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FOR IMMEDIATE RELEASE

LCI PAPER OFFERS DESIGNER INVITATION KITS WITH CUSTOMIZABLE COLOR

Show off Your Event's True Colors with LCI's New Custom Color Feature for Designer Kits

LCI Paper, Inc. announces a new feature recently added to their popular Design Your Own Invitations page found at www.lqipaper.com. The page, which showcases pre-designed invitation ensembles, lets online shoppers choose their own color combination for any of the designer kits - a big benefit to anyone who is planning a wedding, anniversary party, or other festive occasion.

Approximately two dozen kits are featured, available in a broad collection of styles, card stocks, and textures. The selection includes designs with an Asian flavor, slim layered kits, an assortment of wrap styles and invitation pouches, square invitations, and vellum ensembles.

From that medley of choices, customers can now choose any of the kits and select a different color combination for their ensemble. LCI offers several color choices for each piece, from the card stock to the envelopes. The colors range from deep and vibrant tones to soft pastels, chosen specifically to provide a wide selection of many of today's popular hues.

LCI added this customizable feature with the intent to provide brides and event planners more ways to create a personalized, custom invitation. Often, shoppers at LCI's site would find an invitation style they loved, but the color was wrong. LCI recognized this deficiency and in response decided to begin offering the ability to select custom colors for each of the designer kits.

"It sounds like such a simple concept," says LCI's president, Larry Chase, "but being able to make color adjustments to an invitation's design that is otherwise perfect has been a huge bonus to our customers' shopping experience."

About LCI

Since 1995, LCI Paper, Inc. has been a leading provider of handmade specialty papers and envelopes, as well as accessories for wedding receptions and personal, corporate, and community events. LCI's mission is to fulfill a consumer need to quickly access and print fine stationery that's affordably priced.

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