

## Floral Notecards Line Launched by Wordpix

*The blank-inside 4x5 notecards highlight the floral photography of writer/photographer Peggi Ridgway, a grandmother and small business owner*

April 17, 2013 (FPRC) -- Wordpix Solutions launched the website [www.MyFloralNotecards.com](http://www.MyFloralNotecards.com) to promote a line of 50 floral photographs taken by its founder and manager Peggi Ridgway. The cards feature selected photos from Ridgway's extensive floral portfolio, assembled while writing articles and managing websites for floral industry customers.

Designed by Tulsa, Oklahoma-based Wordpix Solutions, the floral notecards are 100 percent "made in the USA." They are 4.25 X 5.5" horizontal format printed on highest quality paper by Quantum Printing, Tulsa.

This venture is outside the usual type of projects for this small mom-and-pop company. Since 1995, Ridgway and her partner Earl Russell have developed websites and written, designed and produced newsletters and books. "Selling retail is exciting, and it's also a little frightening," Ridgway observes, saying there's "quite a learning curve to getting visibility for the website and lining up retailers to carry the cards."

Peggi Ridgway has a passion for handwriting and personal messages in lasting form, so she is pleased that her floral photography appears on blank-inside cards. "This encourages the sender to write a personal note or message." Most of the card designs are suitable for a variety of occasions, i.e. birthdays, get well, sympathy, wedding and "just thinking of you." Not wanting to take away from the floral business, Ridgway considers the cards "the next best thing to fresh flowers."

Since 1999, Ridgway's customer projects have included writing about floral designers, wholesalers and flower farmers. "I'm thrilled I can share a few of my favorite photos from these experiences with others who also enjoy the beauty and freshness of flowers."

The card backs display comments about the featured flowers, along with thumbnail photos of them. On the card website, floral trivia rotates on the home page and a guide to the meanings of flowers can be found under Floriography. A much published free lance writer/author, Ridgway also includes an article about the nearly lost art of handwriting personal notes and letters.

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Wordpix Solutions has provided creative design and writing services to the small business community since 1989 and website development and content management since 1995.

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