Heart, Humor & History * A THE PROPERTY AND THE PROPERTY

2025 PRODUCT CATALOG



- Authentic images from some of the greatest photographers and archives
- Conversational and heartfelt messages
- Appeals to consumers of all ages
- Made in USA

PRICE POINTS

Core Card	\$3.95 Retail	\$11.85 6-Card Unit
Fold-Outs	\$4.95 Retail	\$14.95 6-Card Unit
Embellished	\$4.95 Retail	\$14.95 6-Card Unit
Big Fold-Outs	\$4.99 Retail	\$14.97 6-Card Unit

NEW 84-POCKET SPINNER

20" x 20" Base 76" High On Casters DISP84ALL

Display Cost: \$602 US and Canada



NOW AVAILABLE

THE AMERICA THEMED COLLECTION

DESIGNED TO INSPIRE.

Take shoppers on a thematic journey down memory lane! We're disrupting traditional spinner merchandising by grouping designs by theme within the Birthday category. A fresh take based on the interests of the recipient helps shoppers find the right card(s) faster! The new AMERICA program display features three sides of themed Birthday cards plus occasions on the fourth side.

- Eye-catching signage signals shoppers that there's something new
- Eleven unique themes provided: All in a Day's Work, Amazing Adventures, Car Buffs, Cheers, Fun in the Sun, Great Minds, Making History, Great Outdoors, Music Makers, Sports, and Style & Attitude
- Each theme has 3, 6 or 9 designs

NEW DISPLAY ORDER

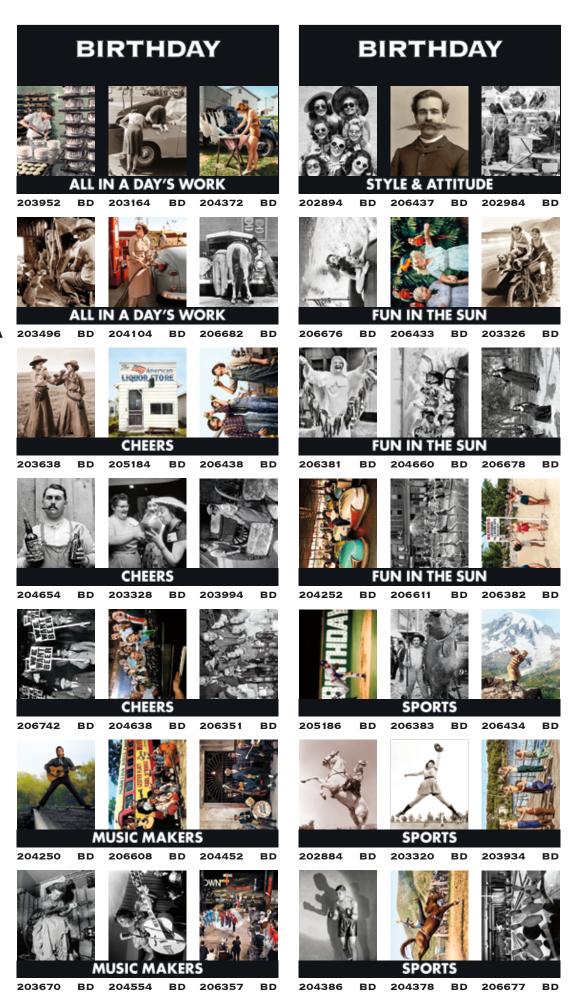
The standard new 84-pocket AMERICA spinner will ship with the new themed POG. You will receive 2 AMERICA logo signs and 2 HISTORY ON THE BACK signs (84AMNDKIT) to the apply to the side panels of the display, as well as 3 Birthday, 1 Occasion category signs and the themed header strips (84AMTHMKIT.) The display (DISP84ALL) will ship separately from our manufacturer in Massachusetts. In addition to the new Themed Collection, Reps can request a POG of the top 84 designs.

