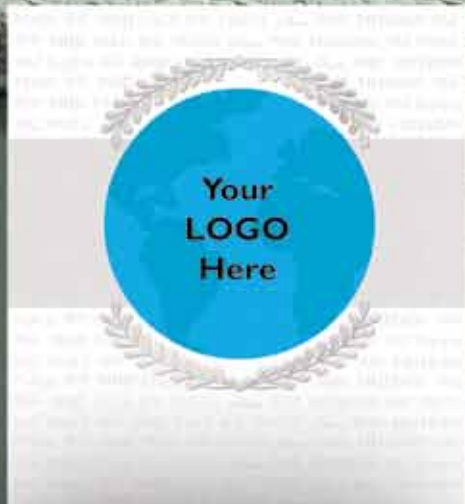
Feature your company's logo or personal message on the cover of these expertly crafted custom-made cards.

D. Custom Snowflake **NEW**
This stylish embossed design with burgundy foil accents is perfect for featuring your logo or message. 5 1/2" x 8"
URS7962 Price Tier: Two

E. Bright Ornaments **NEW**
Share your personal message or logo with this modern embossed design featuring touches of blue foil and gold bronze. 5 1/2" x 8"
URS7965 Price Tier: Two

F. Red Medallion **NEW**
Border your message/logo with this rich, intricate red foil design. 5 1/2" x 8"
URS7955 Price Tier: Two

G. Winter Berries **NEW**
Your personal message or logo will shimmer with this lovely graphic design featuring red foil and gold bronze accents. 5 1/2" x 8"
URS7982 Price Tier: Two



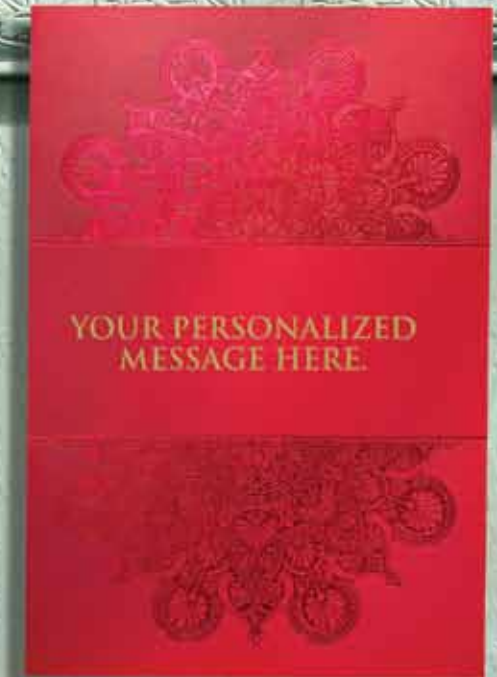
A. A World of Peace **NEW** **e**
Add your personal message to this embossed design featuring raised silver foil and bronze details. The message of Peace shimmers in the 6 official U.N. languages plus Dutch, German, Korean, Italian, Greek, Swedish, and Norwegian. 5 1/2" x 8"
URS7975 Price Tier: Two



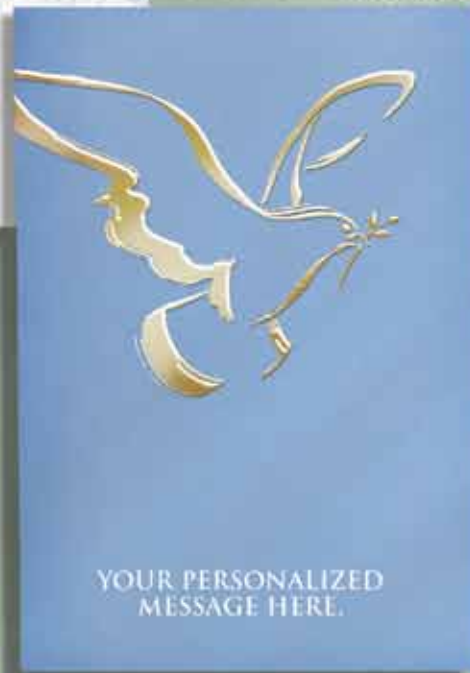
B. A Flurry of Snowflakes **NEW**
Surround your personal message/logo with a flurry of official UNICEF snowflakes in silver bronze and raised pearl foil. 5 1/2" x 8"
URS7985 Price Tier: Two



