



BRILLIANTLY BRAVE



WHOLESALE CATALOGUE
JANUARY 2025

Scotland's Trade Fair | Speciality Food & Drink Spring Show





Welcome to Brilliantly Brave

Picture a greeting card publisher that gives away all its profits. Not a percentage, not a portion - every single penny. It's the kind of business model that would make most accountants break out in hives. Yet somehow, wonderfully, it works.

We create beautifully designed cards that do more than just look good on shelves - they actively fund mental health support in communities. Think of it as a kind of care multiplication: every time someone sends one of our cards to show they care, they're simultaneously helping fund counselling sessions, support groups, and mental health training for people they'll never meet.

"But why give away all the profits?" we hear you ask. Well, here's the thing: there's a crisis in mental health funding, and sometimes the most logical response to a problem is to do something that sounds completely illogical. Like creating a profitable business specifically designed not to keep its profits.



Industry Recognition

A business barely six months old and gives away all its profits secured six nominations at the greeting card industry's equivalent of the Oscars. The Henries saw over 13K cards submitted by more than 300 publishers, many with decades of experience and marketing budgets that probably exceed our entire revenue. Yet our 'Gratitude Galore' range made it to the final six in 'Best Contemporary Trend'.

Our Impact

In our first few months of operation, Brilliantly Brave has made a significant impact:

- Provided 25 one-to-one Coaching Sessions.
- Multiple 16 Person, two day Mental Health First Aid Courses.
- Facilitated two monthly menopause support groups across two towns, creating safe spaces for connection and empowerment.
- Helped establish an LGBTQ+ Community Drop-in, fostering a sense of belonging and inclusivity.
- Donated £500 to the Lossiemouth Mental Health Peer-support group.

Get in touch

If you'd like to become a stockist, or just want to find out more, please get in touch.

Email: info@brilliantlybrave.co.uk

Website: www.brilliantlybrave.co.uk

Facebook: [brilliantlybrave](https://www.facebook.com/brilliantlybrave)

Instagram: [brilliantly.brave](https://www.instagram.com/brilliantly.brave)

Contents

NEW RANGE Flourish & Thrive	04	Bobcut Boosts	04
NEW RANGE Tartan Pop	06	Cheerful Chapters	06
NEW RANGE Strength in Numbers	08	Woolly Wisdom	08
Gratitude Galore	10	Benevolent Blooms	10
Positive Posies	12	Christmas : Festive Friends	12
Beastie Besties	14	Terms & Conditions	14
Tartan Embrace	16	Licensing with This is Iris	16

