

# Cards in the Post

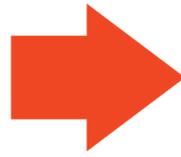
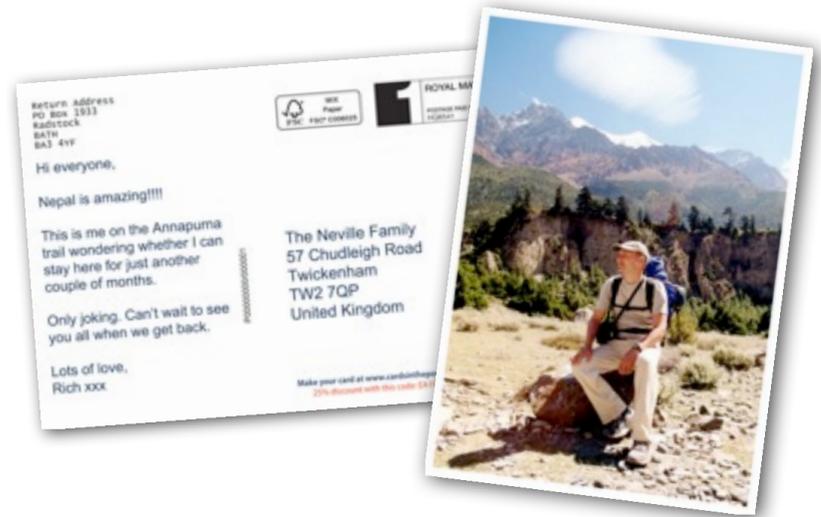
One page introduction



*From this...*



*...to this*



*...using these*

## *What is it?*

Cards In The Post is a brand new website that makes sending a real printed postcard as easy as updating your Facebook status.

## *What's good about it?*

Cards In The Post is the quickest, funnest way to get your photos off your digital devices and into the hands of the people that matter to you.

Real postcards are lovely to receive, and they stand out from the daily barrage of txts, tweets, emails, and updates.

## *How does it work?*

You can use any picture you like - from your Instagram feed, your Facebook photos or even by searching Google Images. It's the biggest card shop you've ever held in your hand.

Once you've written a message, added a postal address and paid, we print your card and mail it within one working day.

## *Why should I use it?*

Use Cards In The Post to send postcards home when you go on holiday, and for birthdays and thank yous. Or just to send a little love, any time you like.

## *How much does it cost?*

Sending a card costs between £1.50 and £2.50. We vary our prices a little, in accordance with demand and your postal destination. All cards are sent First Class or by Airmail to get to their destination fast.

## *But aren't postcards a bit old-fashioned?*

Not any more! Our service gives postcards the upgrade they need to keep up with the social media generation.

In June 2012, Mintel proclaimed postcards were dying out in favour of social networking websites. We love social media too, but we believe there's something special about receiving a real postcard and we want to keep that alive.

## *What's so good about postcards, then?*

Printed cards mean more than emails and status updates, but with our service they're just as quick and easy to make.

Cards are nicer to hold. They look better on the mantelpiece or under a fridge magnet. And you don't need to switch anything on to look at them.

## *What's new and different about this?*

Cards In The Post is more up-to-date, flexible and easy to use than any competitor sites. It works with the services you already use: Instagram, Facebook and Google. There's no fiddly logins or accounts or apps to install. You don't have to buy batches of cards. It's not about cheesy pics with a terrible pun on them. And it works on your mobile or tablet as well as it works on your laptop.

## *When was the site launched & who launched it?*

Cards In The Post was launched in June 2012 by Richard Neville (38) and Adam Knowles (32), incorporated as Electric Animal Ltd. We are based at Google Campus, the new startup 'incubator' in Old Street, London.

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

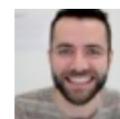
*We made this!*



Cards In The Post is an Electric Animal invention.



richard@electricanimal.co.uk  
075000 82338  
@richardneville



adam@electricanimal.co.uk  
07710 419 021  
@pharkie