

## Liverpool's Birthday Credhedz cards pass on a positive message to today's youth

Date: 10-13-2006 10:59 AM CET

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

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

Agency: **The Straight Talk In Partnership**



October 9th 2006, Liverpool, U.K.

Liverpool-based greetings card publisher Straight Talk In Limited have introduced a new range of Birthday cards that put forward a positive message to young adults. Their Birthday Credhedz range honour people on their birthday for what it is that makes them credible in the eyes of others. The new and innovative range are accompanied by a golden envelope and their own individual card stand, the Birthday Credstead, on which the birthday person can display not only their birthday credhedz card, but also their credibility.

Straight Talk In Limited's Marketing Manager, John McNulty, explains, "there was a need for the birthday card to do something other than just pass on a birthday greeting, especially since there are so many different cards to choose from in the shops today, all doing the same or similar thing. Birthday Credhedz cards have a brand identity, symbolized by the Credhedz logo, which tells the buyer to look at your relationship with the person who you are thinking about sending it to, before you choose the card. If you can recognise what you understand to be credible about that person, and you know that when they receive it from you, they'll know why you sent it and what it is you are applauding about them that is credible, then the credhedz card is the one to choose. It strengthens relationships because it's making you think about how you relate to that person, much more than any other card does."

The company, based in the Fairfield district of the city, are also hoping that with the introduction of Birthday Credhedz, it might create more positive role models for today's younger generation, getting people to look at what it is that they respect or see as credible in one another. The Birthday Credhedz card is all about awarding a person on their birthday, for what they have achieved to date. Although each card has an image on the front of it, Straight Talk In explain that it is what the card stands for that is the essential message being passed on.

Richard Williams (M.D.) for Straight Talk In Limited said, "we get awards for everything today, certificates of achievement for examinations, sporting events, even work promotions. It has become more of a part of our society than ever before, to prove our worth. Yet the real meaning of the birthday card has diminished over the years and there is really no better time to honour a friend or relative for what is recognised as being positive about them and their achievements. It's a wake up call to relationships, saying 'Hey, it's your birthday and there's something I recognise about you that I find credible and I'm letting you know.' It could be just that you're a good mate, or a trustworthy person, or it could be much more. Only the sender and the birthday person will know what it is that they're being honoured for."

Birthday Credhedz cards are on sale in selected newsagents and card shops across the North West. # # #

Company: Straight Talk In Limited.  
Directors: Mr John McNulty and Mr Richard Williams.  
Address: 45 Parton Street, Liverpool. L6 3AN  
T: 0151 260 7345 E: [business@straighttalkin.ltd.uk](mailto:business@straighttalkin.ltd.uk)  
Web Url: [www.credhedz.com](http://www.credhedz.com)  
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](#)