



Presented by

**Progressive
greetings**

Card Terminology Help For The Henries Awards' Categories

Spring Seasons

Spring Seasons' sending occasions comprise Valentine's Day, Mother's Day, Father's Day and Easter.

Christmas Counter Cards

Christmas single cards, as opposed to packs or boxes of multiple Christmas cards, are sometimes called Christmas counter cards.

Cute Cards

These are card designs that are for adults (not children) that make you go 'aahh'. They are sweet and adorable illustrated or photographic images that can be animals, children or just really cute characters that pull on your heart-strings.

Children's cute cards can be entered into the Best Children's Card Range category.

Contemporary Trend Cards

Design-led, modern card designs, that can have photographic elements, but are mainly graphic and usually led by or inspired by contemporary culture.

Wholesale Cards

Greeting cards sold into retail via wholesalers or cash & carries.

Traditional Words & Sentiments Cards

Quite wordy font-based cards that pull on the heart-strings with the sentiments they convey.

Contemporary Words & Sentiments Cards

Succinct wordy font-based cards that pull on the heart-strings with the sentiments they convey.

Relations Cards

These are birthday cards sent to family relations, such as Mum, Dad, Brother, Sister, Grandma etc.

Occasions Cards

Cards that include titles/captions such as Engagement, Wedding, New Baby, Thank You, Congratulations, Christening, New Home, Wedding Anniversary, Get Well and Sympathy.

Most Promising Young Designer Or Artist



This category is different from the other Henries categories as submissions as it can be already presented with the card designs already on a board (of any size but usually A1), with a short and succinct bullet pointed greeting card 'CV' of your experience as a greeting card



designer with a head shot of yourself and your business' branding/logo if you are self-employed.

Usually, in the past, the entries have had textile add-ons or graphics on the board reflecting the card designs (see pictures).

It's all about looking professional and catching the eye of the Henries' judges!