NEW
LAUNCHING @
Scotland's Trade Fair
SPRING 2025



Flourish & Thrive

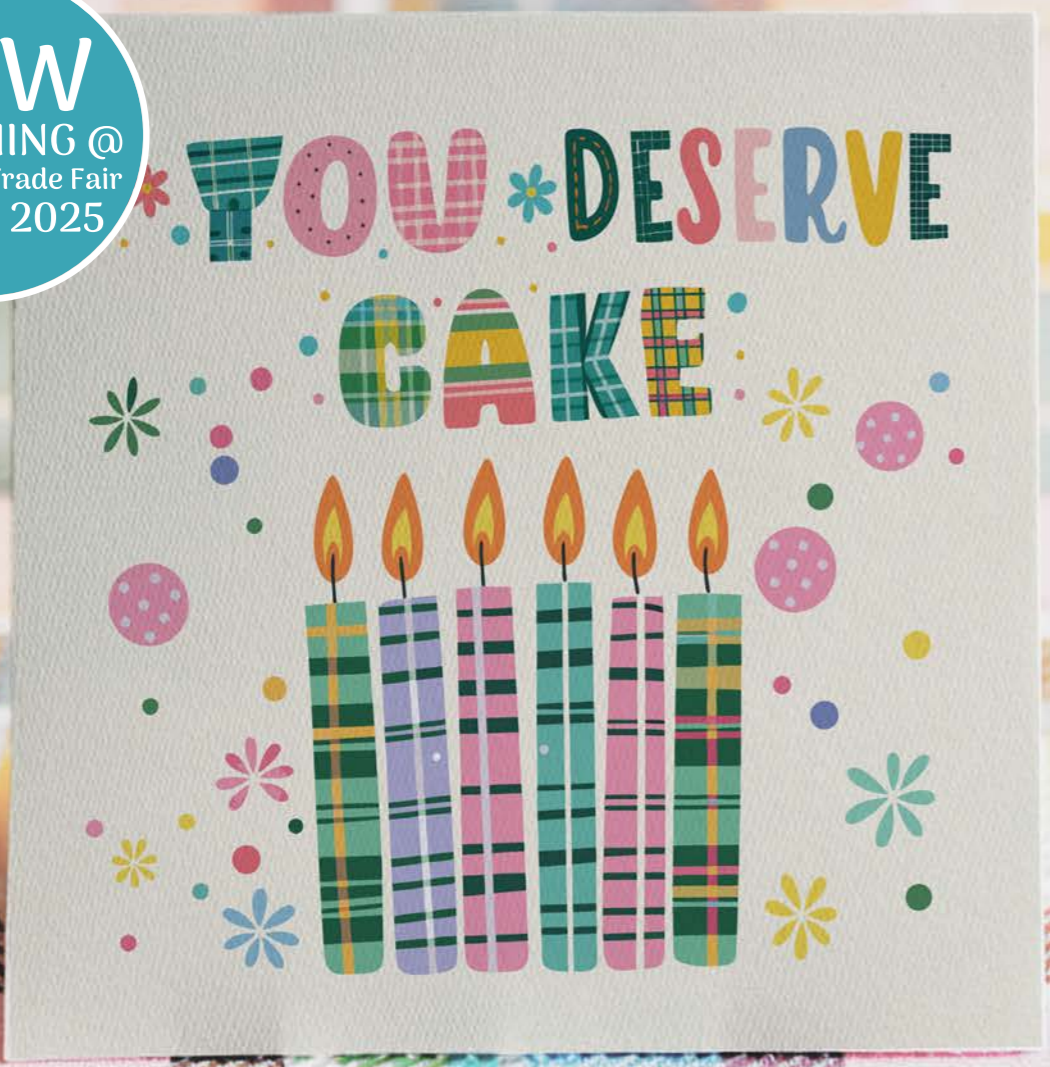


Personal growth is rather like a garden - sometimes it flourishes, sometimes it needs a bit of extra care, and sometimes you just need someone to celebrate your blooms. Our Flourish & Thrive range is designed for exactly those moments. Each card is a burst of vibrant encouragement, combining bold typography with messages that remind us that every flower grows at its own perfect pace.

100% of the profit from these cards funds mental wellbeing initiatives in the community transforming well-wishes into wellbeing



NEW
LAUNCHING @
Scotland's Trade Fair
SPRING 2025



TARTAN POP!



Tartan Pop is a vibrant and contemporary range of greeting cards that puts a fresh, playful twist on traditional Scottish tartan patterns. This collection features a striking blend of bold, modernised tartan designs with uplifting messages and cheerful imagery. Each card is a celebration of color, positivity, and Scottish heritage reimagined for today.



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BOARD QUALITIES




NEW
LAUNCHING @
Scotland's Trade Fair
SPRING 2025



STRENGTH IN NUMBERS

Ever noticed how we use numbers to measure the unmeasurable? We give perfect tens, celebrate complete one-eighties, and tell people they're one in a million - not because we've done the math, but because numbers help us express what matters most. Our Strength in Numbers range celebrates these numerical expressions of emotion, turning familiar figures into joyful messages of support. Each card proves that while you can't calculate caring, you can certainly count on it to make someone's day.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Fedrigoni Tintoretto Gesso 300gsm	Launch Date	January 2025

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STR1
1 Wonderful You



STR2
3 Cheers



STR3
9.9 Practically Perfect



STR4
10 out of 10



STR5
42 You're the Answer



STR6
52 Weeks



STR7
180 Degrees



STR8
365 Days of Growth



STR9
404 Awesome



STR10
999 Brilliance



STR11
20/20



STR12
8760 Hours



GRATITUDE GALORE

Think about the last time someone truly helped you out. Not just the polite 'thanks' kind of help, but the 'I wouldn't be here without you' variety. That's what Gratitude Galore is all about. Each card in this range is designed to express the kind of thank you that usually gets stuck somewhere between your heart and your mouth. These cards help capture those moments when 'thank you' feels like an understatement, but it's all we've got to work with. Because sometimes the biggest acts of kindness deserve more than just a quick text message.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Fedrigoni Tintoretto Gesso 300gsm	Launch Date	June 2024
Envelope	Poppy (Recycled)	The Henries	Finalist: Contemporary Trend

