

LING DESIGN

Ling Design announces Acquisition of Saffron Cards and Gifts

Greetings card publisher Ling Design has announced the acquisition of the goodwill and assets of Saffron Cards and Gifts, in a move which will grow and strengthen the Ling portfolio by adding a significant new brand to the group.

The Saffron card offering is high quality and design-led, so forms a natural fit within the Ling portfolio, which is recognised for design excellence along with premium looks and innovation.

Saffron will sit independently within Ling Design, which will continue to develop the Saffron brand. Saffron has a well-respected reputation with national customers, a very strong export business and is currently rapidly gaining traction with the independent sector.

The news follows an excellent Spring Fair 2018 for Ling Design, where fresh new looks and finishes were launched to a great reception. It also follows the recent launch of The Curious Inksmith, a new greetings card brand created by Ling to resonate with a millennial audience.

Saffron's National Accounts Manager Viv Barlow will join the Ling team, bringing a wealth of experience of not only Saffron but also the greetings card market, which will help the transition and the ongoing development of the brand and the business.

Paul Steele, Saffron CEO, commented: 'having made the difficult decision to retire from this great industry I could not be happier that it is Ling Design that has taken over Saffron and I am sure they will go from strength to strength.'

Alessandro Arosio, Managing Director of Ling Design, said: 'when Paul approached us we knew that adding the Saffron range to Ling Design made absolute sense. Both are dedicated to excellence in design and service and Saffron will bring an added dimension to our collections.'

David Byk, CEO of Swan Mill, the parent company of Ling Design Ltd, added: 'it is only three years since we purchased Ling and it has proven to be a fantastic decision. Saffron is already Ling's second card acquisition since we took over and we are very excited about the opportunities for this brand within the Ling and Penny Kennedy family.'

Moving forwards independent customers will be able to place orders for Saffron Cards with their Ling Design Sales Manager. For more information visit www.lingdesign.co.uk, find us on social @greetingsbyling or contact us on information@lingdesign.co.uk or 01892 838 574.

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