

Update... Please read

Thank you for your continued support and commitment to DaySpring and our products.

We are pleased to send you this Counter Card Supplement. Please note, in order to have the full view of the Stand Alone and Flex offering from DaySpring, refer to the 2017 Catalog and the 2018 Supplement together.

Stand Alone Lines Discontinued in 2018

- Bible Tails (pg 6-7 from 2017 Catalog)
- Karen Kingsbury (pg 18-19 from 2017 Catalog)

Flex Lines Discontinued in 2018

Cards Stand-Alone & Flex

Supplement 2018

Woodland Wonders (pg 64-65 from 2017 Catalog)

NOTE: For current kit information refer to pages 14-20 in the Supplement. Kit information in the 2017 Counter Card Catalog is no longer valid.

Contact Customer Service Center at 1-800-944-8000 if you have questions.



NOTE: See full catalog details at retailer.dayspring.com

Cards Stand-Alone & Flex

Catalog 2017



You asked, and we listened!

DaySpring has a brand new Value Stand-Alone Line shipping in June of 2018. With captions ranging from Birthday to Wedding, Sympathy to Praying for You, this selection meets a variety of needs. Each card features Scripture, a process, and the bestselling design you've come to expect from DaySpring—all at a great MSRP of only \$1.99! Your customers are going to love this new addition.







Value page 6-7

Also shipping in June are six exciting new Cards with WOW featuring lights, sounds, attachments, & pop-ups. These cards are guaranteed to surprise and delight, bringing a smile to customer's faces and reminding them of God's love. Don't miss these great new designs!







Cards with WOW!
page 5

Studio 71 is our new flex line shipping in May. Our designers had fun creating these beautiful little cards. The hand-crafted feel combined with a high-end paper stock, embossing, and individually wrapped cards will give your store a boutique shop feel. These individually packaged cards are loved by younger consumers as well as your traditional card-buyers. You'll love the fresh artwork and hand lettering created to help your customers grow their relationships.







Studio 71 page 10-11

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STAND-ALONE

A comprehensive program that delivers results!

DaySpring offers a wide variety of themed card lines known as Stand-Alones, and they do just that—they "stand alone" as a line of cards. Each of these card lines has a unique theme with cohesive design, color palette, voice, and overall size which makes an impactful presentation for the card shopper. Look for the "Cards with WOW"

technology-based line that will surprise and delight your consumer with sound, motion, and lights. From the Shepherd-sheep relationship found in Really Woolly, to our card line with best-selling author, Max Lucado, there is something for every card shopper.

8' OF 16' STAND-ALONE CARD SYSTEM



Image of display is for reference only.

Within the Stand-Alone product mix you will find: new lines, proven sellers, a variety of captions from Birthday to Sympathy, fresh card styles, and competitive price points. These are all factors that result in maximum ministry value and dollars per square foot for your store.

The Stand-Alone product mix takes all the guesswork out of deciding which individual lines will work best for your store. Based on the size of your card department, we'll put together the optimum mix, helping you not only gain profitability but allowing you to focus on other aspects of your card department such as stocking, product presentation, and customer service.

8' OF 16' STAND-ALONE CARD SYSTEM



Image of display is for reference only.



Motion, Sound, and Fun Features |\$4.99 - \$7.99 MSRP Per Card | (2) In a Pack | 28 Cards New Ships: June 2018



BIRTHDAY - CONFETTI CUPCAKE

Includes confetti and plays music! "Happy Birthday" - Altered Images

Now enjoy all the fun you can getti! PROVERBS 23:16 THE MESSAGE

Item# 10423 \$7.99 MSRP





BIRTHDAY - CUPCAKE SPARKLE

It lights up and plays music! "Oooh, Ahhh, yum"

Hope it's your sweetest birthday yet! PSALM 23:5 NLT

Item# 10424 \$7.99 MSRP





BIRTHDAY - HOT DOG

Includes fun attachments and plays music! "Happy Birthday" on the accordion

Can I be frank? You're doggone terrific! PSALM 139:14 THE MESSAGE

Item# 10425 \$6.99 MSRP





BIRTHDAY - SUPREME PIZZA

It pops up!