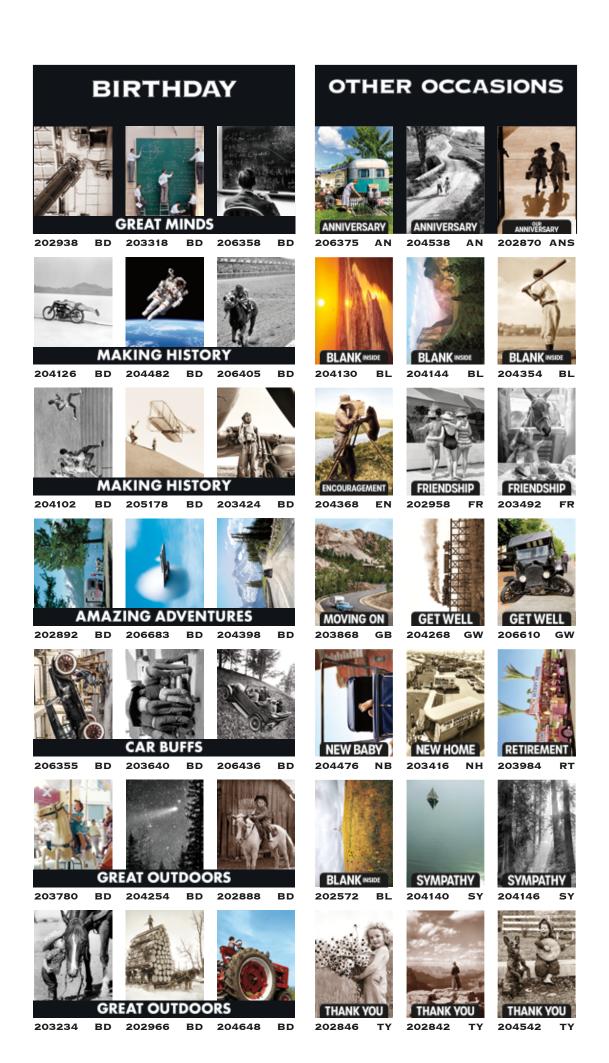
REORDERING

To protect the integrity of the new themed POG, Avanti's updated programing will replace designs by themes. To make design changes, select 6C and the next best-selling design in the assigned theme will ship.

A New Way to Display AMERICA

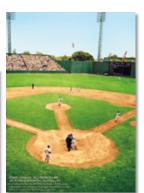
Actual assortment may be adjusted through the year as new cards are introduced.

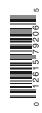












206842 **NEW** Time to change the number! Happy Birthday Washington, D.C.

Big Fold-Out • \$4.99







Just because you shouldn't doesn't mean you can't. Happy Birthday

New York

Interior Image



206744 Hon, we've got ketchup bottles in this place older than you! Happy Birthday Tennessee



206740 **NEW** You sparkle from the inside out! Happy Birthday Nevada

Embellished • \$4.95



206739 **NEW** A toast to celebrate the fabulous you!

New York

Embellished • \$4.95

Happy Birthday



206683 Boldly go to a new age. Happy Birthday Western Pacific Ocean



206682 A little less horsepower but a lot more gas! Happy Birthday Missouri



20668 1
The thrill goes on!
Happy Birthday
Cover: Illinois
Interior: New York
Interior Image



206680

More candles... more cake!

Happy Birthday

California



206678For friends who are like sisters, and sisters who are like friends... Happy Birthday

Illinois



AMERICA

HORSEPOWER

Joplin, Missouri • 1962

University of Missouri co-ed Jane Marston just happened to have her camera on hand when she spotted this "mane attraction" at a local gas station. What do you think the horse was thinking, as his owner Ray Nickols hitched him to the front bumper of a 1956 Ford Fairlane to help his pal Jim Cox fix the car. Speaking of horses...the term "horsepower" was invented by engineer James Watt in the early 1780s to convince farmers that his steam engine could do the work of many horses. Not long after automobiles arrived at the turn of the 20th century, they replaced horses as the preferred form of transportation, and by 1920, experts in the U.S. announced that cars had finally outnumbered horses and buggies on the roads.