D

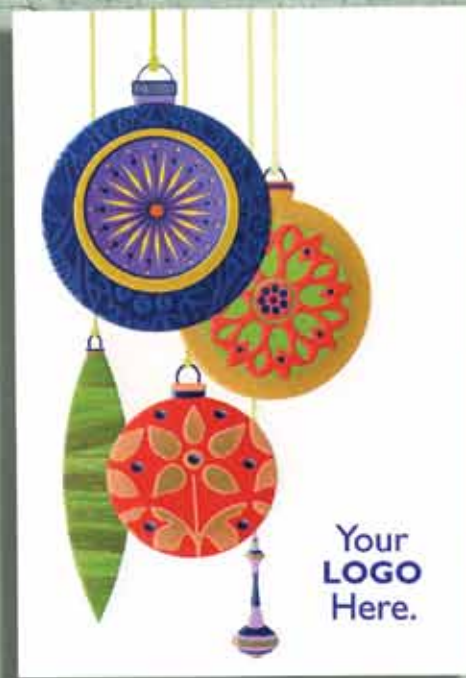


F



C

NEW
C. Soaring Dove
Raised gold foil dove adds a touch of elegance to your logo/message. 5 1/2" x 8"
URS7972
Price Tier: Two



E



G

There's more online.

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.

THANKSGIVING

Share a message of thanks with these wonderful designs, perfect for the season of gratitude.

A. Thanksgiving Turkey **NEW**

Fun and colorful with metallic rose foil and gold bronze, this embossed turkey design is sure to bring a smile. 5 1/2" x 8"

URS8095 Price Tier: Two

B. Thanksgiving Greeting **NEW**

Share a message of gratitude with this elegantly crafted card with burgundy foil lettering and touches of gold bronze. 5 1/2" x 8"

URS8082 Price Tier: Two

Refer to page 2 for pricing.



A

B



C

C. Golden Leaf **NEW**

The rich colors of Fall and the message of thanks are wonderfully rendered in this embossed design with gold bronze and foil accents. 5 1/2" x 8"

URS8085 Price Tier: Two

D. Traditional Cornucopia **NEW**

The bounty of the harvest is beautifully embossed on fine paper stock with gold foil borders. 5 1/2" x 8"

URS8102 Price Tier: Two

D

Print your return address on the envelopes at no additional cost!

NEW YEAR'S

Help colleagues and clients welcome the new year with these fantastic designs.



A



B

A. Happy New Year **NEW**

Share the wish for a Happy New Year with a burst of color printed on a shiny foil paper stock. 5 1/2" x 8"

URS8025 Price Tier: Two

B. New Year Globe **NEW**

The globe is featured in rich tones of blue with silver foil and bronze accents. 5 1/2" x 8"

URS8022 Price Tier: Two

C. New Year Cityscape **NEW**

Fireworks above a city skyline herald the new year with silver foil and bronze details. 5 1/2" x 8"

URS8032 Price Tier: Two

D. 2014 Calendar Card **NEW**

Beautiful design featuring the 4 seasons in raised pewter and silver foils includes a full calendar for 2014. 5 1/2" x 8"

URS8015 Price Tier: Three

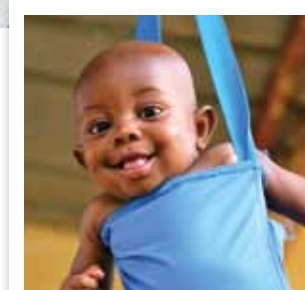


C

D



Your logo here.



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Help make ZERO a reality.

Each day, 19,000 children under age five die of conditions we can prevent, treat or cure. It doesn't have to be that way. The solutions exist right now to save lives and ensure ZERO children die of preventable causes. We need your help to make ZERO a reality. Please stand with UNICEF and the world's children.

Visit www.unicefusa.org to learn what you can do.

BELIEVE IN ZERO

CONNECT SIMPLY

These wonderful holiday designs are the perfect option for simple sending.

A



A. Message of Peace **NEW**

A warm message beautifully lettered in lovely blue and green tones featuring a dove and the globe. 5" x 7"

URS8052 Price Tier: One

B. Watercolor Wreath **NEW**

A fresh, modern approach to a classic holiday icon. 5" x 7"

URS8065 Price Tier: One

C. Watercolor Dove

The universal symbol of peace rendered in rich, vibrant colors. 5" x 7"

URS8045 Price Tier: One



B

C

Refer to page 2 for pricing.



D

D. Modern Tree **NEW**

A graphic and colorfully rendered tree with a fresh and modern style featuring "Merry Christmas" in the 6 official U.N. languages plus Norwegian, Swedish, Greek, Japanese, and Korean. 5" x 7"

URS8042 Price Tier: One

E. Kids Are the Star **NEW**

A simple design that says so much. Children from around the world join together in the joy of the season. 5" x 7"

URS8055 Price Tier: One

F. Holiday City **NEW**

All the colors of the season glow in this wonderfully imagined cityscape. 5" x 7"

URS8035 Price Tier: One



E



F



G. Holiday Candles **NEW**

The holidays glow with charm in this warmly rendered holiday still life. 5" x 7"

URS8072 Price Tier: One

Customize Your Cards!