Hope your birthday is a big slice of happy! II CORINTHIANS 9:8 THE MESSAGE

Item# 10426 \$4.99 MSRP





BIRTHDAY - WOOHOO

Includes spring attachment and plays music! "Everybody Have Fun Tonight" - Wang Chung

Hope every minute of your birthday is something to celebrate! NEHEMIAH 8:12 NLT

Item# 10427 \$7.99 MSRP





BIRTHDAY - DOG & CAT DRIVING

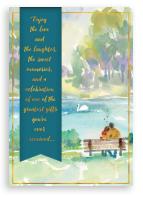
It moves and plays music! "Sabre Dance"- Aram Khachaturian

It's your birthday. Take the fast lane to Happy Town! PSALM 105:3 THE MESSAGE

Item# 10428 \$7.99 MSRP







ANNIVERSARY

...God's gift to you of each other. Happy Anniversary GENESIS 2:18 NLT

Item# 10330 \$1.99 MSRP



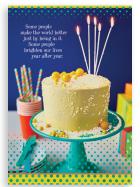


BABY SHOWER

Congratulations!
JAMES 1:17 KJV

Item# 10337 \$1.99 MSRP





BIRTHDAY

God made you a blessing and you're celebrated with lots of love today. Happy Birthday NUMBERS 6:24 NKJV

Item#10305 \$1.99 MSRP





BIRTHDAY

Hope you feel wonderfully celebrated and abundantly loved! Happy Birthday JAMES 1:17 NKJV

Item# 10309 \$1.99 MSRP





BIRTHDAY

May your birthday be filled with wonderful things— may happiness come your way! May smiles and laughter be yours ever after— refreshing you day after day! DEUTERONOMY 26:11 NCV

Item# 10313

\$1.99 MSRP





BIRTHDAY

...while I enjoy celebrating the one-of-a-kind, sweet blessing of YOU! PSALM 16:5, 11 NKJV

Item# 10314 \$1.99 MSRP





BIRTHDAY

Asking God to shower you with every good and perfect gift— His love to surround you... His peace to refresh you... His joy to fill you. Happy Birthday JOHN 10:10 KJV

Item# 10320 \$1.99 MSRP



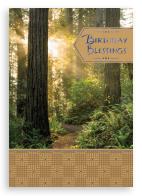


BIRTHDAY

Enjoy God's goodness in a special way on your day! Happy Birthday ZECHARIAH 9:17 KJV

Item# 10323 \$1.99 MSRP





BIRTHDAY

Praying God pours out His goodness in a special way on your special day! PROVERBS 28:20 NKJV

Item# 10327 \$1.99 MSRP





BLANK INSIDE

On cover: ROMANS 15:13 NRSV

Item#10360 \$1.99 MSRP





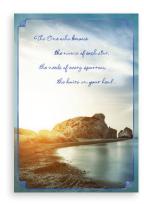
GET WELL

Praying God makes sure you have just what you need to encourage your heart and give strength to your body.

JEREMIÁH 17:14 NRSV

Item#10347 \$1.99 MSRP





PRAYING FOR YOU

...has your cares on His heart. Praying for You I PETER 5:7 KJV

Item# 10353 \$1.99 MSRP





SYMPATHY

Asking God to hold you close and bring the gentle comfort your heart needs. With Sincere Sympathy II CORINTHIANS 1:5 NLT

Item#10350 \$1.99 MSRP





THANK YOU

Thank You! RUTH 2:12 NCV

Item#10341 \$1.99 MSRP





THINKING OF YOU

...and asking the Lord to shower you with His blessings today! EZEKIEL 34:26 KJV

Item# 10358 \$1.99 MSRP





WEDDING

...so He gave you each other. May God bless you with a lifetime of joys.
ECCLESIASTES 5:20 NRSV

