

Remember young lady...



You were  
probably  
a sweet  
kid...



We've known each other  
for a long time.



We're going to  
hell in a hand basket...



GO AHEAD  
LIGHT THE CANDLES!



A FEAT FORTS OVER TWO TONS IN THE WORKSHOP  
WD-40 AND DUCT TAPE.



We are  
much too young...



They know all about you.



They say you can lose weight  
by drinking nothing  
but WINE...



Oh, I just can't stand the  
thought of another birthday!



# New Styles Spring 2023

Fravessi®  
FRAVESSI GREETINGS



Shade Tree  
GREETINGS

Fravessi®  
FRAVESSI GREETINGS

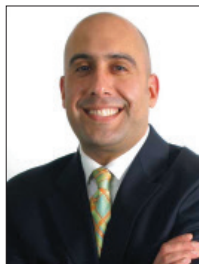
# Something New for You in 2023!

Shade Tree Greetings and Fravessi brings you a new line of products that are sure to be a hit with your customers!

“Actual Pictures” is a great selling product line and a leader in authentic photography and clever, humorous, and sometimes sassy verses.

If you are seeing “Actual Pictures” for the first time, you can order with confidence as these designs have a 30 year track record for great sell-through.

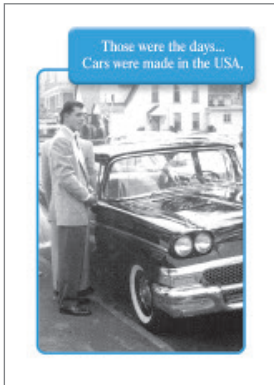
Shade Tree Greetings’ customers know: *The CUSTOMER is Number ONE – ALWAYS*. We strongly emphasize customer service, and it shows. Our loyal customers regularly comment on how our staff is helpful, knowledgeable, and friendly. You deserve nothing less.



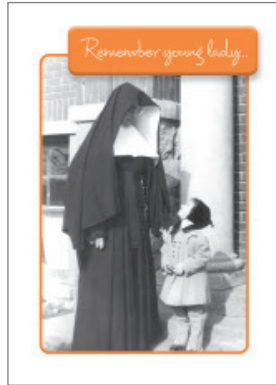
*Rich Cavalla*

President,  
Shade Tree Greetings

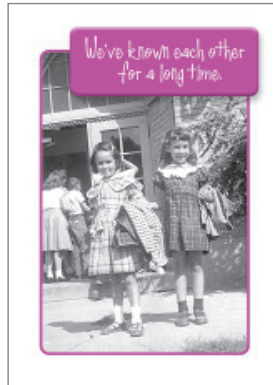
Cost: \$1.00 / Pre-printed retail: \$2.00  
Sold in packs of 12 cards / 12 envelopes  
Size 5"x7"



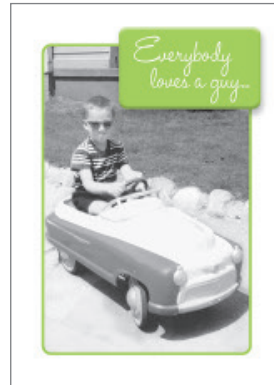
**FR4743 BD \$2.00**  
**Cover:** Those were the days... Cars were made in the USA,  
**Inside:** and an "airbag" was somebody who talked too much!  
Happy Birthday.



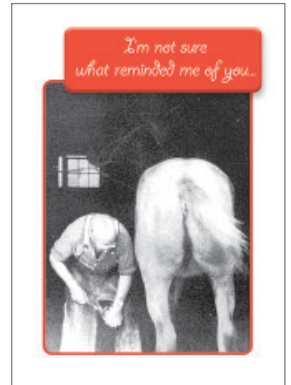
**FR4744 BD \$2.00**  
**Cover:** Remember young lady...  
**Inside:** good girls go to Heaven. Bad girls go everywhere.  
Happy Birthday.



