2026 POP-UP COLLECTION

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These cards look great
both closed and open.
When open, the design "pops up"
to reveal a beautifully crafted
and refined piece of artwork.
The perfect addition to any gift!

Description:
• Pop-Up cards with envelope wrapped in cello
• Blank inside to allow for your own message
• Each card can stand up on its own when opened due to its smart 3-fold design structure!

Size:
3.9" x 4.7" (folded)

Refinements:
All cards feature laser die-cutting and different combinations of foil (f), glitter (g) and embossing (e).

Wholesale:
$2.75 each
Sold in set of 6 pcs

24998 f

24997 f

24840 f

24839 f

24838 f

24837 f

24836 f

24835 f

23957 f

23956 f

23955 f

23954 f

23953 f

23952 f

23951 f

23950 f

23949 f

23948 f

20403 g

23026 f

23025 f

23023 f

22022 f

23021 f

23019 f

21571 f

21570 f

21569 g

21568

21567 f

21566

21565 f

21564 f

21563 f

21562 g

21561 f

21560 f

20406 f

20405 f

20402 g

20401 f

20400 g

20398 f

20397 g

19823 f

19821 f

19820 f

19817 f

19813 f

18029 g

18028 f

18018 f

18017 g

18014 f

18013 f

18004 f

18001 f, g

17991 f

17986 g

19873 g

17983 g

24745

These cards look great
both closed and open.
When open, the design "pops up"
to reveal a beautifully crafted
and refined piece of artwork.
The perfect addition to any gift!

Description:
- Pop-Up cards with envelope wrapped in cello
- Blank inside to allow for your own message
- Each card can stand up on its own when opened due to its smart 3-fold design structure!

Size:
6.3" x 6.3" (folded)

Refinements:
All cards feature laser die-cutting
and different combinations of
foil (f), glitter (g) and embossing (e).

Wholesale:
$3.75 each
Sold in set of 6 pcs

24965 f

24964 f

24750 f

24749 f

24748 f

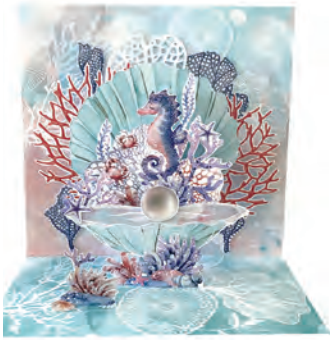
24747 f

24746 f

24745 f

23902 f

23901 f



23900 f

23899 f

23898 f

23897 f

23763 f

23762 f

23761 f

23760 f

23759 f

23758 f

22678 f

22677 f

22676 f

22675 f

22674 f

21155 f

21154 f, e

21153 f

21152 f, e

21151 f

21150 f

21149 f, e

20380 f, g

20379 f, e

20378 f

19902 f, e

19900 f

19047 e

17853 f, e

17852 f, e

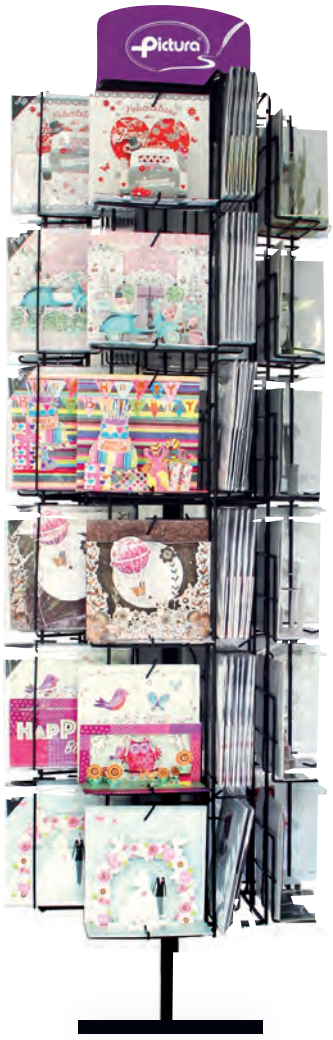
15981 f

15979 g, f

15978 g, f

97414 f

GRANDE POP-UP DISPLAY



Number: 0900.3DW

- 24 design capacity
- FREE with purchase of full program (24 designs)
- Wire spinner

DIMENSIONS
Approx. 20" wide by 75" tall

PROGRAM COST
6 cards + 1 display card per design (24 designs)
$507

PETITE & GRANDE DISPLAY

Number: 0900.52POP

- 52 Pocket Design – 36 Petite & 16 Grande Popup Designs
- FREE display with purchase of Full Program
- Heavy duty casters
- Wire spinner

DIMENSIONS
Approx. 19.75" wide x 67.5" tall

PROGRAM COST
6 cards + 1 display card per design (50% off display card)
$949

All display programs eligible for up to 50% discount on opening program order for Silver and Gold Premier Customers!

All displays contain one showcase card holder per design, which displays the card open to showcase the mechanics and design!
The "7th card" (the display card) will be added for a 50% discount.

PREMIER REWARDS PROGRAM

BRONZE

Reach $750 annual net sales in order to become a **Bronze Pictura Customer** and you will qualify to receive all the benefits listed below.