Item#10332 \$1.99 MSRP

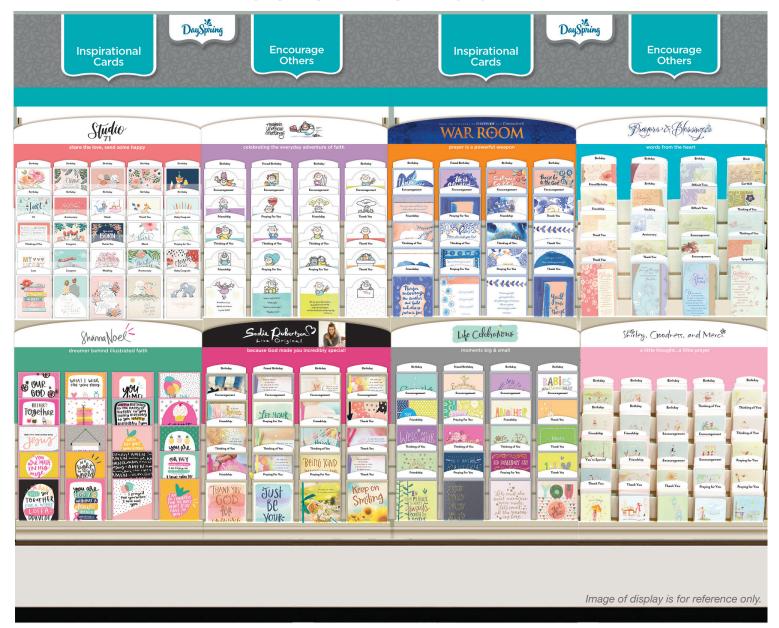


Meeting your customer's needs

Whether you're looking for a card to say "I'm thinking of you" or a card for a special occasion, our Flex Lines can help you convey your thoughts. You'll probably smile if you recognize the fun little angels from "Heaven's Unofficial Greetings," a relaunch of a best-selling line.

We also have a new line, Studio 71, with a hand-crafted feel, high-end paper stock, embossing, and individually wrapped cards that is loved by younger consumer as well as traditional card-buyers. Whatever your customers are looking for, our Flex Lines can help you meet their needs.

8' OF 16' FLEX CARD SYSTEM



Flex Lines Include:

Abounding Hope

Beauty & Grace

Courageous

Jesus Calling

Faithful Heroes

Heaven's Unofficial Greetings

Life Celebrations

Meet Me in the Meadow

Prayers & Blessings

Redeemed

Sadie Robertson Live Original

Shanna Noel

Shirley, Goodness, and Merci

Studio 71

War Room

U-Neeks

8' OF 16' FLEX CARD SYSTEM





Share the love, send some happy | \$4.00 MSRP Per Card | (3) In a Pack | 25 Cards | New Ships: May 2018 Features: high-end paper stock | embossing | individually wrapped cards



ANNIVERSARY

Happy Anniversary SONG OF SONGS 4:10 NRSV

Item# 13847 \$4.00 MSRP





BABY CONGRATS

Big miracles come in small packages. PSALM 118:23 KJV

Item# 13848 \$4.00 MSRP





BIRTHDAY

Hope your day is purr-fectly delightful in every way. ECCLESIASTES 5:20 NRSV

Item# 10987 \$4.00 MSRP





BIRTHDAY

...very good indeed! Happy Birthday GENESIS 1:31 CSB

Item# 10988 \$4.00 MSRP





BIRTHDAY

...boatloads of happy on your day! EPHESIANS 3:20 NASB

Item# 10989 \$4.00 MSRP





BIRTHDAY

Enjoy plenty of time to relax and be loved. Happy Birthday ECCLESIASTES 3:1 NKJV

Item# 10990 \$4.00 MSRP





BIRTHDAY

...when someone like YOU is having a birthday! Blessings! ROMANS 12:15 NCV

Item# 10991 \$4.00 MSRP





BIRTHDAY

Happy Birthday PROVERBS 4:18 THE MESSAGE

Item# 10992 \$4.00 MSRP





BIRTHDAY

...just for you. PROVERBS 15:13 CEV

Item# 10993 \$4.00 MSRP





BLANK INSIDE

On cover: HEBREWS 10:23 NKJV

Item# 10999 \$4.00 MSRP



So I HAD this RARE MOMENT OF PROFOUND CLARITY, WHEN THE DISCONNECTED **THOUGHTS** in MY Head CRYSTALLIZED, and I knew Unmistakably THAT there WAS A MESSAGE I NEEDED to SHARE. That's when AN IMAGE formed of SOMEONE from MY PAST-OF SOMEONE GROWN MY TAS INSOMEONE DESPERATELY NEEDING TO HEAR this message that I desperately NEEDED TO SHARE-AND I was Compelled to Drop EVERYTHING, Risk it all, AND SAY.