Card © avantipress.com • Detroit, Michigan



206677 Knock 'em all down... and knock a few back! Happy Birthday Indiana



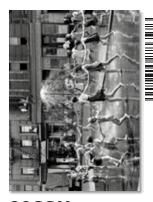
206676
Old enough to know better... too fun to care!
Happy Birthday
California



206675
A Big Bold Brassy
HAPPY BIRTHDAY to You!
California



206674 NEW
Good friends make you smile bigger, laugh louder, and live longer! Happy Birthday
New Mexico



Interior Image

206611 Wishing you a very Happy Birthday sprinkled with sun, fun, friends, and laughter!

New York



206608
Let the good times roll!
Happy Birthday
Location Unknown



206607 It's game time! Happy Birthday Massachusetts



206606
Wishing you smiles all year round!
Happy Birthday
Montana



206605 Lost count? Happy Birthday Washington



You rock!
Happy Birthday
Washington
QR Video Card



206601
You make me smile
a country mile!
Happy Birthday
Location Unknown



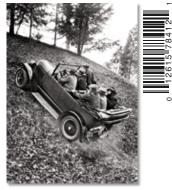
206438
Man does not live
by bread alone.
Happy Birthday
Michigan



Never too old to try something new. Happy Birthday

Washington, D.C.

QR Video Card



206436
Not over the hill yet!
Happy Birthday
Kentucky



206435 Let the good times roll! Happy Birthday New York

Interior Image



206434
At the top of your game!
Happy Birthday
Washington



Never a dull moment with you! Happy Birthday

QR Video Card



On track for a great year! Happy Birthday New York

Fold-Out • QR Video Card • \$4.95



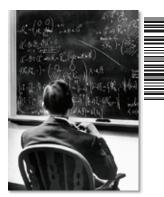
206383It's the biggest one yet!
Happy Birthday
California



206382
No fun ever came from following the rules!
Happy Birthday
Florida



206381 Wishing you an abundance of joy! Happy Birthday Arkansas



206358 Have you tried rounding down? Happy Birthday **New Jersey**



206357 Celebrate the 60s! Happy Birthday England



206355 They don't make 'em like they used to. Happy Birthday California



206353 Hope it's fun and fabulous ...just like you! Happy Birthday Washington, D.C.



206351 Make it a night you can't remember with people you can't forget! Happy Birthday Michigan



205186 Happy Bird-day! Cover: Pennsylvania Interior: New York Fold-Out • \$4.95





205184 You're so easy to shop for. Happy Birthday Texas



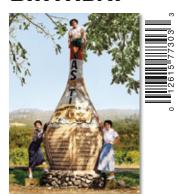
205178



...the adventure continues! Happy Birthday **North Carolina** Interior Image



204660 We only live once, but if we do it right, once is enough! Happy Birthday California



204658
Three cheers to a fabulous year!
Happy Birthday
California



204654 Cheers! Happy Birthday Location Unknown



204648This is big!
Happy Birthday
Tennessee



204646Still hell on wheels.
Happy Birthday
California



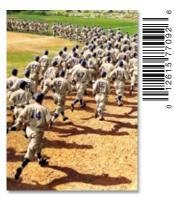
204644There's always room for cake!
Happy Birthday
Washington, D.C.



204642 Living the good life! Happy Birthday Michigan



204638
May your heart be filled with song and your glass always full!
Happy Birthday
New York



204556 They're starting to run together! Happy Birthday Florida



204554Bring down the house!
Happy Birthday
New York



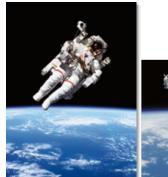
204552
Hope it's all smiles!
Happy Birthday
Pennsylvania



204550 Never grow up, never grow old! Happy Birthday Rhode Island



204490 Hope it's the sweetest! Happy Birthday Tennessee



Another trip around the sun!

