

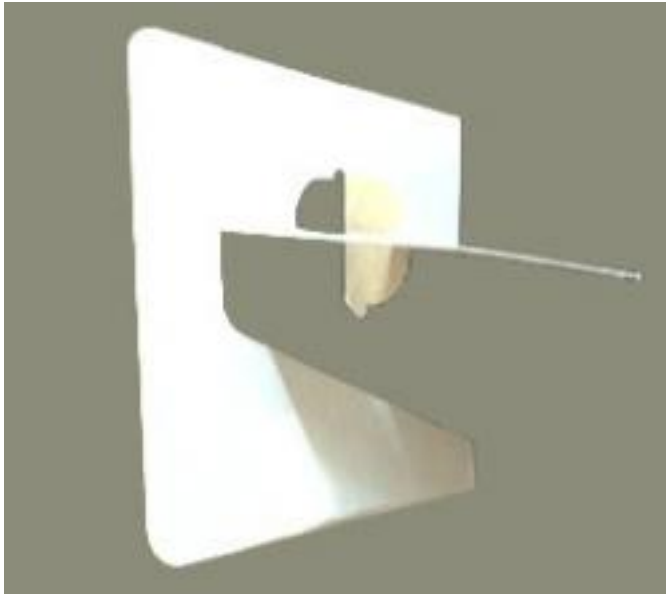
Straight Talk In Generation

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

Agency: **The Straight Talk In Partnership**



U.K. branded birthday card publishers, Straight Talk In, have launched a global brand of Birthday card, “designed to get youngsters talking.” The Company says that the Credhedz card avoids the sentimentality of usual Birthday cards and provides a way for both males and females to get straight to the point with their relationships.

Promotional teams have been hanging out on the streets, spreading the word to the heart of the community. Youths take away a sticker to publicise the message of Credhedz.

“The response to Credhedz has been quite phenomenal”, explains Marketing Manager John McNulty. They are a line of Birthday cards designed, “to say it how it is, get to the point in the most and honest and explicable way.”

With the Birthday milestone normally being honoured with a flashy card and gift, Credhedz award cards honour credibility, qualities of a person that people believe, trust in, and those who can stand by their word. “A person who receives Credhedz can have the faith and confidence in knowing their friends see them as credible, and where they stand with these people. As those who get Credhedz look at the card in relation to the friendship they have with the sender, in other words, what it is about them that’s being honoured.” Youths decide who earn that level of recognition, he added.

The card enables friends to strengthen their relationship and take it forward. Unlike other cards, “Credhedz may not do the talking for you, but it certainly starts it.” By getting the receiver to question the sender’s motives, the cards are designed to “keep youths on their toes.” # # #

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Web Url: 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](#)