Ш

III JOHN 1:15 NLT

Item# 12666 \$4.00 MSRP





LOVE

My favorite is us.
I CORINTHIANS 13:8 NKJV

Item# 10997 \$4.00 MSRP





PRAYING FOR YOU

...and God's got you. PSALM 18:2 NCV

Item# 13473 \$4.00 MSRP





THANK YOU

Inside: Blank **EPHESIANS 1:16 NLT**

Item# 12984 \$4.00 MSRP





THINKING OF YOU

...when I think of you! I CORINTHIANS 1:4 NLT

Item# 10998 \$4.00 MSRP





WEDDING

God bless you both. PROVERÉS 13:12 NLT

Item# 13854 \$4.00 MSRP



MERCHANDISING OPTIONS

Our retail card spinners are constructed with versatility in mind. Your customers will enjoy the ease of shopping provided by these sturdy and durable spinners.

The 56-Pocket Wire Spinner was created to display an entire Stand Alone line. The following lines are available for display on this spinner:

Christian Celebrations

- Max Lucado
- **Peanuts**
- Really Woolly
- Value

Standard Header: 115248 Value Header: 115244

Our 84-Pocket Wire Spinner offers the versatility of displaying selections from our Everyday card line and Stand-Alone lines. Choose the right mix for your store with a different 21-Pocket option for each side of the spinner.

This colorful spinner highlights our cheerful Little Inspirations Line. Wire pockets showcase the entire card design to catch your customer's eye.



56-Pocket Spinner 115155 Wire with white finish. 69" h x 15" w, 15" spinner diameter (Max Lucado Shown) Order, fixture header separately.



84-Pocket Spinner 110317 Wire with white finish. 71" h x 24" w, 24" spinner diameter (Everyday Shown) Order, fixture header separately.



Little Inspirations® Spinner 114753 Wire with blue finish. 641/2" h x 19" w, 19" spinner diameter (Little Inspirations® Shown) Order, fixture header separately.

MERCHANDISING OPTIONS

Plan to showcase our Premium Stand-Alone card line on this 24-Pocket Wire Spinner. With rich paper, quality crafted attachments, and dynamic copy, you'll want to set this line apart for special attention from your customers.

This is a small display with a big impact! Select one of our Stand Alone card line kits or join in on our Auto-Ship Seasonal Program to fill it with great options.

Appeal to your Spanish speaking customers with our selection of Little Inspirations Spanish cards in this corrugate outpost. It can be placed near the cash register for easy impulse purchases.



24-Pocket Spinner 113701 Wire with black finish. 68" h x 15" w, 12" spinner diameter (Premium Shown) Order, fixture header separately.



16-Pocket Tabletop Spinner 112524 Clear Acrylic. 26" h x 16" w, 16" spinner diameter (Bright Blessings Shown)
Order, fixture header separately.



Little Inspirations® Spanish Line Outpost 111547 Holds 24 cards with header 17" h x 233/4" w x 81/2" d

STAND-ALONE KIT INFORMATION

BRIGHT BLESSINGS

ENDCAP

56 Cards

Item# K12845

2' 14 ROWS *56 Cards*

Item# K12843

2' 12 ROWS 48 Cards Item# K12844

1 SIDE OF 84 POCKET WIRE SPINNER

21 Cards

Item# K13841



CARDS WITH WOW!

ENDCAP

28 Cards

Item# K20864

V20866

2' 14 ROWS 28 Cards

Item# K20862



2' 12 ROWS

24 Cards

Item# K20863



CHRISTIAN CELEBRATIONS

ENDCAP

56 Cards

Item# K15139



56 Cards

2' 14 ROWS

Item# K15125



Item# K15126

2' 12 ROWS

48 Cards

56 POCKET WIRE SPINNER

56 Cards

Item# K22201



1 SIDE OF 84 POCKET WIRE SPINNER

21 Cards

Item# K15133



CORRUGATE

30 Cards

Item# K15403



COLORS OF COMPASSION

ENDCAP

44 Cards

Item# K12840

2' 14 ROWS 44 Cards

Item# K12838

K12838

2' 12 ROWS

36 Cards

Item# K12839



1 SIDE OF 84 POCKET WIRE SPINNER 21 Cards



STAND-ALONE KIT INFORMATION

HEART TO HEART WITH HOLLEY™

ENDCAP

Item# K15102

56 Cards

2' 14 ROWS 56 Cards

Item# K15098

2' 12 ROWS 44 Cards

Item# K15099

CORRUGATE (display included offset with free stock)

