



## GUND'S NEW COLLECTION FOCUSES ON FLORISTS AND HOSPITAL GIFT SHOPS

June 2009

While the **GUND** brand has been a staple with florists and hospital gift shops for years, the ability to view and order from one comprehensive catalog designed specifically for these important channels of distribution has not been available - until now! Beginning in June, florists and hospital gift shops will now have the ease and convenience of one-stop shopping in **GUND'S** newest collection of innovative concepts designed expressly for these channels.

The most joyous celebration for any patient is the birth of a new baby – and **GUND'S "Welcome Little One" Collection** honors the new parents and the new baby with style and sentimentality. With the dual color palette of pink and blue, you're certain to find the perfect gift.

**GUND'S** legacy of offering "the world's most huggable" stuffed animals is found in a varied selection of plush pink and blue teddy bears:

**"Cute as a Button"** is a 9" super soft teddy holding a baby teddy while it plays "Twinkle, Twinkle Little Star."  
**It's a Girl** and **It's a Boy Vase Huggers** feature a 7" teddy bear with a circular plaque with the message imprinted on it.

**Bear Hugs** are 7.5" teddies wearing a removable onesie with the message "Welcome Little One."

The **Mini Plush Bears** are 4.5" teddies with the messages "It's a Girl" and "It's a Boy" embroidered on their chests.

**Tickled Pink** and **Blushing Blue** are 9" teddies, each holding a removable fabric rattle.

Walk into the hospital room of a new mom, and chances are it will be filled with floral bouquets. **GUND'S** floral accessories help to personalize floral arrangements:

The 4" **Proud New Mommy Ceramic Planter** is available in pink or blue.

The 4" **Welcome Little One Ceramic Container** has a decorative border motif and the message printed on the container.

The 14" **Soft Flower Picks** feature 3 stuffed animals - an elephant, a stork, and a giraffe with the message "It's a Girl" or "It's a Boy" printed on it.

The 12" **Poly-resin Flower Picks** feature a teddy bear, an elephant, and a stork with assorted baby messages.

The 2.5" **Frame Package Ties** hold a 1.5" x 1.75" photo and can be personalized with an insert that reads "To / From." They are assorted in blue and pink colors.

The two 4" **Ceramic Plaques** have a verse for "It's a Boy" and one for "It's a Girl." Each has its own ribbon hanger.

---

For more information please contact:

Jennifer Monson Email: [jmonson@gund.com](mailto:jmonson@gund.com) Phone: 732.248.1500

[www.gund.com](http://www.gund.com)



The **Baby Girl and Baby Boy Gift Sets** each feature a polka-dot plush puppy holding a ceramic mini-frame that holds a 2" x 3" photo. The puppy is packaged in a ceramic baby block planter.

The **Our New Arrival Frame** is a 9.5" wooden frame with fabric accents available in pink or blue tones. There is an insert that can be personalized with the baby's name and birth date. It holds a 4" x 4" photo.

Every mom loves to keep a record of the special moments in her pregnancy and the **Mother - To - Be Pregnancy Book** provides a decorative way to preserve all these special memories in pages marking the milestones of this special time in her life. This 7" journal has 48 pages which can be personalized and 54 event stickers.

There are hospital visits when you want to let someone know that you care, & that you're there for them. The **Feel Better** grouping expresses just the right thought.

The **Feel Better Bears** are 9" plush teddies with a decorative tag that can be personalized. There are 3 styles:

- Brown teddy with his arm in a sling
- Cream colored teddy with an ice bag on his head
- Brown teddy with a leg cast and crutch

The **Feel Better Fabric Flower Picks** are 8.75" floral picks with fully dimensional animals. There are 6 designs:

- Frog with an ice pack and thermometer
- Elephant with a cast
- Monkey with a cast
- Ivory bear with the message "Happy Healing"
- Brown bear with the message "Get Better Soon"
- Brown bear with the message "Feel Better"

The **Feel Better Mugs** are 12 oz. ceramic mugs which can double as floral containers. There are two styles:

- White mug with the message "Laughter is the Best Medicine"
- Blue mug with the message "Keep Smiling"



For more information please contact:

Jennifer Monson Email: [jmonson@gund.com](mailto:jmonson@gund.com) Phone: 732.248.1500

[www.gund.com](http://www.gund.com)



Birthday Bouquets are a staple for florists and the **Happy Birthday Collection** provides unique accessories to complement birthday arrangements.

The **Happy Birthday Bears** are 9" plush teddies with birthday caps and a decorative tag that can be personalized. There are 4 styles:

- Bear with birthday cake
- Bear with cupcake
- Bear with gift package
- Bear with noisemaker

The **Birthday Party Happy Birthday Mugs** are 12 oz. ceramic mugs with birthday motifs and messages. There are two styles.

The **Birthday Party Containers** are 4" ceramic containers with a birthday hat and the message "Happy Birthday" on it. There are two styles: one with a red rim and one with a blue rim.

The **Birthday Party Fabric Flower Picks** are 8.75" picks with fully dimensional fabric animals on top. The twelve piece assortment includes: a monkey, a frog, an elephant, a pink poodle, an alligator and a bear with the message "Happy Birthday" on their chests and the same animals with a birthday hat.

The **Birthday Party Beanbags** are 3.5" plush beanbags. There are six designs:

- Brown monkey holding a gift packages
- Pink poodle holding a cupcake
- Brown bear holding a cupcake
- Green frog holding a slice of birthday cake
- Beige dog wearing a birthday hat
- Blue elephant wearing a birthday hat

**GUND** provides florists and hospital gift shops with beautiful accessories to brighten up any day!



For more information please contact:

Jennifer Monson Email: [jmonson@gund.com](mailto:jmonson@gund.com) Phone: 732.248.1500

[www.gund.com](http://www.gund.com)