BOARD QUALITIES



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GRG1
You Are My Sunshine



GRG2
Lending a Hand



GRG3
Being Awesome



GRG4
You're My Champion



GRG5
Shining Star



GRG6
Support is a Gift



GRG7
Complete the Picture



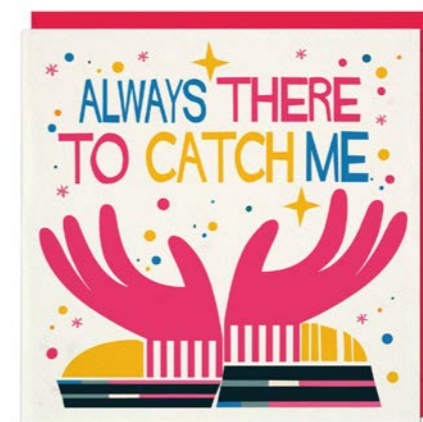
GRG8
Learn to Fly



GRG9
Rainbow after the Storm



GRG10
Winning Team



GRG11
There to Catch Me



GRG12
Part of my Journey



Positive Posies

Ever noticed how we use flowers to express almost every human emotion? Joy, love, sympathy, celebration - somehow these clever little plants have become our emotional ambassadors. Our Positive Posies range takes this peculiarly human habit and turns it into something rather wonderful. Each card features stylised blooms that do more than just look pretty - they speak to the heart. From gently encouraging 'Grow with the Flow' to the wonderfully cheeky 'Bee-lieve in Yourself', these aren't just flower cards - they're little paper gardens of hope. Perfect for those moments when someone needs reminding that even the tiniest seed can bloom into something magnificent.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Fedrigoni Tintoretto Gesso 300gsm	Launch Date	June 2024
Envelope	Poppy (Recycled)	The Henries	Shortlisted: Contemporary Trend

BOARD QUALITIES



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POS1
Grow with the Flow



POS2
Bloomin Great



POS3
Blossoming Beautifully



POS4
Keep Calm & Daisy On



POS5
Grow Through It



POS6
I'm Rooting for You



POS7
Nurture Your Dreams



POS8
Fly High Butterfly



POS9
Let Your Dreams Flower



POS10
Flourish in Your Own Time



POS11
Hang in There



POS12
Bee-lieve in Yourself



BEASTIE BESTIES

Here's a curious thing: men are brilliant at supporting each other, but terrible at saying so. It's a peculiar paradox - the more something matters to a man, the less likely he is to find the words for it. Our Beastie Besties range solves this emotional conundrum by letting animals do the heavy lifting. Each card features a carefully chosen creature that says what most men can't - or won't - put into words. Think of it as emotional outsourcing through the animal kingdom. Lions for courage, bears for strength, foxes for wisdom - because sometimes it's easier to send a badger or a bear to deliver your message of support than to awkwardly mumble it yourself.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Fedrigoni Tintoretto Gesso 300gsm	Launch Date	June 2024
Envelope	Various (Recycled)	The Henries	Shortlisted: Male Range

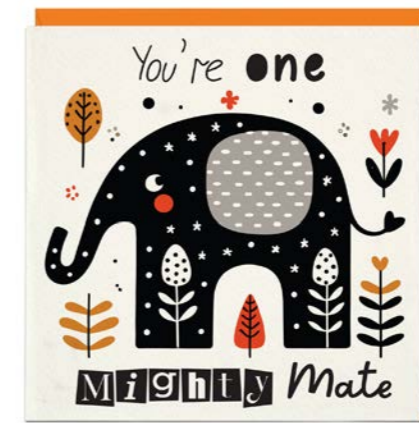
BOARD QUALITIES



100% of the profit from these cards funds mental wellbeing initiatives in the community transforming well-wishes into wellbeing