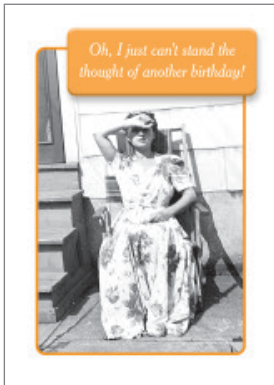
**FR4745 BD \$2.00**  
**Cover:** We've known each other for a long time.  
**Inside:** You're still older!  
Happy Birthday.



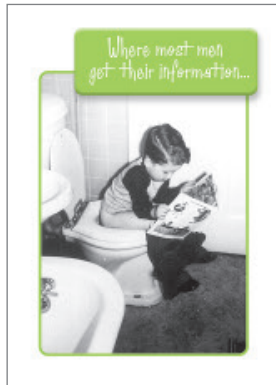
**FR4746 BD \$2.00**  
**Cover:** Everybody loves a guy...  
**Inside:** with a cool car!  
Happy Birthday.



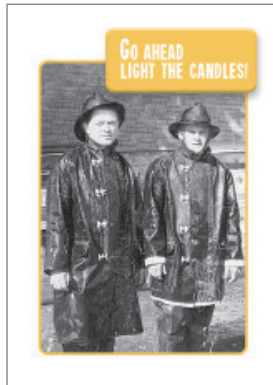
**FR4747 BD \$2.00**  
**Cover:** I'm not sure what reminded me of you...  
**Inside:** but Happy Birthday, anyway.



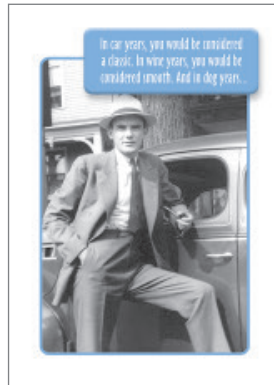
**FR4748 BD \$2.00**  
**Cover:** Oh, I just can't stand the thought of another birthday!  
**Inside:** (heavy sigh) I'm glad it's yours.



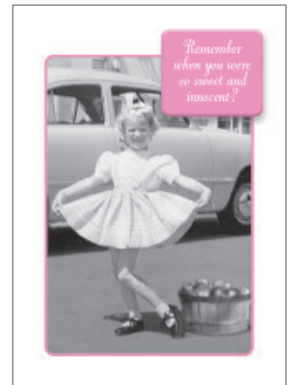
**FR4749 BD \$2.00**  
**Cover:** Where most men get their information...  
**Inside:** and what most of it is worth.  
Happy Birthday.



**FR4750 BD \$2.00**  
**Cover:** GO AHEAD, LIGHT THE CANDLES!  
**Inside:** we're ready! happy birthday.



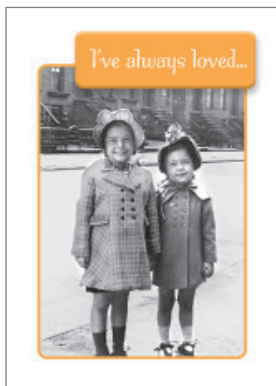
**FR4751 BD \$2.00**  
**Cover:** In car years, you would be considered a classic. In wine years, you would be considered smooth. And in dog years...  
**Inside:** well, you would be dead.  
Happy Birthday.



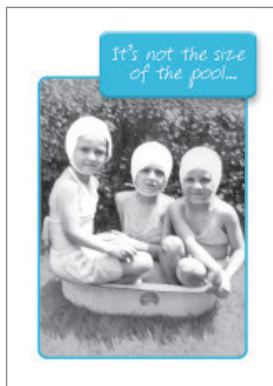
**FR4752 BD \$2.00**  
**Cover:** Remember when you were so sweet and innocent?  
**Inside:** We don't either!  
Happy Birthday.



**FR4753 BD \$2.00**  
**Cover:** Forget about losing 20 pounds...  
**Inside:** How can we lose 20 years?  
Happy Birthday.