QR Video Card • Interior Image

Happy Birthday

Space

204472 Hope it's a grand ole time! Happy Birthday Tennessee



204470 Keep laughing and you'll never grow old! Happy Birthday Michigan



204452 Cool since day one. Happy Birthday Louisiana



It's all about attitude. To me, age is just a number. - Rita Moreno Happy Birthday California



204448 Break out the confetti! Happy Birthday Michigan



204444 Every year the number gets bigger but the type gets smaller. Happy Birthday **New York**



204442 You're a showstopper! Happy Birthday **Location Unknown**

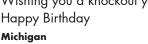


204398 What hill? Happy Birthday Washington



204386 Wishing you a knockout year! Happy Birthday Michigan





Fold-Out



204380 Let the good times roll! Happy Birthday New York



204378
Hold on for a
great year ahead!
Happy Birthday
California



204374
It's the biggest one yet!
Happy Birthday
South Dakota



204372
Wishing you a great year...
wrinkle-free!
Happy Birthday
West Virginia



204258
All data indicates
a great year ahead.
Happy Birthday
Massachusetts



204256 Good times are on tap! Happy Birthday Michigan



204254 Wish big! Happy Birthday Cover: Minnesota Interior: Wisconsin

Interior Image





204252Wishing you a Birthday that's simply divine!



204250Keep on rolling.
Happy Birthday
Tennessee



204248Good times, good friends!
Happy Birthday
Maryland



204128The 50s are the new 20s.
Happy Birthday
Connecticut





204126

Old enough to know better, too cool to care. Happy Birthday

Utah

Interior Image



204122 ...and many more! Happy Birthday California



204116 Strike up the band! Happy Birthday Australia



204114 Who's counting? Happy Birthday California



204106 What's the count? Happy Birthday Georgia



Hope it's another top-down, full-tank, open-road, fashionably fun year! Happy Birthday California

Interior Image



Wishing you the best time ever! Happy Birthday

Germany

QR Video Card



204002 You're one in a million! Happy Birthday California

Fold-Out









203998 You're today's special! Happy Birthday Michigan



203994
Just add vodka.
Happy Birthday
Location Unknown



203992
Wishing you a cold beer in one hand and a royal flush in the other.
Happy Birthday
Wisconsin



203988Wishing you the biggest, greatest, happiest, birthday ever!

Michigan

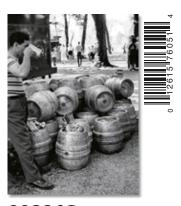


203952
A party without a cake is just a meeting. ~ Julia Child Happy Birthday

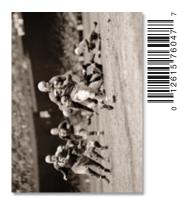
New York



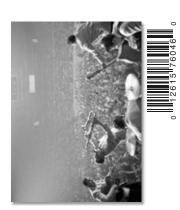
203950 Make a wish! Happy Birthday New Jersey



203946Happy Birthday... and many, many, many more! **Wisconsin**



203938
Wishing you a
championship year!
Happy Birthday
Michigan



203936Rock round the clock!
Happy Birthday
Pennsylvania



203934
Fun, fashionable, and a force to be reckoned with!
Happy Birthday
New Jersey



203858Still stopping traffic!
Happy Birthday
California



203856
Full steam ahead!
Happy Birthday
North Atlantic Ocean



203796 You rock the house! Happy Birthday **New York**



203780 Have the Happiest Birthday Ever! California



203728 If you obey all the rules, you miss all the fun! - Katharine Hepburn Happy Birthday Indiana



203726 There is no such thing as too much of a good thing. Happy Birthday Michigan



203670

"If I want to wang dang rock 'n' roll at 69 years old dressed up in an antebellum dress, it ain't nobody's business but mine!" - Cordell Jackson Never too old to rock 'n' roll! Happy Birthday