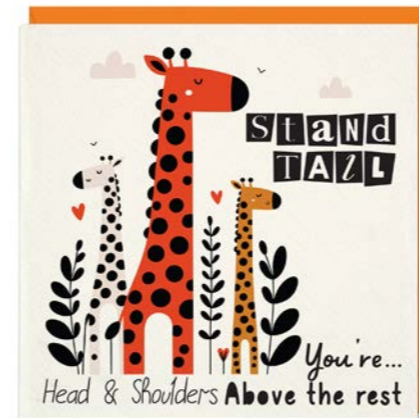
BEB1
Bear-illiant



BEB2
Mighty Mate



BEB3
Out Fox Life



BEB4
Stand Tall



BEB5
Prime Mate, Mate



BEB6
Koala-ty



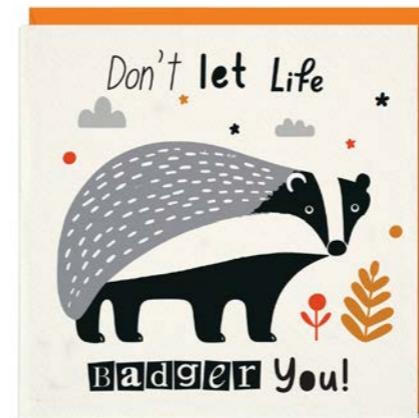
BEB7
Mane Man



BEB8
Panda-stic



BEB9
Hang in There



BEB10
Badger You



BEB11
Stag-nificent



BEB12
Zebr-amazing



Tartan Embrace

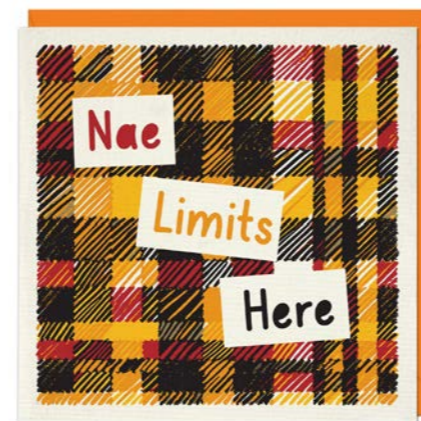
Tartan Embrace is a greeting card range that combines the rebellious spirit of punk with the timeless tradition of Scottish tartan. Designed predominantly for men, these cards feature contemporary twists on classic tartan patterns, using vibrant colours and loose, marker-pen-inspired strokes to create a striking visual impact that's both modern and meaningful. Each card in the Tartan Embrace range showcases a different tartan pattern and a distinctly Scottish message that's infused with wit, charm, and a touch of punk attitude. These cards offer a fresh and bold way to express support, encouragement, and admiration for the men in your life.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Fedrigoni Tintoretto Gesso 300gsm	Launch Date	June 2024
Envelope	Various (Recycled)		



