

THE 7TH ANNUAL

Trendys

TRENDMAKERS

7th annual Trendy Awards winners announced

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Each year, the spring issue of Stationery Trends brings you the results of current trending favorites in all things stationery. The Trendys — now in its seventh year — celebrates designers and manufacturers in seven categories: Baby, Bridal, Gift, Green, Greeting Cards, Holiday and Office. For each of these categories, retailers selected their pick of finalists in round 1, and a panel of esteemed industry judges make up our decision-makers of round 2. This year, 48 companies submitted 123 products from which retailers made their selections. For the round-2 judges, making selections was no easy feat. "Frankly, I'm glad that the readers narrow it down to the top five in each category," said Julie McCallum, editor-in-chief, Gift Shop magazine.

"There were so many great entries that it is always tough to pick a favorite."

It's a hard job, but someone's got to do it.

Each judge had their own method and their own reasons for particular selections. "There is always a gut reaction indicating which product I should place first. It's the same feeling I get when I see something I just have to have in our shop," said Julie O'Brien of Sweet Paper.

Round 2 judges included Sarah Schwartz, editor-in-chief, Stationery Trends; Grace Chang, Pink Olive; Nole Garey, Oh So Beautiful Paper; Erin Thomas, Between the Sheets; Katie Hunt, Tradeshow Bootcamp; Julie O'Brien, Sweet Paper; Theresa Anderson, Sweet Paper; and Julie McCallum, editor-in-chief, Gift Shop. *GS*