**FR4754 BD \$2.00**  
**Cover:** I've always loved ...  
**Inside:** being your sister.  
Happy Birthday.



**FR4755 BD \$2.00**  
**Cover:** It's not the size of the pool ...  
**Inside:** It's the friends you "swim" with.  
Happy Birthday.

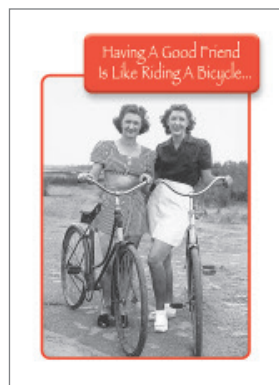


**FR4756 BD \$2.00**  
**Cover:** How does a 36C become a...  
**Inside:** 32 long? Happy Birthday.



**FR4757 BD \$2.00**  
**Cover:** Someday, we will be two, sweet, old ladies.  
**Inside:** You go first! Happy Birthday.





FR4758 BD \$2.00

**Cover:** Having A Good Friend Is Like Riding A Bicycle...

**Inside:** Once you get the hang of it, it lasts a lifetime. Happy Birthday.



FR4759 BD \$2.00

**Cover:** Fran made her own dress, stitched her own slipcover, and baked her own cake.

**Inside:** I have a hunch she did her own hair, too. Happy Birthday!



FR4760 BD \$2.00

**Cover:** Funny how we call 'em the "good old days".

**Inside:** We weren't that "GOOD" or that "OLD". Happy Birthday to my good, old friend.



FR4761 BD \$2.00

**Cover:** The older we get...

**Inside:** The older "old" gets. Happy Birthday.



FR4762 BD \$2.00

**Cover:** (blank)

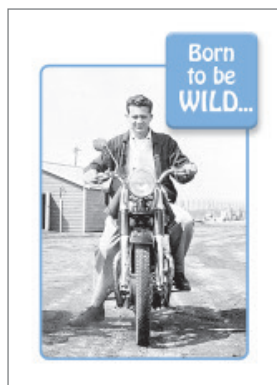
**Inside:** I'm here for the party! Happy Birthday.



FR4763 BD \$2.00

**Cover:** Constance named her cat "Martini".

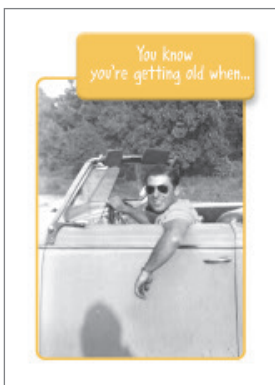
**Inside:** It was one less thing to remember. Happy Birthday.



FR4764 BD \$2.00

**Cover:** Born to be WILD...

**Inside:** a LONG time ago! Happy Birthday.



FR4765 BD \$2.00

**Cover:** You know you're getting old when...

**Inside:** your body makes more noises than your car. Happy Birthday.



FR4766 BD \$2.00

**Cover:** Blank

**Inside:** "Golden years" my ass. Happy Birthday!



FR4767 BD \$2.00

**Cover:** Sitting, Talking, Remembering...

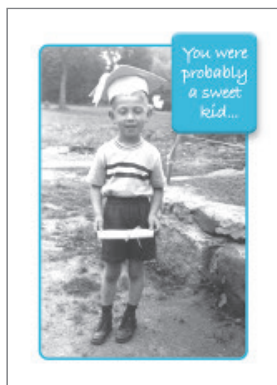
**Inside:** Two out of three ain't bad. Happy Birthday.



FR4768 BD \$2.00

**Cover:** Sure you feel young & vibrant today!

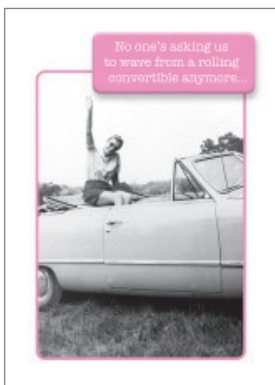
**Inside:** But wait until tomorrow when the wine wears off. Happy Birthday.



