

2026

August
Catalog



800.742.8872 / sales@picturausa.com / picturausa.com

NEW
Floral Pop-Up
Cards!

Card shown
as packaged.



Keepsake floral pop-up cards go from flat to fully bloomed with one quick push of the base!
The back of the base features a blank area for your own personal message.

**Standard card size and packaged flat with envelope in an individually wrapped cello bag.*

Wood Element



Wooden elements with
burned details and
encased glitter.

Lenticular



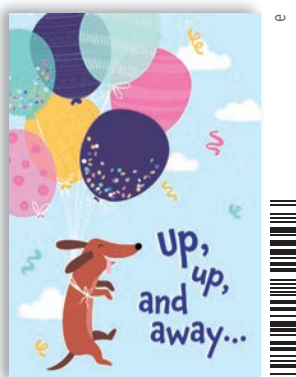
3D designs that jump out at
you as you move the card!

Confetti

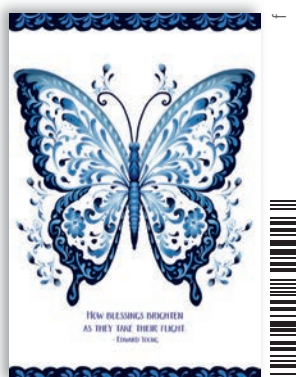


Fun, colorful and iridescent confetti!

birthday



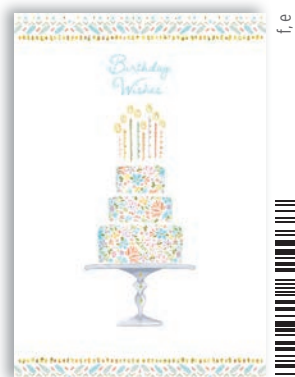
62400 \$4.25
Up, up, and away...
 Here to wish you an extra special birthday!



62401 \$4.25
How blessings brighten as they take their flight. - Edward Young
 May your every dream come true.
 Happy Birthday to you!



62402 \$4.25
Happy Birthday
 The best is yet to be added.
 Wishing you a year that is your most "charmed" one yet!



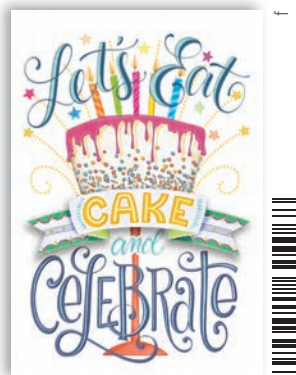
62403 \$4.25
Birthday Wishes
 ...are being sent your way!



62404 \$4.25
YAY
 It's your big day!
 Happy Birthday



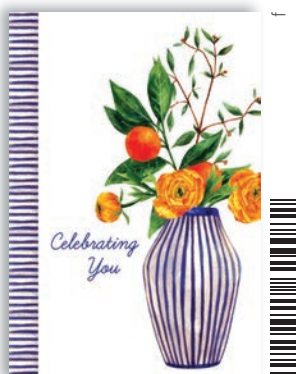
62405 \$4.25
Make A Wish
 ...and may it come true on your special day and all year through.
 Happy Birthday



62406 \$4.25
Let's Eat Cake and Celebrate
 On your birthday, may you get your fill of delightfully joyful moments.



62407 \$4.25
A little something sweet for your birthday...
 ...because you're the crème de la crème!



62408 \$4.25
Celebrating You
 ...is my favorite thing to do.
 Wishing you a year of endless happiness.



62409 \$4.25
 Hope your birthday is spot on!



62410 \$4.25
Wishing you a year of endless pastabilities
 Happy Birthday



62411 \$4.25
 Hope your birthday is layered with love, sprinkled with fun, and topped with everything your heart desires!

birthday



62412 \$4.25
Happy Birthday to you!
Wishing you a WONDERFUL DAY
with extra joy sprinkled on top!



62413 \$4.25
Happy Birthday
A toast to a spectacular year ahead!



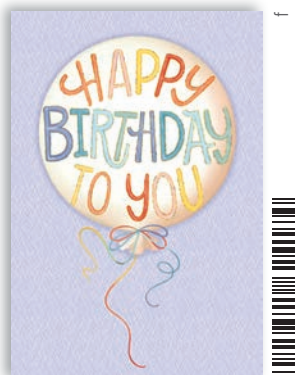
62414 \$4.25
Let's Party
You are the perfect reason to celebrate!
Happy Birthday



62415 \$4.25
A Wish For You
May your heart and home be filled with song on this
special day and all year long.
Happy Birthday



62416 \$4.25
You are never too old to set another goal
or to dream a new dream. - Les Brown
May your birthday mark the beginning
of new and exciting horizons.



62417 \$4.25
Happy Birthday To You
The joy of a birthday comes just once
a year, so celebrate to the fullest with
those you hold dear.



62418 \$4.25
Whoooo's birthday is it?
Yours, that's WHO! Hope it's a real HOOT!