20% Exchanges on Everyday Card Orders

100% Guaranteed Seasonal Cards

SILVER

Reach $2,500 annual net sales in order to become a **Silver Pictura Customer** and you will qualify to receive all the benefits listed below.

20% Exchanges on Everyday Card Orders

100% Guaranteed Seasonal Cards

NET 60 terms* on Everyday Orders

30% Introduction Discount on select new programs**

GOLD

Reach $5,000 annual net sales in order to become a **Gold Pictura Customer** and you will qualify to receive all the benefits listed below.

20% Exchanges on Everyday Card Orders

100% Guaranteed Seasonal Cards

NET 60 terms* on Everyday Orders

Free Freight on all products

50% Introduction Discount on select new programs**

Pictura credit cash back on your total net sales

As a **Gold Status Premier Reward Customer** you have the opportunity to add new product specialty programs at a 50% discount on the opening order.

As a **Silver Status Premier Reward Customer** you will earn a 30% discount on your opening order on new programs.

Contact your sales representative or call us at 1-800-742-8872 to find out your current status level. Introduction discount is valid only on new additional, not previously purchased programs.

Please note that these rewards may be exempted for customers that have other pre-existing terms with the Pictura corporate office. Contact Pictura customer service for any questions.

*In order to qualify for terms you must have an approved credit request. Your payment terms may change if not followed.

Contact your local sales representative or call us at **1-800-742-8872 for information on all programs that apply.

Terms, conditions and guidelines of the Premier rewards program can be found at **www.picturausa.com/premierrewards**
Terms, conditions and guidelines are subject to change.

NEW CUSTOMERS

Welcome to the ever-growing Pictura family!
We look forward to a long and successful partnership.
So we may offer you the best service, we ask you to provide bank and four trade references, resale tax number and store contact name. Paying with a credit card will expedite your initial order. If you have any questions, please call us.

MINIMUM ORDERS

Minimum Opening Order: $150.00
Minimum Reorder: $75.00
Orders less than minimum are subject to a $10.00 service charge.

PLACING YOUR ORDER

Let us do the work! Call a friendly Pictura customer service rep toll free at 1-800-742-8872. We offer you professional product selection and merchandising advice, as well as inform you of any new products or specials we may have. We can also provide you with excellent planograms for maximum retail performance.

If you prefer to place your order yourself, Pictura offers 5 easy ways to do so:

1. **ORDER ONLINE**
   www.picturausa.com
2. **SERVICE IN YOUR STORE**
   Call 1-800-742-8872 (1-800-PICTURA) and arrange for a local representative to visit your store.
3. **ORDER OVER THE PHONE**
   Call 1-800-742-8872 (1-800-PICTURA) and speak to one of our experienced customer service staff.
4. **TOLL FREE FAX**
   Fax your order to us at your convenience—anytime day or night. 24 hour fax: 1-800-453-3319.
5. **MAIL OR EMAIL**
   Mail your order or email a scanned copy to sales@picturausa.com.

PRICES

Prices in the catalog are listed in U.S. dollars.
All card prices shown are retail. Wholesale cost is 1/2 retail on cards. Both wholesale and MSRP prices are listed for gift items. All prices are subject to change without notice.

ERRORS

Although we strive for 100% accuracy in our brochures, errors are sometimes unavoidable.

PAYMENT TERMS

Pictura extends Net 30 terms on approved credit.
A completed account application will be required to establish credit approval. We accept the following payment terms:
Pre-Paid, Net 30 (with approved credit), Mastercard, VISA and Discover. A $30 handling fee will be charged on all returned checks.

PAST DUE ACCOUNTS

Past due accounts are subject to a 1.5% service charge. Overdue accounts will receive monthly requests for payments. A collection agency will be assigned if the account balance is not settled. Collection costs and legal fees will be at the customer's expense.

SHIPPING

All cards and gift orders are shipped FOB New Jersey.
Displays are drop-shipped directly from the manufacturer.
For specifics on display shipments, please call our customer service department. Unless specified, we ship FedEx Ground or UPS.

RETURNS & CLAIMS

All returns are required to have a return authorization number (RA#) and must be received in the original condition and product packaging. Please contact Customer Service for the RA# and correct return address. Cartons of returned merchandise will be refused if they do not have a customer service generated RA# written on each carton.

DAMAGED CLAIMS

It is important to inspect your shipment upon receipt and report any problems within 5 days. Please report any issues to our customer service department. If your package is visually damaged, please call customer service before accepting delivery.

REFUSED SHIPMENTS

Refused shipments are subject to a 15% restocking fee plus freight expensed to and from the customer's address.

CREDITS

All credits issued will be applied toward future purchases.
We do not offer cash refunds. If you return a product in its un-original condition, you may be subject to a re-stocking fee which can result in not receiving full credit for the returned items.

BACKORDERS

Customers must clearly state on each order whether or not backorders are acceptable. Backorders totaling $30 or more are kept on file until the goods are shippable.

THANK YOU

Pictura never takes our customers for granted.
We know you have options. We work hard to provide you with the highest quality product, frequent releases and a friendly, knowledgeable support team to help maximize your success.

We greatly appreciate the confidence you have in Pictura and thank you for your business.

Scan the QR code to view this catalog and all our other catalogs online.