Tennessee



203640 Happy Birthday to one of the cool guys. Kansas



203638 Happy hour is whenever we want it to be. Happy Birthday Wyoming



203636 It's time for another round! Happy Birthday **New York**



203630 No signs of slowing down! Happy Birthday Pennsylvania



203512 Happy Birthday with a cherry on top! Michigan



203504 Keep your cards close and your friends closer! Happy Birthday Connecticut



203502 Living fast and looking fabulous! Happy Birthday New York



203498 Those candles aren't going to put themselves out! Happy Birthday California



203496 Drinks are on me! Happy Birthday California Interior Image





203434 One Bourbon, One Scotch, One Beer! Happy Birthday Michigan



203430 Fabulous forever! Happy Birthday **New Jersey**



203428 Hang on for a great year ahead! Happy Birthday Texas



203424 The sky's the limit! Happy Birthday **Location Unknown**



203418 Hope it's barrels of fun! Happy Birthday Massachusetts



203328 Cheers to great friends and good times! Happy Birthday Wisconsin



203326 Never a dull moment with you! Happy Birthday California **Interior Image**







203320 You're in a league all your own! Happy Birthday Florida



203318
It's just a number.
Happy Birthday
California
Interior Image



to the section of the

203238
Can't take you anywhere...
without having fun!
Happy Birthday
California



203236
Drive it like you stole it!
Happy Birthday
Unknown



203234
You're the best!
Happy Birthday
Texas



203232Take it slow and easy.
Happy Birthday
Texas



203230
Hope it's the sweetest ever!
Happy Birthday
Illinois



203228Wishing you the very
Happiest Birthday ever! **Michigan**



203164
It's all about maintenance!
Happy Birthday
California



203162
You are beauty,
strength, and grace.
Happy Birthday
New York



203156 Hip, Hip, Hooray! Happy Birthday New Hampshire



202984Life is short... Buy the shoes!
Happy Birthday
Florida



202966They're really stacking up!
Happy Birthday
Michigan



202938
Don't feel so bad –
the universe is 14 billion
years old. Happy Birthday
Washington, D.C.



202934Happy Birthday and all that jazz!
California



202900Wishing you a year filled with laughter!
Happy Birthday
Location Unknown



202898
A bad day of fishing is better than a good day at work.
Happy Birthday
Wyoming



202894Fabulous is forever!
Happy Birthday
California



202892
To another year of great adventures!
Happy Birthday
Wyoming



202888 Giddy up! Happy Birthday Location Unknown



202886 Happy Birthday to a man of steel New York



202884 Show 'em how it's done! Happy Birthday California



202874Hope it's exhilarating, uplifting, thrilling, and over-the-top!
Happy Birthday
Pennsylvania

BIRTHDAY ROMANTIC



204260Never a dull moment with you! Happy Birthday **Washington**



203506 You're the one for me! Happy Birthday Maryland

BIRTHDAY BELATED



203956 I can explain. Happy Belated Birthday Alaska

FRIENDSHIP



206748So glad we're on this crazy ride together!

Illinois



205162Fashions come and go, but friends are forever!

Wyoming



204446Been thinking about you!
New York



204264
Miles apart, but close at heart
Wyoming

Interior Image



204148 Hello! Location Unknown



204142Together we can do anything.
Location Unknown



204004Show 'em how it's done!
California

FRIENDSHIP



203978 Hay there! Michigan



203944 Cheers to good friends and great times! **New Jersey**



203794 Sending you a big wave!



203792 Thoughts of you sail by, and I smile. Michigan



203492 Just checking in... California



203490 Howdy! Pennsylvania



202958 Good friends are the best accessories! **New York**



202954 You can't buy happiness, but you can buy cupcakes, and that's kind of the same thing. New York



202948 Now that's how you use an iron! **New York**



202940 Good friends make for great adventures! Ohio



203982 It's electric! **New York**

ANNIVERSARY



206375 The secret to having it all is knowing you already do. Happy Anniversary

Florida



205154 A great love story. Happy Anniversary California



204538 It's not where you're going, it's who you're with. Happy Anniversary Pennsylvania



204150 Perfectly in step! Happy Anniversary **New York**



203850 The joy is in the journey. Happy Anniversary California



203784 The best is yet to come. Happy Anniversary Michigan



203478 What a crazy, wonderful ride! Happy Anniversary California



203148 To another year of happily ever after. Happy Anniversary California

OUR ANNIVERSARY



205156 I love us. Happy Anniversary Colorado



Interior Image

204464 Nobody I'd rather be up the creek with! Happy Anniversary Wisconsin



203948 You are my rock. Happy Anniversary **New York**



OUR ANNIVERSARY



203510 I love you to the moon and back. Happy Anniversary Michigan



202918
My favorite place
is always with you.
Happy Anniversary
New York



202870I'll hold your hand forever.
Happy Anniversary
California



WEDDING

204544Wishing you a lifetime of love and happiness
New York

NEW BABY



206347
Let there be peace...
and quiet!
Congratulations
New York



204476
So much love from head to toes!
Congratulations
New York



Congratulations on the little bundle of joy!