62419 \$5.25
May your day be full of sweet surprises
at every turn. Happy Birthday



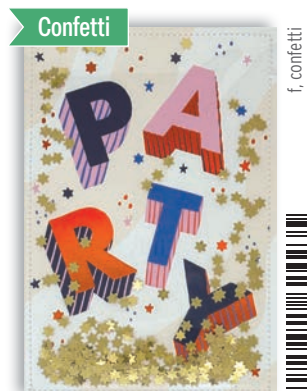
62420 \$5.25
Cut the cake!
It's time to celebrate!
Wishing you a very Happy Birthday



62421 \$5.25
Yee Haw! Happy Birthday!
Kick off your shoes...
it's time to PARTY!



62422 \$5.25
Birthday fun is on it's way.
Time to celebrate your big day!
Happy Birthday



62423 \$5.25
PARTY
Let the celebration begin!
Happy Birthday

birthday

Confetti

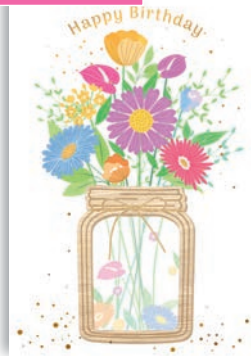


e, confetti

62424 \$5.25

Happy Birthday
Wishing you a birthday that sparkles and shines as brightly as you do!

Wood Element



f, bow, wood element

62425 \$5.95

Happy Birthday
May the coming year be filled with beautiful moments shared with those you love.

Wood Element



g, f, wood element

62426 \$5.95

Happy Birthday
Wishing you the most magical birthday ever!

Wood Element



g, f, wood element

62427 \$5.95

A Day Full of Joy
...is on the way.
Happy Birthday

Wood Element



g, f, wood element

62428 \$5.95

Happy Birthday
Sending lots of joyful wishes today and all year through.

Wood Element



g, f, wood element

62429 \$5.95

A Birthday Toast
May all glasses be raised to celebrate someone as wonderful as you.
Happy Birthday

Wood Element



g, f, wood element

62430 \$5.95

A Simply Fabulous Birthday
...is wished for you!

Lenticular



lenticular

62431 \$5.50

Hoping you have an "otterly" fantastic birthday!

Lenticular



lenticular

62432 \$5.50

Wishing you a simply magnificent birthday.

Lenticular

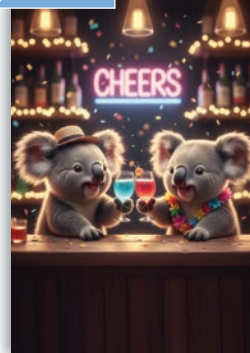


lenticular

62433 \$5.50

You deserve the royal treatment on your birthday.

Lenticular



lenticular

62434 \$5.50

Raising a toast to another year of fun!
Happy Birthday

Lenticular



lenticular

62435 \$5.50

I'm squealing with excitement to celebrate you on your special day!

birthday

Lenticular



62436 \$5.50
Wishing you so much capy-ness on your birthday.

Lenticular



62437 \$5.50
Wishing you an absolutely moooolvelous birthday.



62438 \$6.95
Beautiful Birthday Wishes
Back of base is blank for your message.



62439 \$6.95
Warm Wishes On Your Birthday
Back of base is blank for your message.

inspirational

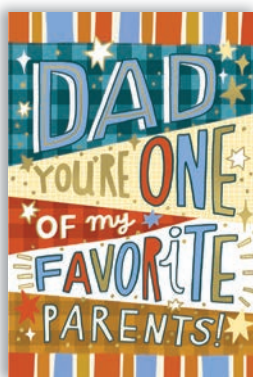


62440 \$4.25
This is the day the Lord has made; let us rejoice and be glad in it. - Psalm 118:24
Wishing you a beautiful and blessed birthday.

father



62441 \$4.25
World's Best Dad
Happy Birthday to a Dad that is in a league of his own!



62442 \$4.25
Dad, you're one of my favorite parents!
Top two, for sure. Definitely in the top two. Happy Birthday

son



62443 \$4.25
Happy Birthday, SON
Wishing you an un-fore-gettable birthday!

brother



62444 \$4.25
Happy Birthday! Today is YOUR day Brother!
Cheers to many more happy years!

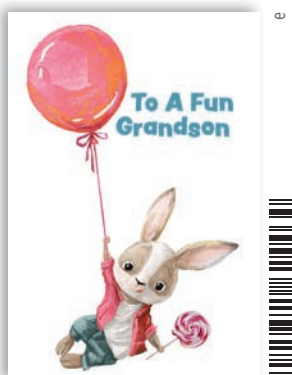
grandmother



62445 \$4.25
Grandmother Happy Birthday
Life is so much sweeter because of the love you have brought to it.
Wishing you an amazing birthday!

birthday

grandson



62446 \$4.25

To A Fun Grandson
We're so lucky to be able to
celebrate a kid as cool as you.
Happy Birthday

brother-in-law



62447 \$4.25

Happy Birthday Brother-In-Law
As you sail into this new year of life,
may it be filled with peace, tranquility
and happiness.