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BOARD QUALITIES



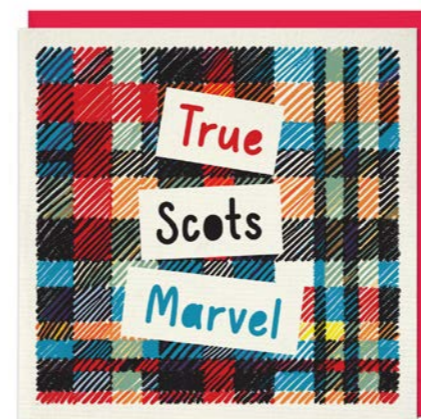
TAR1
Nae Limits Here



TAR2
Forge Yer Path



TAR3
Pure Dead Brilliant



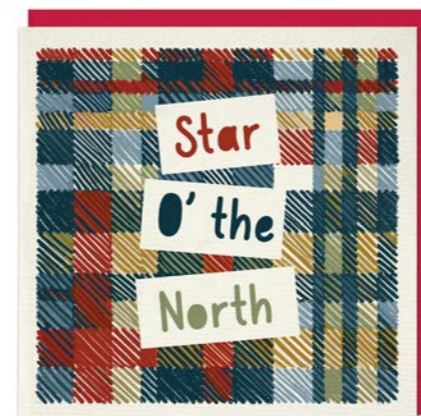
TAR4
True Scots Marvel



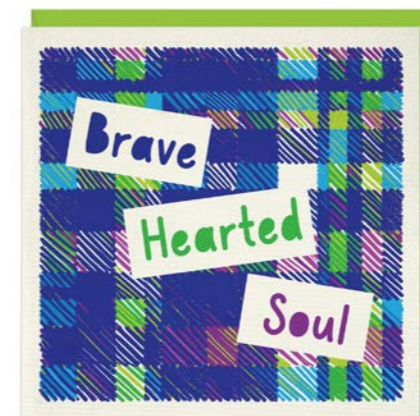
TAR5
Braw Beyond Measure



TAR6
Bonnie and Bold



TAR7
Star O'the North



TAR8
Brave Hearted Soul



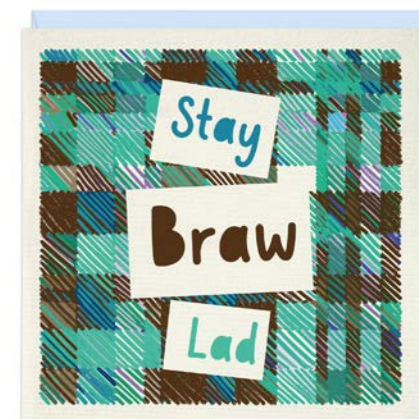
TAR9
Blether on Bud



TAR10
Dream Big Pal



TAR11
Yer a Star



TAR12
Stay Braw Lad



BOBCUT BOOSTS

Ever wondered why the most interesting people often have the most interesting haircuts? It's no coincidence that changing your hair is often the first step in changing your life. Our Bobcut Boosts range celebrates that wonderfully human connection between self-expression and self-discovery. These cards are about (but not just about ADHD) - they're about embracing the beautiful chaos of being brilliantly different, about finding your own rhythm in a world that sometimes feels like it's playing the wrong song. Each card features a bold character with a geometric bob haircut, because sometimes the best way to face the world is with a hairstyle that means business.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Fedrigoni Tintoretto Gesso 300gsm	Launch Date	February 2024
Envelope	Various (Recycled)	The Henries	Shortlisted: Diversity & Inclusion



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BOARD QUALITIES



SAS1 Masterpiece



SAS2 Answers



SAS3 The Magic Happens



SAS4 Discolicious



SAS5 Enjoy Life's Journey



SAS6 You're Not Alone



SAS7 Multitasking



SAS8 Spoiler Alert



SAS9 Best Bloom



SAS10 Shine On



SAS11 Just Because



SAS12 Fabulous Unicorn



IN THE ORCHESTRA OF LIFE



YOU'RE THE JAZZ SOLO

CHEERFUL CHAPTERS

Remember those old storybooks that somehow made everything feel like it would turn out alright in the end? The ones with illustrations that seemed to hold more magic than the stories themselves? Our Cheerful Chapters range captures that same wonderful optimism. These aren't just greeting cards - they're little paper time machines back to when illustrations had soul and every story had hope, no matter how tricky the middle bits got. Because sometimes the best way forward is to borrow a little wisdom from the past, especially the kind that comes with charming illustrations and the quiet confidence that everything will work out in the end.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Fedrigoni Tintoretto Gesso 300gsm	Launch Date	February 2024
Envelope	Various (Recycled)	The Henries	Shortlisted: Cute Range

BOARD QUALITIES



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COF1
Just Because



COF2
The View Is Worth It



COF3
High Five



COF4
Shine On



COF5
It's OK



COF6
Disco Ball



COF7
Masterpiece



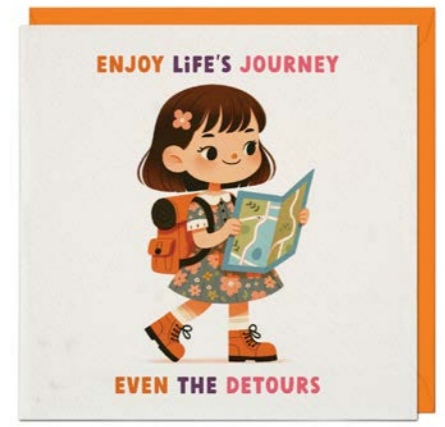
COF8
I Checked



COF9
Spoiler Alert



COF10
Jazz Solo



COF11
Life's Journey



COF12
Multitasking Majestically



I'm here for you when times are Ruff

Woolly Wisdom

There's something wonderfully honest about handknitted animals. They're perfectly imperfect, just like us - each one slightly different, each with their own personality born from the gentle mistakes that make them unique. Our Woolly Wisdom range celebrates this charming authenticity. Each character has been lovingly crafted into existence, photographed looking their slightly wonky best, and paired with the kind of pun that makes you groan and grin at the same time. From our colour-confident peacock to our supportive owl duo, these aren't just cards - they're warm hugs in card form, complete with the kind of wisdom that only comes from embracing your own perfectly imperfect nature.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Invercote G White 300gsm	Launch Date	February 2024
Envelope	Orange (Recycled)	The Henries	Shortlisted: Photographic Range