FR4769 BD \$2.00

**Cover:** You were probably a sweet kid...

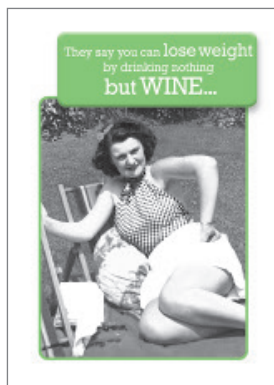
**Inside:** Because you turned out to be a great guy. Happy Birthday.



FR4770 BD \$2.00

**Cover:** No one's asking us to wave from a rolling convertible anymore...

**Inside:** but this parade ain't over yet, baby. Happy Birthday.



FR4771 BD \$2.00

**Cover:** They say you can lose weight by drinking nothing but WINE...

**Inside:** But so far all I've lost is my purse and my keys. HAPPY BIRTHDAY.



FR4772 BD \$2.00

**Cover:** MARGARITAS!

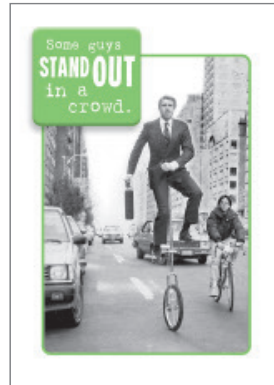
**Inside:** Because no great story ever began with somebody eating a salad. HAPPY BIRTHDAY.



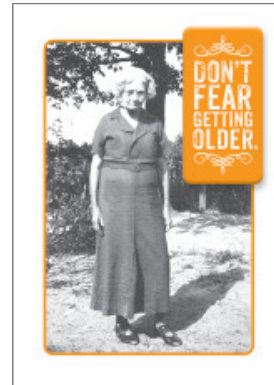
**FR4773 BD \$2.00**  
**Cover:** I know it's YOUR birthday and I don't want to brag but...  
**Inside:** I can still fit into the earrings I wore in high school.



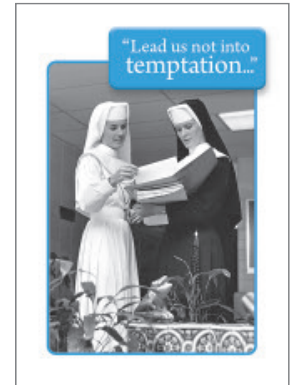
**FR4774 BD \$2.00**  
**Cover:** Repeat after me, "Lord give me coffee to change the things I can change...  
**Inside:** and wine to help me accept the things I can't." Happy Birthday.



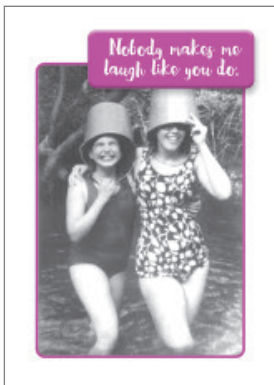
**FR4775 BD \$2.00**  
**Cover:** Some guys STAND OUT in a crowd.  
**Inside:** Even when they are just being THEMSELVES. Happy Birthday to a standout guy.



**FR4776 BD \$2.00**  
**Cover:** DON'T FEAR GETTING OLDER.  
**Inside:** Fear getting stuck in traffic after 2 cups of coffee and a bran muffin. HAPPY BIRTHDAY.



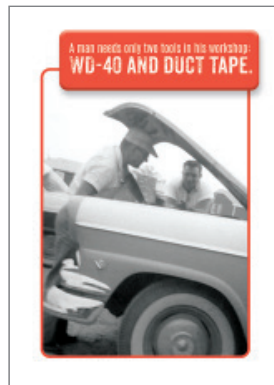
**FR4777 BD \$2.00**  
**Cover:** Lead us not into temptation...  
**Inside:** Oh, forget it. Follow me; I know a shortcut! Happy Birthday.