New York





203416
Nice move!
Congratulations
on your new home
California

CONGRATULATIONS



206685
A big shout-out to you!
Washington



206376 And the crowd goes wild! Michigan



203664
Standing ovation!
Location Unknown



202910 Don't just fly - soar! Florida

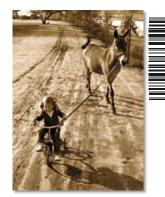
MOVING ON



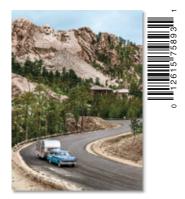
204356
Good luck on the road ahead!
California



204266Onward and upward!
Ohio



203942
Best of luck on the road ahead!
California



203868
Best wishes on the road ahead!
South Dakota

RETIREMENT



203486Best of luck on the adventure ahead!
Florida



206686Hope it's a blast...
Enjoy your Retirement!
New York



206377
Enjoy all that new free time!
Happy Retirement
Georgia

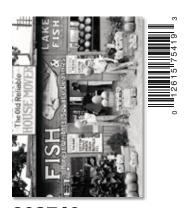


206348
Time to hang it up!
Happy Retirement
New York

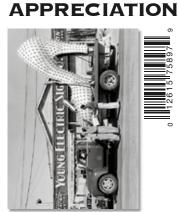
203984

No hurries, no worries!
Wishing you a Happy Retirement
Arizona

QR Video Card



203740Enjoy the fruits of your labor!
Happy Retirement
Alabama



203876No one could ever fill your shoes!

Nevada

THANK YOU



206750 NEW
Here you are, filed under
"Wonderful!" Thank you
Massachusetts



206687 Infinite thanks! California



204542
You made me smile
a country mile!
Thank you
South Carolina



204358
Behold my mighty thanks!
Utah



AMERICA

ON FILE

Cambridge, Massachusetts • January 5, 1953

An employee at Harvard searches for a file as part of a LIFE magazine article on the university's Advanced Management Program. This scene was captured by world-renowned photographer Gordon Parks, a prolific visual storyteller who documented everything from the American farmer to the civil rights movement to the world of fashion. Launched in 1945 for the Graduate School of Business Administration, this innovative management program provides high-level professional training for company executives as well as military veterans from all over the country. In this image we also see one of the greatest early inventions of an efficiently run business: the vertical filing cabinet system, which since 1898 transformed the way we store and retrieve information.

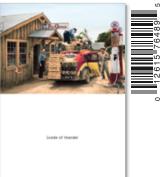


© TI Gotham Inc. Photo: Gordon Parks Card © **avantipress.com** • Detroit, Michigan

THANK YOU



204270 Loads of thanks! New Mexico Interior Image



203872
Can't say it loud enough:
Thank You!
New York



203870A note of many thanks! **Michigan**



203790 Thanks! Michigan



202846Thanks a whole bunch!
Pennsylvania



202842Mighty big thanks **Arizona**

ENCOURAGEMENT



206609
Hang in there!
New York



Hang in there!
Location Unknown
QR Video Card



205160Whoever said girls aren't tough never met you!

New York



204368Sending a little bear hug your way...
Alaska

ENCOURAGEMENT



203880 We all get by with a little help from our friends. Wisconsin



203738 You can do it. Tennessee



HOPE



203658 Together, anything



is possible.

New Mexico



203484 Wishing you clear skies ahead Italy



202978 Just above the clouds, the sun is always shining. Ohio



202856 "Believe you can, and you're halfway there." - Teddy Roosevelt Idaho

SUPPORT



206326 You've got this California



202932 Wishing you peace and strength. Utah



202860 Every day is a new day Washington, D.C.



206745 **NEW** Hope you feel souper soon Washington, D.C.



Hope you're on the road to recovery. Washington, D.C.

