

FOR RELEASE: May 15, 2011  
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## **M. Middleton Releases Second Stationery Line with The Emily Post Institute, Social and Business Collection, “Regards”**

*Unveiling May 15 at the National Stationery Show, Jacob Javits Center, New York*

**GRAND RAPIDS, Michigan**—M. Middleton, the stationery products and gifts wholesaler, in its partnership with etiquette and civility experts at The Emily Post Institute, Inc., is launching a collection of social and business stationery. Called *Regards*, the line is offered exclusively by M. Middleton, a subsidiary of Design Design, Inc. *Regards* is the newest album in the Emily Post collection of custom stationery. The complete line will be available at the National Stationery Show, May 15-18, 2011, at the Jacob K. Javits Convention Center in New York.

Members of the Post family will attend the National Stationery Show and author and etiquette/civility expert Peter Post will appear in the M. Middleton booth to sign copies of his best-selling books (*The Etiquette Advantage in Business*, *Essential Manners for Men*, *Playing Through: The Unwritten Rules of Golf*) on Monday, May 16, from 2-3:00 p.m.

The business and social stationery line includes XX designs. The collection includes both classic designs suitable for men and women as well as modern, vibrant choices for trend-setters and stylistas. Each suite contains letter sheets, correspondence cards, note cards and envelopes.

ANYTHING ELSE?

According to M. Middleton’s creative director Brooke Uzarski, *Regards* includes a wide variety of design elements, providing an exciting variety of styles from which to choose. “Our designs embrace traditional and trend elements of delicate laser diecuts, motifs, subtle embossing, blind embossments, a variety of envelope liner choices and rich ink colors.” M. Middleton will market the stationery collection to the upscale retailer including stationery stores, corporations and department stores.

Anna Post, the great-great-granddaughter of Emily Post, worked with M. Middleton as a creative consultant on the *Regards* album. “I am often asked about the relevance of custom stationery in today’s digital world. In this age, the medium of your message carries more impact than ever

before. Emails are ephemeral, plain and common, but your handwriting, in ink on beautiful paper can be seen and touched, says the message took time and careful thought. In today's disposable world, that has high impact."

The Emily Post Institute is the nation's most popular resource for etiquette and civility advice and training. Material can be accessed through more than 22 current [books](#), the websites [emilypost.com](#) and [etiquettedaily.com](#), seminars and trainings, magazines columns written by the Posts, and from the many personal appearances and [media interviews](#) the Posts conduct each year. [Peggy Post](#) writes the wedding advice column "[The Well-Mannered Wedding](#)" for The New York Times and a monthly column for Good Housekeeping. [Anna Post](#) pens wedding etiquette columns in *Inside Weddings*, *St. Louis Bride*, *Orlando Weddings*, *Vermont Vows* and *Charlotte Weddings* magazines. [Peter Post](#) authors the weekly "[Etiquette at Work](#)" column in the Boston Globe. The etiquette experts from The Emily Post Institute conduct business etiquette and civility programs for corporations all over the country.

Don Kallil acquired MM's designs, an invitation, social stationery and gift products company, in 2006 and launched the collection as M. Middleton. M. Middleton is an independently marketed business arm of Design Design, a manufacturer and distributor of more than 15,000 gift and stationery products, including greeting cards, boxed notes, paper tableware, gift packaging products, home décor items and home entertaining gifts.

With more than 100 employees and 100 independent and company sales representatives, the company operates from a home base in Grand Rapids, Michigan, which includes a 60,000 square-foot office building and a 115,000 square-foot distribution center a short distance away in Wyoming, Michigan. Design Design was founded by Don Kallil in 1987.

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### **About Emily Post Correspondence**

Emily Post Correspondence launched in 2010 and is a joint collaboration between M. Middleton and The Emily Post Institute, Inc. Available nationwide, the Emily Post Wedding invitation line incorporates both classic and modern designs in two collections, *Grace* and *Style*, to inspire today's brides. For more information visit [www.middleton.us](#) or [www.emilypost.com/invitations](#)

### **About M. Middleton**

M. Middleton specializes in a wide range of high-quality invitations and stationery products that celebrate the creativity that goes into any great gathering, Sharing Life's Celebrations™—that's our tagline, our mission, and our vision for transforming an idea for a celebration into an event, a memory, a moment that brings people together. [www.mmiddleton.us](#), 1-800-444-4090

**About The Emily Post Institute, Inc.**

The name Emily Post has defined etiquette in America since 1922. At the Emily Post Institute, Inc., the fourth and fifth generation family members of Emily Post offer etiquette advice for the 21st century. This includes a library of more than 22 books on topics including everyday etiquette, wedding etiquette, business etiquette and manners for children; Post-authored columns in *The New York Times*, *The Boston Globe*, *Good Housekeeping*, and *Inside Weddings*; business etiquette seminars and train the trainer programs that are offered around the globe; media interviews and spokesperson campaigns; and the websites [www.emilypost.com](http://www.emilypost.com) and [etiquettedaily.com](http://etiquettedaily.com).