

A Credhedz Birthday

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Category: [Leisure, Entertainment, Miscellaneous](#)

Press release from: [Straight Talk In Limited](#)

Agency: **The Straight Talk In Partnership**



Capital culture city Liverpool, UK, has seen its recent release of Credhedz Cards. The September launch of Liverpool's Straight Talk In Limited's relationship-based greetings cards have been designed to keep youths and young adults on their toes.

Formed in March 2006 the greeting card publishing company makes a true departure from the traditional greeting card format of fitting words and images with types. It avoids boring young people with cards that tell them something that they already know about themselves, by providing a platform for young people to receive a thumbs-up from the right positive influences around them for having the credentials others trust in. The user identifies with the person, using the card to mark whatever it is that they wish to recognize about them, and to go on to engage with developing their relationships around it. Youths find it fashionable as well as encouraging to receive a real true testament to what people really think, and to trust in that supportive network of honesty around them that boosts confidence and strengthens identity in a way acceptable to them.

Shifting the onus from 'supplier's dominance to customer's dominance' in this way, provides for greater customer control management and creativity, and this for many young adults is a great part of their relationships culturally, socially and with technology. Though sooner or later cards had to evolve to keep up with changes.

By handing over the decision-making to let youths manage their own relationships, determining how they want this communication to work for them, and to judge the merits of who deserves that level of recognition, it is making the focus on the relationship more important than the focus on the card. Where Straight Talk In Ltd has succeeded it has achieved an honest and truthful way of communication. The initiative honours credibility in the credentials put forward by people, the spirit of it embraces the sophisticated user, the incentive encourages positive values and the desire amongst people to influence and act as role models.

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Product: CREDHEDZ[®]

Newsmakers: Mr John McNulty and Mr Richard Williams

OEM: Straight Talk In Ltd

A new and leading cutting-edge greetings cards publishing company Straight Talk In Ltd getting to the point with its products. Honesty and integrity is at the heart of the initiative. The company specializes in publishing greetings cards for the young adult market, providing a form of greeting card product (relevant to 11-22 years) targeted at ages up to 34 years. The company operates in Liverpool UK in the city's L6 Anfield district.

The Straight Talk In [®] publishing brand as well as being a marketing, publicity, advertising service, heads a range of greetings cards and line of designs of everyday card products which include Birthday.

It supplies direct to retail at newsagents within the heart of the community.

For more information please email.

Straight Talk In is a registered trademark of The Straight Talk In Partnership, a separate legal entity.

[You can find this press release here](#)