30 Cards

Item# K15128

LITTLE INSPIRATIONS

ENDCAP

84 Cards

Item# K11460

2' 14 ROWS

84 Cards

Item# K5509

21 12 ROWS

48 Cards

Item# K5508



SPINNER

84 Cards

Item# K5510

(See spinner on page 11)

PEQUEÑAS INSPIRACIONES

CORRUGATE (display included at no charge)

24 Cards

Item# K14614



Little Inspirations* Spanish Line Outpost Holds 24 count with header 17" h x 23¾" w x 8½" d



MAX LUCADO

ENDCAP

56 Cards

Item# K14375

21 14 ROWS

Item# K14374

56 Cards

2' 12 ROWS

48 Cards

Item# K14373



56 POCKET WIRE SPINNER

56 Cards

Item# K22202

1 SIDE OF 84 POCKET WIRE SPINNER 21 Cards



STAND-ALONE KIT INFORMATION

PEANUTS®

ENDCAP

56 Cards

Item# K14948

2' 14 ROWS 56 Cards

Item# K14936

2' 12 ROWS

48 Cards

Item# K14937



56 POCKET WIRE SPINNER

56 Cards

Item# K22203



1 SIDE OF 84 POCKET WIRE SPINNER

21 Cards

Item# K14939

PREMIUM

2' INLINE WITH OVERLAY TRAY

24 Cards

Item# K20603



24 POCKET SPINNER

24 Cards

Item# K18169



(See spinner on page 12)

REALLY WOOLLY

ENDCAP

56 Cards

Item# K11461



2' 14 ROWS

56 Cards

Item# K9487



Item# K9486

2' 12 ROWS 48 Cards



56 POCKET WIRE SPINNER

56 Cards

Item# K22204



1 SIDE OF 84 POCKET WIRE SPINNER

21 Cards

Item# K13051



VALUE

ENDCAP

56 Cards- Two Packages Each

Item# K22206



2' 14 ROWS

56 Cards- Two Packages Each

Item# K22134



21 12 ROWS

48 Cards- Two Packages Each

Item# K22207



56 POCKET WIRE SPINNER

56 Cards- Two Packages Each

Item# K22135



1 SIDE OF 84 POCKET WIRE SPINNER

21 Cards- Two Packages Each



16-POCKET ACRYLIC SPINNER

BRIGHT BLESSINGS

Item# K15755	K15755
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CHRISTIAN CELEBRATIONS

Item# K15769	K 15769

FAITHFUL HEROES

PEANUTS®

Item# K15754	
Item# K15/54	

REDEEMED

Item# K15767	K15767
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U-NEEKS

Item# K15766	K15766
	K 131 00



16-Pocket Tabletop Spinner 26" h x 16" w. Acrylic. (Bright Blessings Shown)