- **Message.** Pick one of our suggested greetings within this catalog or online, create one of your own, or find more online at www.unicefusa.org/shop.
- **Logo.** Add your company's name and/or logo. Plus, add your return address on the envelope flap.
- **Colors.** Choose a free standard ink color, or upgrade to a custom color or foil.
- **Envelopes.** Every card comes with a white envelope, unless otherwise noted. Or upgrade to foil-lined envelopes. Premium cards come with a pre-designated gold or silver foil-lined envelope.



Want to see more details or options?

Visit www.unicefusa.org/shop, see the enclosed Order Form, or call Customer Service at 1-800-577-3738.

The 6 official U.N. languages are English, French, Russian, Chinese, Spanish and Arabic.



Every child has a right to grow.

This child grows stronger with porridge enhanced with micronutrient powder provided by UNICEF.

UNICEF supports
GROWTH MONITORING
in more than
40 COUNTRIES.

© UNICEF/WHO/2012-1783/BRIAN SOKOL

ALL OCCASION CARDS

Celebrate the everyday occasions that can mean so much with these beautiful designs.

A. Fireworks Celebration

Show your congratulations in a big way with fireworks lighting up the night sky. 5" x 7"

UBF1022 Price Tier: One

B. Celebration Cake

A whimsical, carnival-style cake swirls with artistic flourishes. 5" x 7"

UBF1011 Price Tier: One



C. Multi-Language Thank You

A traditional cultural medallion stands out handsomely against a richly colored background. "Thank You" in the 6 official U.N. languages. 5" x 7"

UBF1012 Price Tier: One

D. 50-Card Mixed Occasion Collection

25 birthday (5 each of 5 designs), 10 congratulations (5 each of 2 designs), 15 thank you (5 each of 3 designs), 51 envelopes. Each card imprinted with an appropriate verse, unless noted. 5" x 7", 6" x 8"

UBF1017 \$75.00



Birthday, congratulations and thank you card assortment packs are available. Visit www.unicefusa.org/shop for more.

Honor Your Clients and Colleagues with a UNICEF Tribute Card.

Visit www.unicefusa.org/shop or call 1-800-227-3738 to participate in the UNICEF Tribute Card program.

1. Choose any card design in the 2013 Business Collection.
2. Make a minimum donation of \$25 per card (minimum order 10 cards).
3. Customize your card with your choice of greeting, ink color, logo and more.
4. Each card will be specially printed, announcing your donation in their honor to the U.S. Fund for UNICEF.



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CONNECT DIGITALLY WITH UNICEF BUSINESS E-CARDS!

UNICEF Business e-cards are uniquely designed and easy-to-send, featuring music and animation, combined with your personal message to add a touch of warmth and whimsy to the holiday season.

UNICEF Business e-cards allow you to:

- Customize your message, add your logo, and even add your signature.
- Link to your company's website.
- Pick a delivery date.

It's that easy! Visit unicefusaecards.org to order online.



Check out the e-card designs in this catalog, or visit www.unicefusaecards.org for a closer look at all 21 designs.

Tier Pricing

Price Tiers	50-99 Cards	100-249 Cards	250-499 Cards	500-999 Cards	1,000-2,499 Cards	2,500-4,999 Cards	5,000+ cards
Price Tier: One	\$1.75	\$1.55	\$1.55	\$1.35	\$1.35	\$1.15	\$1.05
Price Tier: Two	\$2.30	\$1.84	\$1.84	\$1.60	\$1.60	\$1.45	\$1.35
Price Tier: Three	\$3.50	\$3.22	\$2.96	\$2.73	\$2.51	\$2.31	\$2.12

Every child has a right to be cared for.

Lifesaving supplies are provided for the child survivors of the Syrian conflict.

UNICEF has PROVIDED 32,000 SYRIAN CHILDREN with trauma counseling.

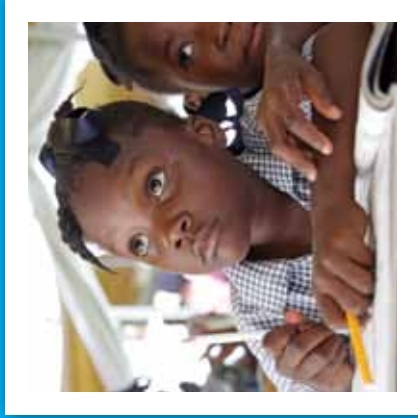
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**Every card you buy helps
save children's lives.**

CUSTOM COVERS

Feature your company's logo, personal message, or even photograph on the cover of these expertly crafted custom-made cards. See page 12.

Full-Photo card not shown in catalog. Available online! URS7995



**New Website
for 2013!**

To order, shop our new website www.unicefusa.org/shop, or call 1-800-227-3738.