



AMERICAN GREETINGS

Christine Fields

GRA 2406

11/13/12

<http://www.AmericanGreetings.com/>

## OVERVIEW

American Greetings known as the second largest organization next to Hallmark, providing social expressions for over 100 years. An international organization whose headquarters is located in Cleveland, Ohio. They have retails worldwide in places including the U.S, Canada, Mexico, the United Kingdom, Australia and New Zealand.

Jacob Sapirstein is the man with the American dream mindset and beginner of this corporation during the 1900's. In 1906, this company was founded by Mr. Sapirstein.

Despite the hardships brought upon Jacob in his journey to fulfilling his dream, he succeeded. With ambition, ethics and hard work, he believed anyone could achieve the American dream. American Greetings provides social expression products including greeting cards, gift wrap, party goods, giftware and stationery. Throughout the growth of his organization it became family oriented and built many subsidiaries such as Carlton Cards, Papyrus, Gibson and Recycled Paper Greetings; as well as AG Interactive, which is apart of the companies digital operations. With a revenue of 1.7 Billion, greeting cards make up 75 percent of sales. Everyday greeting cards are their leading products, then seasonal greeting cards and gift packaging. The largest buyers are Target and Wal-Mart.

Target accounted for approximately 13% of revenue in 2010, while Wal-Mart accounted for 14% of revenue in 2010.

## HISTORY TIMELINE

1906- To start his business, Jacob borrowed \$50 from a local bank.



In 1918, Jacob was apart of the flu epidemic but his family made sure greeting crads were delivered. The business became a family business including his wife and children



In the 1930's Jacobs business flourished during the great depression. His cards were great for lifting spirits



After WWII Jacob was offered first public offering of stock in 1952, with the sale of 200,000 shares at \$12 a piece. Today, the company trades on the New York Stock Exchange under the ticker symbol AM.

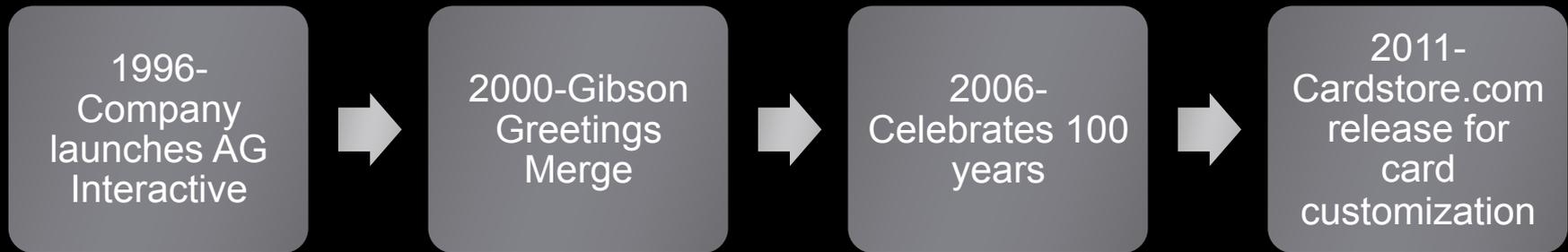
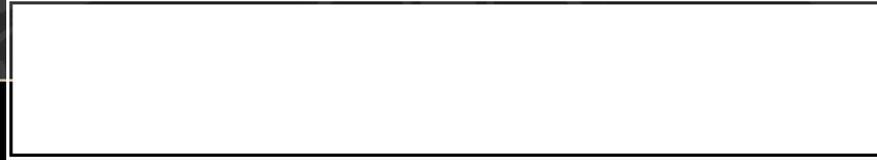
1956 Carlton Cards Merge



1978 AG industries and Mark Plus added as subsidiaries



1986 Company reaches \$1 Billion



\*Cards printed use sheet wise off set lithography. Specialized di-cuts, and packaging are important factor for this company as well as the finishing. They print about 7,500 cards in a six week time period. Productivity doubled once company purchased the SM52 Heidelberg press for printing and also use Heidelberg Perfect Dot blankets and wash-up solution.