ABOUNDING HOPE

ONE PACKAGE

20 Cards

Item# K20888

TWO PACKAGES

20 Cards

Item# K20887



THREE PACKAGES

20 Cards





BEAUTY & GRACE

ONE PACKAGE

20 Cards

Item# K20873

TWO PACKAGES

20 Cards

Item# K20872



THREE PACKAGES

20 Cards





COURAGEOUS

ONE PACKAGE

20 Cards



TWO PACKAGES

20 Cards

Item# K20875



THREE PACKAGES

20 Cards



FAITHFUL HEROES

TWO PACKAGES

20 Cards

Item# K20878



THREE PACKAGES

20 Cards







HEAVEN'S UNOFFICIAL GREETINGS

ONE PACKAGE

ONE PACKAGE

Item# K20879

20 Cards

20 Cards

Item# K20906



TWO PACKAGES

20 Cards

Item# K20905



THREE PACKAGES

20 Cards

Item# K20904



JESUS CALLING®

ONE PACKAGE

20 Cards



TWO PACKAGES

20 Cards

Item# K20893



THREE PACKAGES

20 Cards

Item# K20892





LIFE CELEBRATIONS

ONE PACKAGE

20 Cards



TWO PACKAGES

20 Cards

Item# K20899

THREE PACKAGES

20 Cards





MEET ME IN THE MEADOW

ONE PACKAGE

20 Cards

Item# K20891	K20891
	K2U691

TWO PACKAGES 20 Cards

Item# K20890



THREE PACKAGES

20 Cards



FLEX KIT INFORMATION

PRAYERS & BLESSINGS

ONE PACKAGE

20 Cards

Item# K20867

TWO PACKAGES 20 Cards

Item# K20866

THREE PACKAGES

20 Cards

Item# K20865



REDEEMED

ONE PACKAGE

Item# K20885

20 Cards

TWO PACKAGES

20 Cards

Item# K20884

THREE PACKAGES

20 Cards

Item# K20883



SADIE ROBERTSON LIVE ORIGINAL

ONE PACKAGE

20 Cards

Item# K20897

TWO PACKAGES

20 Cards

Item# K20896



THREE PACKAGES

20 Cards

Item# K20895



SHANNA NOEL

ONE PACKAGE

20 Cards

Item# K20989

TWO PACKAGES

20 Cards

Item# K20988



THREE PACKAGES

20 Cards

Item# K20987



SHIRLEY, GOODNESS, AND MERCI

ONE PACKAGE

20 Cards

Item# K20870

TWO PACKAGES

20 Cards

Item# K20869



THREE PACKAGES

20 Cards

Item# K20868



STUDIO 71

ONE PACKAGE

Item# K22123

25 Cards

TWO PACKAGES

25 Cards

Item# K22122

THREE PACKAGES

25 Cards

Item# K22121



WAR ROOM

ONE PACKAGE

20 Cards

Item# K20909

TWO PACKAGES

20 Cards

Item# K20908

THREE PACKAGES

20 Cards

Item# K20907



U-NEEKS

ONE PACKAGE 20 Cards

Item# K20882

TWO PACKAGES

20 Cards

Item# K20881



THREE PACKAGES

20 Cards



YEAR-ROUND COMMUNION

ONE FOOT PREPACK

20 Cards

Item# K10715

TWO FEET PREPACK

56 Cards

Item# K10779



YEAR-ROUND CONFIRMATION

ONE FOOT PREPACK

20 Cards

Item# K10716

TWO FEET PREPACK

56 Cards

Item# K10780



YEAR-ROUND GRADUATION

ONE FOOT PREPACK

20 Cards

Item# K8836



YEAR-ROUND MINISTRY APPRECIATION

ONE FOOT PREPACK

20 Cards

Item# K8835



LICENSING

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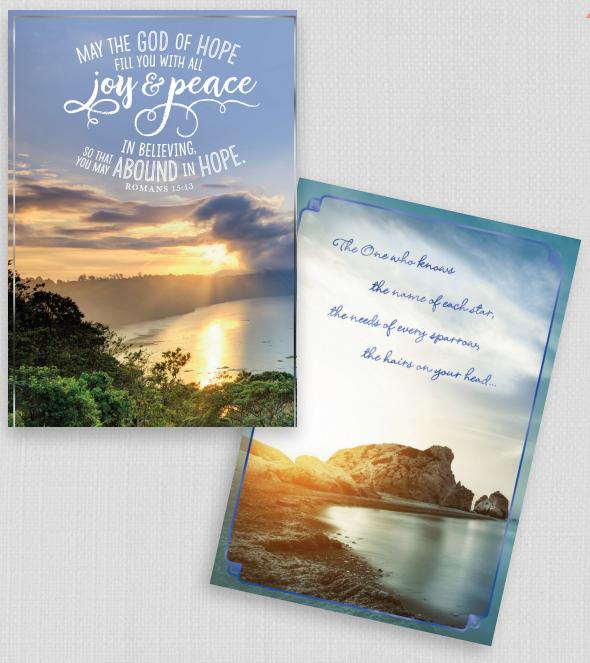
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