

**For Immediate Release**  
October 2, 2008

**Media Contact**  
Laura Field  
[laurafield@earthlink.net](mailto:laurafield@earthlink.net)  
312-961-5054

## **Paw Palettes™ Returns to H.H. Backer .....with Expanded Note Card Line & Customizable Displays**

### ***Popular “Van Grownl” Christmas Collection, Featuring 20 Breeds, Tops the 2008 Holiday Assortment***

**Chicago, IL** – Paw Palettes, a pet boutique supplier, announced today that it will offer a new expanded collection of master-inspired pet note cards and six customizable point-of-purchase (POP) displays at H.H. Backer Christmas 2008, an annual pet retail trade show to be held at the Donald E. Stephens Convention Center in Rosemont, Ill. The event runs from Oct. 3-5 and is open to pet retailers.

With more than 100 note card designs (showcasing over 40 American Kennel Club breeds), Paw Palettes offers distinct, one-of-a-kind cards that are created from original oil paintings and designs inspired by art masters. The collection represents 12 master-inspired styles. For this show, Paw Palettes also is unveiling its new customizable display system that allows retailers to tailor an in-store art gallery to display the individual note cards.

Inspired equally by the great art “Masters” and “man’s best friend,” Paw Palette’s artwork graces a line of art prints and boxed note card sets ideal for Christmas greetings and frame-worthy for gifts. Upscale and clever, the Paw Palettes collection includes a brief tribute to the original master artist on the back and a playful rendition of each artist’s signature, including Pawcasso, Van Grownl, Bonét, and Muttisse.



"As an artist I have been greatly inspired by the masters and as a pet lover, I am inspired daily by Sophie, my adopted dog from the Anti-Cruelty Society of Chicago," explained artist and founder Gretchen Kish Serrano when asked what motivated her to start Paw Palettes four years ago.

"I thought of becoming a pet portrait artist but realized that I wanted to paint more breeds than I had requests for, so I began to paint them all," she continued. "Note cards offered me a wonderful way to share my art with as many pet lovers as possible."

Serrano earned a bachelor of fine arts degree before studying at the Art Institute of Chicago. As an art director at Leo Burnett in Chicago, she worked on several accounts including Hallmark Cards. She owned and operated a graphic arts studio before creating Paw Palettes in 2005. Experienced in branding and merchandising, Serrano designed her latest collection to be whimsical, playful and intriguing for art and animal lovers.

“Because the brand appeals to dog and art lovers, we are confident that it has a loyal following and will generate positive sales revenues for pet retailers and boutiques,” she added.

**About Paw Palettes**

Paw Palettes is headquartered in Cape Coral, Florida where founder Gretchen Kish Serrano lives with her husband, son and daughter, and her beloved beagle-whippet Sophie. For more information visit [www.pawpalettes.com](http://www.pawpalettes.com).