



Sagittarius - Even though there will be some ups and downs, the general positive attitude of the Sagittarian will keep everything looking bright. If things get difficult, do not be afraid to ask for help from those who have been there and done that; turning towards experience is the quickest way to learn. As you face down the troubles that enter in 2011, be ready to learn and grow. Doing the same old, same old isn't practical when you have the option of celebrating who you are through growth and change.

Publishing companies such as Tracey Russell and Belly Button Designs could really burst out and grow beyond the small house publisher tag this year. Tracey Russell has long been one of the most consistent card publishers in terms of bringing out great product. Belly Button on the other hand, has had three consistent hits and its last range, Chi-Chi has been greeted with universal acclaim, despite the fact that the company's catalogue does not do it justice. Indeed, all publishers must learn that sending out some physical samples of the product with the blurb is essential to whet a retailer's appetite.

Both Tracey Russell and Belly Button products excite me. I know exactly what they are about, yet at the same time I find they are still pushing the design boundaries and keep surprising me with something different as well.



Capricorn - Independence is the name of the game. You know what you want and have little patience waiting for others to give you permission to go get it. This year will be a nice rest from that struggle as the Capricorn 2011 yearly horoscope shows that the success you've earned will start to take hold. You might feel some social pressures due to your desire to spend quality time with yourself, so be certain to stay balanced.

Cardgains is certainly the independent's voice but I feel it needs to be even more so. The buying group does tremendous work for charity and brings a security to the retailers who it represents, but I do feel that sometimes it could do with being more



Top left: A Chi-Chi Father's Day card from Belly Button.
Above: Cyril Service - Cardgains' new mascot.
Below left: A Tracey Russell design.
Below right: Celebrity astrologer, Russell Grant.

focused on its members and less so on its suppliers. Cardgains' mission statement focuses on improving the margins for retailers so that they can maximise their profitability. This may be correct, but as an indie you cannot simply fill your shop with Cardgains' suppliers - and I believe that is why many retailers struggle. Being different will be the key to being truly successful in the years to come, so simply following a formula will not work. Cardgains should be there to enhance not hold a retailer's hand. It is up to the indie not Cardgains to find different product. The Cyril Service thing is admirable and the idea behind it is good but is it not a little contrived as well? Just a thought!



Aquarius - The Aquarian is known as a likable, friendly character that others admire. One of the traits that draws others to you is your advice, companionship and honesty. You say it like it is, but say it kindly. Plus, you'd never break a confidence just to dish out a secret.

A popular person, part of the Aquarian's appeal is that desire for independence. This can make you seem elusive and mysterious at times, which can make others feel like they never truly know you.

It's obvious that your interests lie in unravelling the mysteries of life. There are many people in the world and your interest lies in finding the ones who can talk out creative ideas. You don't need other people the way they need you, but you do crave their opinion. So which company fits best this horoscope's prediction?... Well the magazine that you are reading!

PG continues to strive to be that trusted friend who can help you widen your knowledge, and is there for you each month bringing advice on everything from new product to who is acquiring who.

I am proud to write for a magazine which does not duck asking the questions of the players in our industry that need to be asked. It is not there merely to product place but wants to make comments, and rewards and praises those who have done so much to drive our industry on.

In 2011 as we prepare for the austerity meltdown everyone is predicting, PG will again become very important to the success of your shop and mine. It has made card publishing and retailing a real event with PG Live, The Henries and The Retas awards, its charity work, Cardsharp column and the fun articles all adding to what is a great industry to work in.

So as Mystic Meg always says... maybe the cards will be lucky for yoooouuuuuu!

Any comments please contact David at: jppoizie@btconnect.com