humor



20395 \$3.95

*Mirror, mirror on the wall...
What the hell happened?!
You're still the fairest of them all!*
Happy Birthday



20396 \$3.95

*I went online to check my email...
3 hours later, I'm watching a video on
how to weave a basket out of carrots.
Get lost in the moment of celebration.
Happy Birthday!*



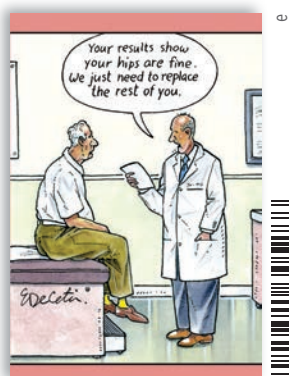
20397 \$3.95

*I'm glad we met later in life. I don't think
my mom would have let me play with you.
To my favorite partner in crime:
it's your birthday.
Let's go be irresponsible!*



30527 \$3.95

*Relax, lady.
I'm just here for your house plants.
It's your birthday.
Go ahead and reap the benefits!*



30528 \$3.95

*Your results show your hips are fine.
We just need to replace the rest of you.
Happy Birthday to someone who is
absolutely irreplaceable!*



30529 \$3.95

*For the last time go home and stop doing
your business on my lawn.
Hope your birthday is totally unleashed!*

wedding · baby · congrats · thank you · friendship

wedding

Confetti



62448 \$5.25

TOGETHER
...forever. Congratulations
to a lifetime of love.

baby

Confetti



62449 \$5.25

A new baby is such a dream come true.
Congratulations

Wood Element



62450 \$5.95

Welcome Little One
Your arrival is truly a gift.

Congratulations Bon Voyage



62451 \$4.25

Bon Voyage
Wherever life brings you next,
may the journey be as exciting
as the destination.

Thank You



62452 \$6.95

Thanks a bunch!
Back of base is blank for your message.

Friendship



62453 \$4.25

*Truly great friends are hard to find,
difficult to leave, and impossible
to forget. - G. Randolph*
That is the friend I have found in you.

Friendship I Miss You

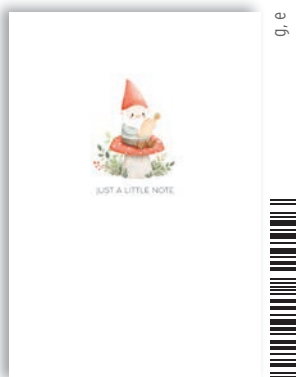


62454 \$4.25

I Miss You
Hope it won't be long
until I see you again.

blank note · thinking of you · get well · sympathy

blank note



62455 \$4.25
Just A Little Note
Blank Inside



62456 \$4.25
Just for You
Blank Inside

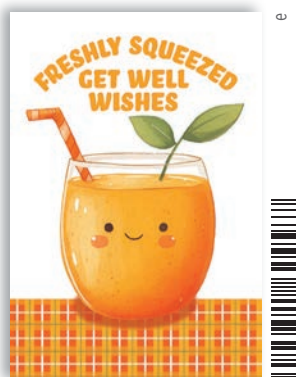
thinking of you

Lenticular



62457 \$5.50
Sending you a little cheer to let
you know that sunnier days are near.
Thinking of You

get well



62458 \$4.25
Freshly Squeezed Get Well Wishes
...that you're back to your amazing
self in no time!

Wood Element



62459 \$5.95
Cheerful Wishes
...that you feel better soon.



62460 \$6.95
Get Well Wishes
Back of base is blank for your message.

Sympathy



62461 \$4.25
Perhaps they are not stars in the sky,
but rather openings where our loved
ones shine down to let us know they are
happy. - Inuit Proverb
With Comfort and Deepest Sympathy

Sympathy Loss of Grandmother



62462 \$4.25
The love of a Grandmother...
...lives forever. May every lasting memory
bring you a sense of peace and comfort.
Thinking of you with Sympathy

new versatile display!



CONTACT US
TODAY!

800.742.8872

0900.4PIC
Size: 66" High x 19" Wide

Now you can customize this fixture to display an array of merchandise to make your customers retailing experience a breeze. Imagine gift bags, candles, party goods and various gift products all on one compact display. Let us come up with the perfect program that best suits your needs.

Gift Tray Options:



Smart Cloth Tray
0900.SCTRAY



Purse Pad & Boxed Note Tray
0900.BNTRAY



Sign Options:



0880.00520



Two-sided LoveVivid & Party Partners sign
0880.00521



..... premier rewards



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**

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.

Pictura credit cash back on your total net sales

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.

..... price barcodes



\$4.25 Price Code



\$5.25 Price Code



\$5.50 Price Code



\$5.95 Price Code



\$6.95 Price Code



4 Andrews Drive
Woodland Park, NJ 07424

Prsrt STD
US Postage
PAID
S Hackensack, NJ
Permit # 897

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 unoriginal 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.

Cover art: ©Michele Frusciano.

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and all our other catalogs online.*

