



Punchbowl introduces new Digital Greeting Cards service

At long last, new technology brings to life a suitable alternative to paper greeting cards

Framingham, Mass. (PRWEB) September 12, 2011 –Today, Punchbowl launched Digital Greeting Cards, a new service that offers the ability to send thoughtful well-wishes online that have the look and feel of a traditional paper greeting card.

Digital Greeting Cards is a suitable alternative to traditional paper greeting cards complete with attractive folded designs, matching envelopes, realistic postmarks, and the complete mail-opening experience. The cards can be personalized with accents such as envelope liners, custom postage, and rubber stamps. Digital Greeting Cards eliminates the need to visit a store, find a physical mailing address, and purchase postage stamps. It's a more convenient way to express important feelings to those you care about the most.

"In the past few years, we've seen the dramatic shift from paper to digital in books, newspapers, and magazines," said Matt Douglas, CEO, Punchbowl. "Digital Greeting Cards is the next chapter in the evolution from paper to digital."

Highlights of Digital Greeting Cards include:

- Hundreds of free designs, organized like the greeting card aisle
- Greeting cards that have the look and feel of paper cards
- Card delivery that replicates the act of receiving and opening a paper card
- Inks, fonts, and text controls to easily write a heartfelt message
- Custom accents such as envelope liners, rubber stamps, and postage stamps

"When I saw the new Digital Greeting Cards, I couldn't believe how much they resemble paper cards," said Adrienne Donohue, Punchbowl user. "For most occasions, I'm going to make the switch from paper cards to digital."

In conjunction with the new product launch, Punchbowl has also unveiled DigitalGreetingCard.org, a new site for the digital greeting card industry. The site aims to spur conversation about the impact paper greeting cards have on our society, culture, and environment. Consumers can visit the site to declare their independence from paper greeting cards and ask their friends to do the same. For more information, visit <http://www.digitalgreetingcard.org>

Digital Greeting Cards fills a gap between paper cards and eCards. Traditionally, paper cards have been reserved for more meaningful, milestone events while free eCards have been seen as a way to send a casual, fun greeting for lighthearted occasions.

To explore the new Digital Greeting Cards service, visit: <http://www.punchbowl.com/ecards>

About Punchbowl, Inc.

Punchbowl is the company behind the critically acclaimed website Punchbowl.com, the one-stop site that helps smart moms and savvy professionals celebrate special occasions, milestone events, and holidays. Punchbowl offers a modern, effortless way to plan an unforgettable celebration with start to finish party planning. In addition, the site offers digital greeting cards that have the look and feel of a traditional paper card. Founded by software and user interface experts Matt Douglas and Sean Conta, the company is located in Framingham, MA and is backed by Contour Venture Partners and Intel Capital. To learn more, visit <http://www.punchbowl.com/corporate>