FEEL BETTER



204268 You'll be back on track in no time Maryland



204134Wishing you clear skies ahead. Feel Better Soon



203488
Laughter is the best medicine... but so is medicine. Feel Better Soon
New York



SYMPATHY

204480 Wishing you peace and strength.

204146 Wishing you peace and strength during this difficult time.

this diffic



204140Reflecting on a life well-lived. **Maryland**



206746 NEW
Sometimes the smallest things take up the most room in your heart.
Philippines



204474

"Uncommon valor was a common virtue."

- Admiral Chester W. Nimitz

Cover: Iwo Jima Interior: Virgina

Interior Image



204262

"It is not in numbers, but in unity, that our great strength lies." – Thomas Paine

New Jersey



203974

"There ain't a man livin' who hasn't talked to his dog."

- Hank Williams

Nebraska

BLANK WITH QUOTE



203662"What lies behind us and what lies before us are tiny matters compared to what lies within us" - Ralph Waldo Emerson

North Atlantic Ocean

202946
"The most effective way
to do it is to do it."
- Amelia Earhart
Northern Ireland

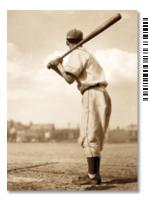
BLANK INSIDE



206684 California



204664 Washington, D.C.



204354 Pennsylvania



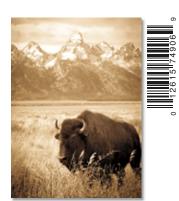
204144 California



204130 New York



203976 Niagara Falls



203482 Wyoming



202572 South Dakota



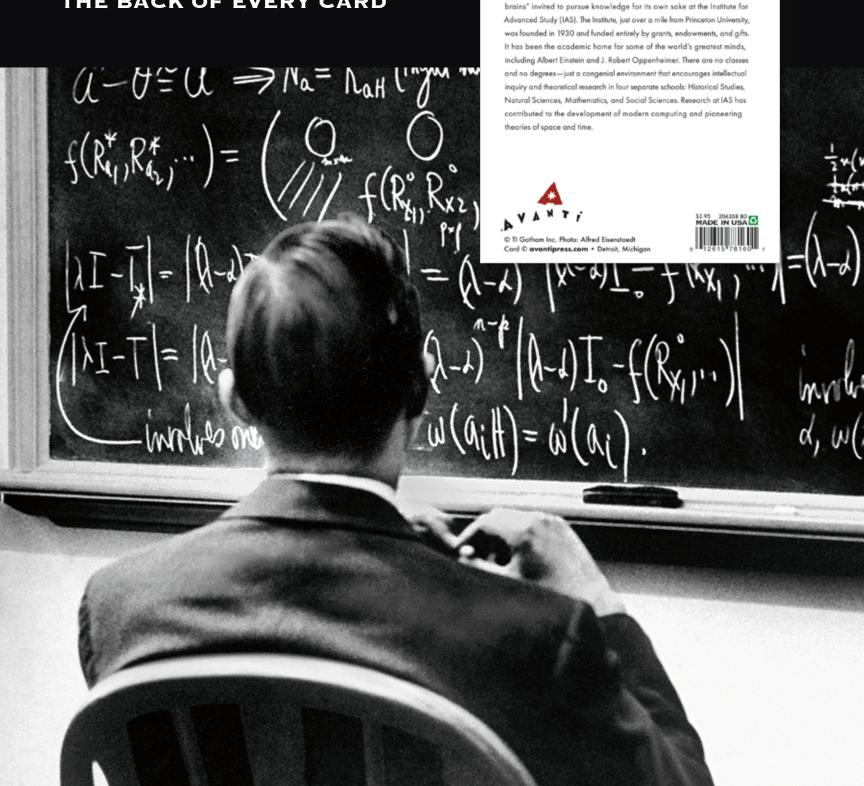
202566 New York



202548 Washington



A LITTLE HISTORY ON THE BACK OF EVERY CARD



AMERICA

Institute for Advanced Study, Princeton, New Jersey • 1947

Quietly contemplating a blackboard filled with a complex array of algebraic equations is mathematician Richard D. Shafer, PhD, one of the many "big

GREAT MINDS