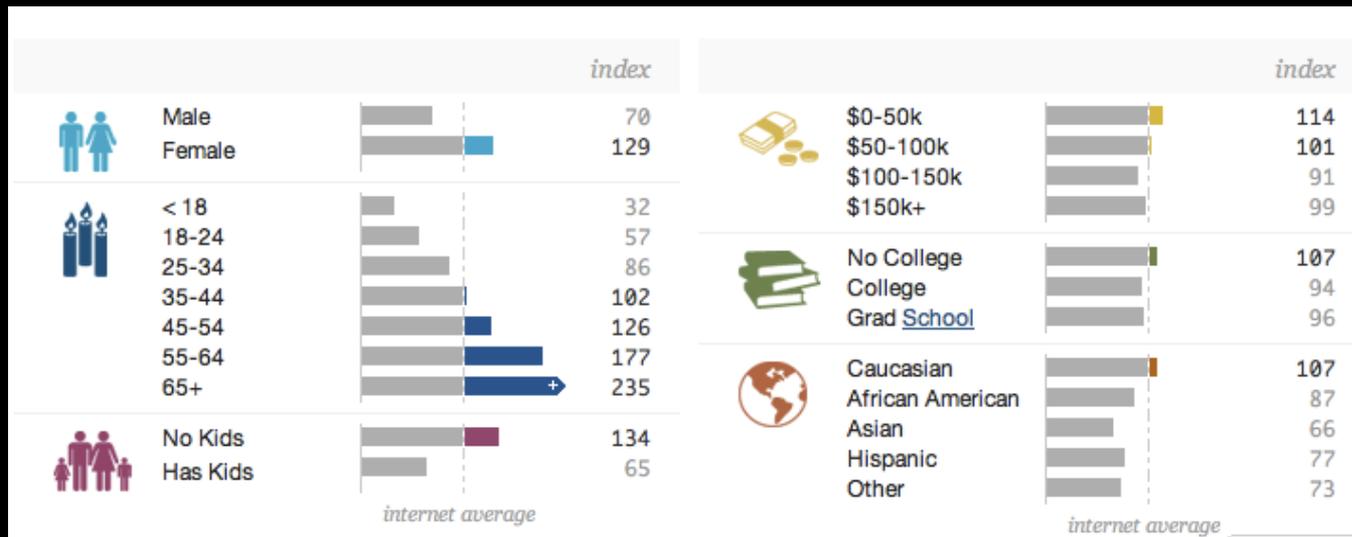
# REVENUE

✧ 1.7 Billion Annually

✧ 1.7 Billion 2011 public company revenue

✧ 27,500 Employers

AG Interactive has 2.5 Million paying subscribers with a revenue of 78.4 Million. This subsidiary was launched in 1996. American greetings is also licensed to brands such as Care Bears, Strawberry Shortcake and Hollie Hobbie.



*Demographics*

## MERGERS

- ✧ Carlton Cards 169 Million Revenue
- ✧ Gibson Greetings 10.5 Million
- ✧ Recycled Paper greetings \$120,000 2011 Revenue
- ✧ Papyrus \$43,000 2011 Revenue

# COMPETITORS

- ✧ Hallmark Cards (Top Competitor) – 3.81 Billion 2011 Revenue
- ✧ CSS Industries
- ✧ Shutter Fly



# SWOT ANALYSIS

## Strengths

Offering quality daily and seasonal greetings for any occasion, while keeping it's products affordable.

## Weaknesses

Their retail operations have been sold to Schurman Fine Papers, which is a weakness because it was not profitable to the company.

## Opportunities

Globalizations and taking advantage of the internet are two main opportunities for American Greetings. eCards and its subsidiary AG interactive have become a major pro tool for the company. Globalization offers a large profit potential with a satisfaction of consumers worldwide using this digital for of greetings.

## Threats

Over 3,000 companies are in the same line as American Greetings with the same potential to grow. This is a threat because they can loose market share to their competitors. Since this

## CITES

Weiss, Zev. "Annual Report." N.p., n.d. Web.

"About Us." - *American Greetings*. *American Greetings*, n.d. Web. 20 Nov. 2012.  
<<http://corporate.americangreetings.com/aboutus.html>>.

[http://www.hoovers.com/company-information/cs/  
competition.Schurman\\_Fine\\_Papers.  
8bbac511044c43c9.html](http://www.hoovers.com/company-information/cs/competition.Schurman_Fine_Papers.8bbac511044c43c9.html)

[http://www.prnewswire.com/news-releases/american-greetings-sells-retail-stores-  
to-schurman-  
fine-papers-and-purchases-papyrus-brand-61857532.html](http://www.prnewswire.com/news-releases/american-greetings-sells-retail-stores-to-schurman-fine-papers-and-purchases-papyrus-brand-61857532.html)

[http://www.wikininvest.com/stock/American\\_Greetings\\_\(AM\)](http://www.wikininvest.com/stock/American_Greetings_(AM))

<http://corporate.americangreetings.com/aboutus.html>

[http://mahshighschool.appspot.com/www.quantcast.com/american-greetings.com/  
demographics](http://mahshighschool.appspot.com/www.quantcast.com/american-greetings.com/demographics)

## CITES CONTINUED

<http://www.prnewswire.com/news-releases/ag-interactive-subscriber-base-tops-25-million-53617092.html>

<http://whattheythink.com/news/33921-american-greetings-adds-sm-52-heidelberg/>

<http://www.givemeareview.com/greeting-cards/american-greetings-review.html>

[http://www.forbes.com/lists/2011/21/private-companies-11\\_Hallmark-Cards\\_CU50.html](http://www.forbes.com/lists/2011/21/private-companies-11_Hallmark-Cards_CU50.html)

<http://companies.findthecompany.com//10260407/Gibson-Greetings-Inc-in-Cleveland-OH>