BOARD QUALITIES



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Show your true colours with pride

WOW1
True Colours



Courage comes in many sizes

WOW2
The Size of Courage



Together we can weather any storm

WOW3
Together We Can



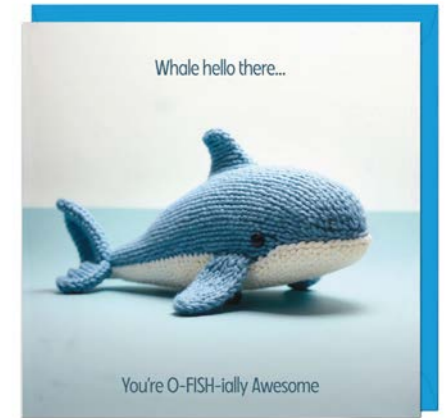
Being a little different is Zebr-AMAZING!

WOW4
Zebr-Amazing



Stay Cool and Go with the Floe!

WOW5
Go with the Floe



Whale hello there...

You're O-FISH-ially Awesome

WOW6
O-fish-ially Awesome



I'm here for you when times are Ruff

WOW7
When Times Are Ruff



You can Re-Lion me

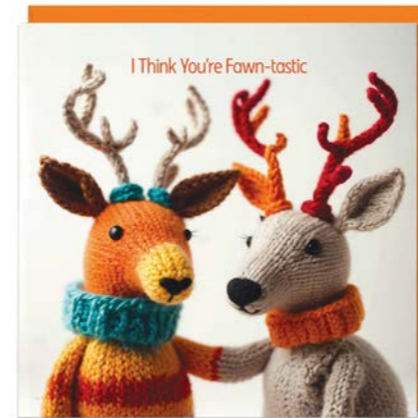
WOW8
Re-Lion Me



I Think Ewe are Baa-riliant!

Thanks, Ewe are Baa-mazing!

WOW9
Baa-riliant



I Think You're Fawn-tastic

WOW10
Fawntastic



You're neigh-ver alone
What a Lovely Giraffirmation

WOW11
Giraffirmation



Owl-ways Remember

Ewe've Got This!

WOW12
Owl-ways Remember



BENEVOLENT BLOOMS

When the world is all instant messages and digital stickers, there's something rather magical about sending someone actual flowers. But here's the curious thing - while real blooms fade, the sentiment behind them only grows stronger with time. Our Benevolent Blooms range takes that magic and makes it last longer than any bouquet. These aren't just floral cards - they're permanent gardens of encouragement, carefully cultivated to bloom exactly when someone needs them most. These aren't just pretty pictures of flowers - they're emotional time capsules designed to keep on blooming year after year.

Cards in Range	12	Trade Price	POA
Size	150 x 150mm	Unit Price (6)	POA
Board	Fedrigoni Tintoretto Gesso 300gsm	Launch Date	February 2024
Envelope	Various (Recycled)		



