

Musselman's Online Publishing Announces the Expansion of its Custom Laminated Bookmarks Division

By Karen S Musselman

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Musselman's Online Publishing has changed the name of its bookmark company from Wedding Favor Bookmarks to All Occasion Custom Laminated Bookmarks as it continues to expand its designs and target market.

Mohrsville, PA - April 1, 2011 – Musselman's Online Publishing has continued to expand its line of custom laminated bookmarks since selling its former company, Low Budget Fairy Tale Weddings.

Realizing that laminated bookmarks can be used for any type of an event, from a baby announcement to honoring a loved one after death, Musselman's Online Publishing changed the name of its bookmark company from simply Wedding Favor Bookmarks to All Occasion Custom Laminated Bookmarks as it continues to expand its designs and target market.

"Most of our traffic is still women in their 40s and over, and that's fine," says Karen Musselman, owner of Musselman's Online Publishing and All Occasion Custom Laminated Bookmarks. "A lot of our clients are women who are getting married at an older age or they're remarrying and they don't want the run-of-the-mill trinket tokens that are on the market. Or they're mothers and grandmothers who are purchasing bookmarks for a baby shower."

After Karen's aunt saw some of her designs, she suggested that they would be a perfect substitution for the smaller prayer cards that are often given out at funerals and memorials. So Karen created some new designs as well as repurposed some of the more serene designs and launched the Memorial Bookmarks and Pet Memorial Bookmarks line.

"This is actually the line of bookmarks that I get the most traffic to," Karen says. "People want something unique, something that can be designed to honor the loved one by using a photo, special saying or even designing a background that depicts the person's life or interests. They want something that's more of a keepsake than a card that will be stuck in a drawer with the obituary."

And unlike most of her competitors, Karen doesn't believe in charging for every little extra that a client wants. "We don't charge for printing on the reverse side of the bookmarks or changing a verse or color. We offer either ribbons or tassels for the bookmarks, and those are free with any order."

Karen recently had a client ask if the bookmarks could be printed in a different color stock than the standard white. "Of course. Some of our designs just look better on a cream or ivory cardstock. And that's not an extra charge either."

When customers visit their website at www.Wedding-Favor-Bookmarks.com they'll find more than 100 designs that can be used for any occasion or event, all with no hidden charges for extra customization.

"It's all about customer service," Karen explains. "We know what's out there to pick from for favors and we know that a lot of people would love to have little homemade things but they just don't have the time or resources. So we do it for them without gouging the prices. And it makes me feel good when my customers are happy."

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About All Occasion Custom Laminated Bookmarks

Karen Musselman publishes articles about events where guest appreciation and customer appreciation is shown with small gifts like bookmarks. All Occasion Custom Laminated Bookmarks is a division of Musselman's Online Publishing.

For more information about All Occasion Custom Laminated Bookmarks, please contact Karen at 484-525-6740.

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