**FR4778 BD \$2.00**  
**Cover:** Nobody makes me laugh like you do.  
**Inside:** Thanks for being my funny, wonderful friend. Happy Birthday.



**FR4779 BD \$2.00**  
**Cover:** WE ARE WOODEN SPOON...  
**Inside:** lead paint, no car seat, no seat belt, no bike helmet, garden hose drinking SURVIVORS! How did we make it!? HAPPY BIRTHDAY.



**FR4780 BD \$2.00**  
**Cover:** A man needs only two tools in his workshop: WD-40 AND DUCT TAPE. **Inside:** If it DOESN'T move and it should, USE THE WD-40. If it DOES move and it shouldn't, USE THE DUCT TAPE. HAPPY BIRTHDAY.



**FR4781 BD \$2.00**  
**Cover:** Cover: We've been friends for so long...  
**Inside:** I can't remember which one of us is the bad influence. Happy Birthday



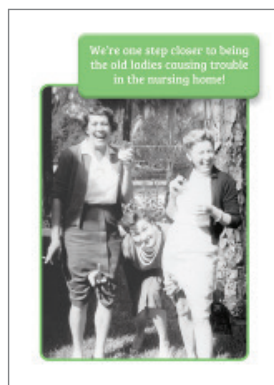
**FR4782 BD \$2.00**  
**Cover:** We'll always be BBFs...  
**Inside:** Badass Bitches Forever! Have a Badass Birthday



**FR4783 BD \$2.00**  
**Cover:** WANT TO LOOK YOUNGER INSTANTLY?  
**Inside:** Get some older friends. HAPPY BIRTHDAY.



**FR4784 BD \$2.00**  
**Cover:** SENILITY PRAYER GOD GRANT ME THE SENILITY **Inside:** TO FORGET THE PEOPLE I NEVER LIKED, THE GOOD FORTUNE TO RUN INTO THE ONES I DO LIKE, AND THE EYESIGHT TO TELL THE DIFFERENCE. Happy Birthday



**FR4785 BD \$2.00**  
**Cover:** We're one step closer to being the old ladies causing trouble in the nursing home!  
**Inside:** Happy Birthday!

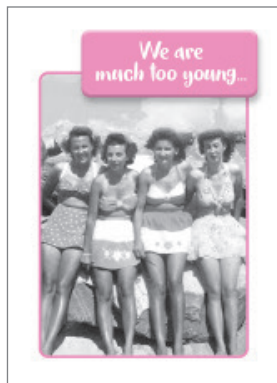


**FR4786 BD \$2.00**  
**Cover:** I HOPE THIS CARD ISN'T TOO FUNNY.  
**Inside:** I understand people your age pee fairly easily. HaPPY BIRTHDAY!



**FR4787 BD \$2.00**  
**Cover:** "Move over cosmetics, this is a job for the pharmaceutical industry."  
**Inside:** Have an industrious Birthday

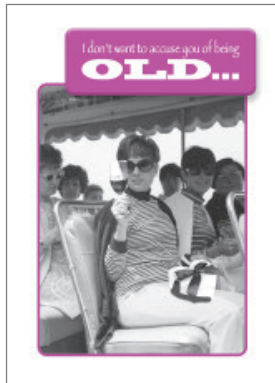




**FR4788 BD \$2.00**  
**Cover:** We are much too young...  
**Inside:** to be this old.  
Happy Birthday.



**FR4789 BD \$2.00**  
**Cover:** Here's to another year of Fun...  
**Inside:** and bad decisions.  
Happy Birthday.



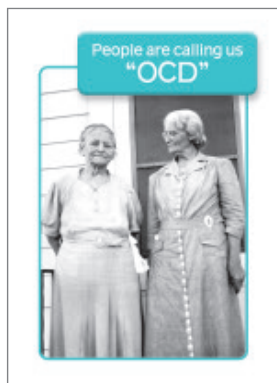
**FR4790 BD \$2.00**  
**Cover:** I don't want to accuse you of being OLD...  
**Inside:** but if you were wine, you'd be expensive. Happy Birthday.