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BOARD QUALITIES



BRF1
Dream Dare Do



BRF2
You've Got This



BRF3
You Are Awesome



BRF4
You Bring Joy



BRF5
Love Your Life



BRF6
Tell Your Tale



BRF7
Oh Wonderful You



BRF8
Yes You Can



BRF9
Here For You



BRF10
Got Your Back



BRF11
Totally Amazing You



BRF12
You're Bloomin' Great



FFR1
It Would be Sweet



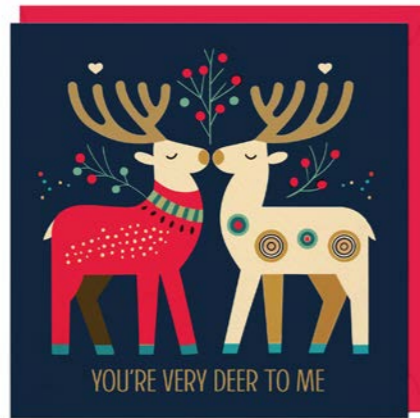
FFR2
Together This Christmas



FFR3
Hearts Beat Merrier



FFR4
Best Present



FFR5
You're Very Deer to Me



FFR6
Lets Perch Together



FFR7
Side by Side



FFR8
The Best Gift



FFR
Card Back



Christmas : Festive Friends

December is odd. It's supposedly the most wonderful time of the year, yet it's when loneliness can feel loudest and most persistent. Perhaps it's all those songs about togetherness, or the endless adverts showing perfect family gatherings. Our Festive Friends range tackles this peculiar paradox head-on, acknowledging that sometimes the season of joy needs a little help living up to its reputation. These aren't just Christmas cards - they're paper invitations to connection when it matters most, gentle reminders that nobody should feel alone during the festivities.

TRADE PRICE: POA | UNIT PRICE (6) POA | SIZE: 150 x 150mm | BOARD: 300GSM FSC CERTIFIED
ENVELOPE : POPPY RECYCLABLE | RANGE: FESTIVE FRIENDS | NUMBER OF CARDS IN RANGE: 8 | LAUNCH DATE: JUN 2024

Terms & Conditions

We've tried to keep these as simple, straightforward and easy as possible.

- We've got minimum orders of £72
- If you're ordering online the system is set up so that your basket must amount to £72 or more for it to complete checkout
- Cards are ordered in multiples of 6 (because we're working a "zero waste/zero stock" model, everything is printed to order...and our printer has to do them in 6's)
- We've tried to make delivery costs as reasonable as possible by splitting the cost between us and customers. So, it's £7 delivery, with free carriage for any orders over £120.
- Cards are sent straight from the printer using Fed-Ex. Lead time is usually around 8 days but, this depends on how busy the printers are (they get inundated around Spring Fair and PGLive, so it may add a few days)
- As we're just starting out we prefer Pro-forma ("pay in advance") on initial orders, and then 30 day invoices after that. So, when you place your order we'll raise an invoice and as soon as it's paid place the order with the printers. If that's not possible just let us know.

How to Order?



You can order in person at any of the trade fairs we attend: Keep an eye on our social media accounts for details of where we'll be next.

Alternatively you can drop us an email at info@brilliantlybrave.co.uk



However most retailers prefer to order online. We have a trade only website, but we will need to register you on the site. Either contact us at info@brilliantlybrave.co.uk or fill out the online form at <https://greenribbons.co.uk/brilliantlybrave/trade-registration/>

Trade Registration



Facebook



Instagram



More than cards...

What if greeting cards were just the beginning? That's the question that led us to Sarah Lawrence and This is Iris, a licensing agency that immediately understood something special about Brilliantly Brave - we're not just creating products, we're creating possibilities.

Licensing is a sort of magical multiplication. Every time our designs appear on a new product - whether it's a journal for capturing thoughts, a cushion for comfort, or a mug for contemplative tea moments - it creates another stream of support for mental health initiatives. It's a bit like turning one good idea into dozens of helpful ones.

The Beautiful Bit? Every licensed product follows our founding principle - 100% of our profits go straight into funding mental health initiatives. Sarah and the This is Iris team are helping us transform Brilliantly Brave from a greeting card company into something more - a movement that turns everyday purchases into extraordinary support.

thisisiris
LICENSING

Website : <https://thisisiris.uk/>
<https://thisisiris.uk/brilliantly-brave/>
Email : hello@thisisiris.co.uk

BRILLIANTLY BRAVE

CARDS WITH A CAUSE: UPLIFTING SPIRITS, EMPOWERING MINDS

Brilliantly Brave is a purpose-driven greeting card company based in Moray, Scotland, founded by Jean Pryde - a highly respected mental health professional with over 20 years experience in the field - and Stuart Cox - the designer behind the successful "I Like Birds" brand, bringing over a decade of experience in the greeting card industry.

We create beautifully designed cards that celebrate diversity, promote mental wellbeing, and directly fund community mental health initiatives. By donating our profits to provide free mental health training, coaching, and peer support, we're turning every thoughtful message sent into a powerful investment in individual and community resilience. We are proud to be part of a growing movement of people who believe in the importance of mental health, the power of human connection, and the potential for business to create positive social change. Learn more at brilliantlybrave.co.uk



FOR MORE INFORMATION INFO@GREENRIBBONS.CO.UK