**FR4791 BD \$2.00**  
**Cover:** We're going to hell in a hand basket...  
**Inside:** but at least we have travel plans. Happy Birthday.



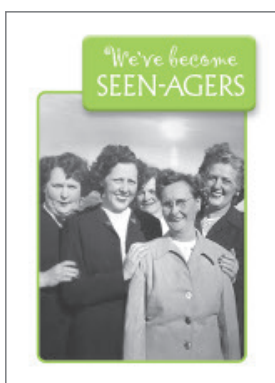
**FR4792 BD \$2.00**  
**Cover:** You can start worrying about how Old You Are...  
**Inside:** when you stop looking so Good! Happy Birthday



**FR4793 BD \$2.00**  
**Cover:** People are calling us "OCD"  
**Inside:** Old, Cranky, and Dangerous! Happy Birthday



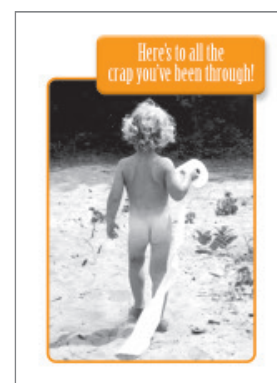
**FR4794 BD \$2.00**  
**Cover:** It's never too late to be whatever you want to be!  
**Inside:** Unless you want to be YOUNG. Happy Birthday.



**FR4795 BD \$2.00**  
**Cover:** We've become SEEN-AGERS  
**Inside:** That's a Senior-Teenager. We have everything we wanted as teenagers, only 50 years later. We don't have to go to work or school. We get allowances every month. We have our own places. We don't have curfews. We have driver's licenses and our own cars. The people we hang around with are not scared of getting pregnant, and the drugs we take are legal. And we don't have acne. Happy Birthday.



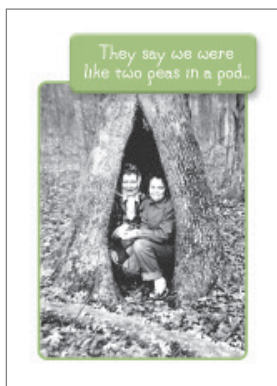
**FR7212 AN \$2.00**  
**Cover:** If you have the right partner...  
**Inside:** the music never stops.  
Happy Anniversary to a great couple.



**FR4225 EN \$2.00**  
**Cover:** Here's to all the crap you've been through!  
**Inside:** Better days are ahead!



**FR9421 FS \$2.00**  
**Cover:** So...  
**Inside:** how was your day?



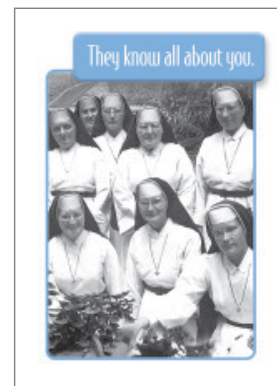
**FR9422 FS \$2.00**  
**Cover:** They say we are like two peas in a pod...  
**Inside:** I think we're more like two nuts in a tree.



**FR9423 FS \$2.00**  
**Cover:** (blank)  
**Inside:** Oh,shit!



**FR9424 FS \$2.00**  
**Cover:** Don't think for a second that girls today have more fun than we did.  
**Inside:** We just didn't text it, tweet it, or e-mail it. We gossiped over it in person like real women.



**FR9425 FS \$2.00**  
**Cover:** They know all about you.  
**Inside:** That's why they're praying.

# Information



## CUSTOMER SERVICE:

We are an "old-fashioned" company, and we take pride in putting our customers FIRST!

Your satisfaction is our NUMBER ONE PRIORITY.

Should you have an issue, please contact our Customer Service Department at 1-800-836-4206 x221, or email [info@shadetreegreetings.com](mailto:info@shadetreegreetings.com).

## ORDERING OUR PRODUCTS:

There are five easy and convenient ways to order our products:

1. ONLINE: Visit our website at [www.shadetreegreetings.com](http://www.shadetreegreetings.com).
2. SALES REPRESENTATIVE: Contact your local sales representative.  
(You can contact Customer Service at 1-800-836-4206 x221 if you need your representative's name and phone number)
3. PHONE: Our Customer Service representatives are on hand daily to help you with your order. Call us at 1-800-836-4206 x221.
4. EMAIL: email your order to [orders@shadetreegreetings.com](mailto:orders@shadetreegreetings.com).  
Be sure to include a phone number should we need to contact you.
5. FAX: Send a fax to 1-888-700-8306.

## PRICING:

All of our greeting cards are pre-printed with a retail price.

Minimum order 12 cards per style

Cost: \$1.00    Retail: \$2.00

## MINIMUMS AND QUANTITIES:

We do not have a monetary order minimum. However, if your order totals less than \$100.00, you will be charged a \$3.50 handling fee. We do have product quantity minimums which are noted on the order form.

## FREIGHT:

All orders are shipped F.O.B. Rochester, NY.

## PAYMENT OPTIONS:

We accept MasterCard, VISA, American Express, and Discover. We will ship COD, or you may prepay by check. Terms (Net-30) are available upon approval of credit.

## RETURNS AND EXCHANGES:

All product returns must be authorized.

Return credit will be issued on stock received in re-saleable condition, as determined by Shade Tree Greetings.

Please note:

- We do not issue refunds unless specifically stated in a promotion.
- You must contact Customer Service for a Return Authorization number.
- Customers are responsible for freight on returned products.
- Restocking charges may apply.

If you have further questions, please contact Customer Service at 1-800-836-4206 x221.

## NEW ACCOUNTS:

New accounts requesting COD or paying by credit card will have their orders shipped immediately. New accounts requesting terms will have their orders shipped upon approval of credit. The credit approval process normally takes fewer than two business days.

## CONTACT INFORMATION:

Phone: 585-442-4580

Toll-free: 1-800-836-4206 x221

Toll-free fax: 1-888-700-8306

Customer Service hours: M-F 8:30 a.m. -4:00 p.m. EST.

e-mail: [info@shadetreegreetings.com](mailto:info@shadetreegreetings.com)

## MAILING AND SHIPPING ADDRESS:

Shade Tree Greetings, Inc.  
704 South Clinton Avenue, Suite 400  
Rochester, NY 14620

## WEBSITE:

[www.shadetreegreetings.com](http://www.shadetreegreetings.com)

## TO OUR CUSTOMERS IN CANADA:

Shade Tree Greetings is distributed in Canada exclusively by:

Jannex Enterprises (1980) Limited  
280 Hillmount Road, Unit 7  
Markham, ON L6C 3A1  
Tel: 905-284-8484 Fax: 905-284-8485  
National: 800-668-8644  
Email: [greetings@jannex.com](mailto:greetings@jannex.com)  
[www.jannex.com](http://www.jannex.com)



704 S. Clinton Avenue, Suite 400  
Rochester, NY 14620  
Toll Free: 1-800-836-4206  
shadetreegreetings.com

Where most men  
get their information...



Here's to all the  
crap you've been through!



I'm not sure  
what reminded me of you...



In car years, you would be considered  
a classic. In wine years, you would be  
considered smooth. And in dog years...



I've always loved...



Constance  
named her cat  
'Martini'.



We're one step closer to being  
the old ladies causing trouble  
in the nursing home!



Here's to  
another year of *Fun...*



SEXILITY PRAYER  
GOD  
Grant Me The Sexility



Sure, you feel  
young & vibrant today!

