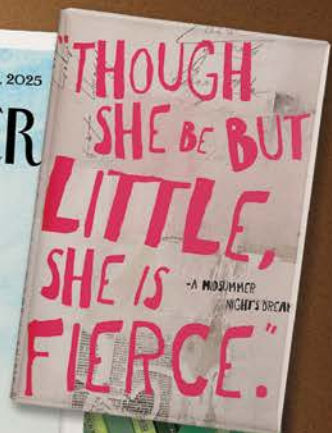
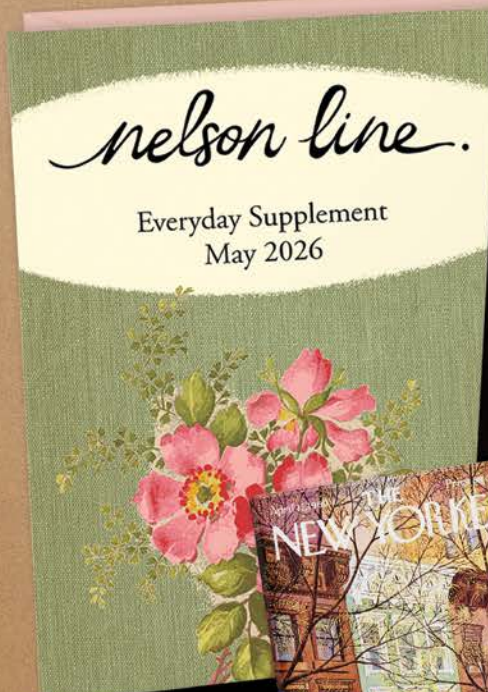




OUR STORY

Design is at the center of everything we create.

For 2026, our collection brings together modern illustration, refined typography, and considered materials to deliver paper goods that feel intentional, contemporary, and beautifully made.

We produce our in-house lines locally in the United States, allowing us to maintain precise quality control while reducing transportation impact. Our products are printed on responsibly sourced papers, including FSC-certified and recycled stocks, and manufactured with energy-efficient processes that support long-term sustainability.

Across greeting cards, wrap, calendars, and stationery, you'll find a clear design philosophy: thoughtful composition, elevated color, and a tactile integrity that makes each piece a pleasure to hold and share. Paired with our artist collaborations and the iconic humor of The New Yorker, this season reflects our commitment to excellence in both craft and environmental care.

Beautiful in form. Responsible in production.
Welcome to Nelson Line 2026.

- Dalton Laluces

*RETURN POLICY

Terms apply. Returns must accompany an order twice the size of the return. All returns must be approved. Limit on seasonal returns. See our website for full return policy.

LOYALTY PROGRAM

GOLD

If you spent **\$10,000** in 2025!

This entitles you to **free pre-pricing**, a **5% discount** and **net 60** on all Everyday orders, **returns*** for all occasions, and **free shipping** in 2026!

SILVER

If you spent **\$5,000** in 2025!

This entitles you to **free pre-pricing**, a **5% discount** and **net 60** on all Everyday orders, **returns*** for all occasions, and **free shipping** (\$350 minimum) in 2026!

BRONZE

If you spent **\$2,000** in 2025!

This entitles you to **50% off pre-pricing**, a **5% discount** on all Everyday orders and **returns*** for all occasions in 2026!

NEW CUSTOMERS

5% discount on one order over \$350

COUPON CODE:
NC5P26

EVERYDAY ORDER

Stationery, Gifts, and Cards
5% discount on one order over \$350

COUPON CODE:
ED5P26

EVERYDAY CARDS

Free freight on one order over \$350

COUPON CODE:
EDFF26

NEW YORKER ORDER

5% discount and free freight on one order over \$750

COUPON CODE:
NY5P26

TABLE OF

CATEGORY

5 **BLANK**

5 **NYC**

6 **CARTOONS**

7 **ANIMALS**

8 **LITERARY**

10 **FINE ART**

11 **HUMOR**

OCCASION

13 **BIRTHDAY**

19 **LOVE**

19 **NEW HOME**

20 **THANK YOU**

20 **NEW BABY**

20 **THINKING OF YOU**

20 **SYMPATHY**

20 **GET WELL**



800-350-5463

nelsonline.com

@nelsonlineusa

102 Commerce
Drive #6,
Moorestown,
NJ, 08057

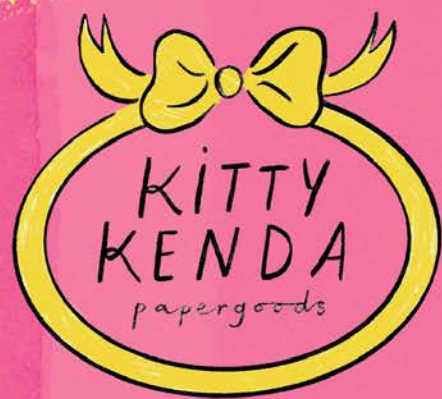
STATIONERY & GIFTS

22 **COVER NOTEBOOKS**

23 **CARTOON NOTEPADS**

24 **MAGNETS**

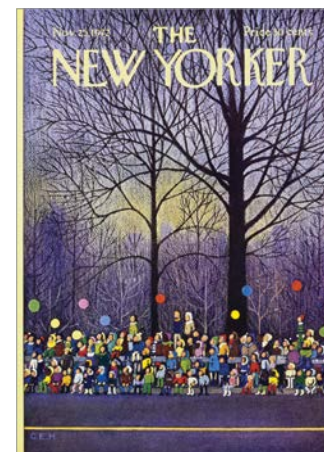
CONTENTS



Kitty Kenda features playful, feel-good designs, with each card thoughtfully made in the UK using sustainable materials. Charming illustrations with a delicate, handmade feel make every design a keepsake to treasure.

NYC

BLANK



NYV191 THE NEW YORKER
WATCHING THE PARADE
5" x 7"



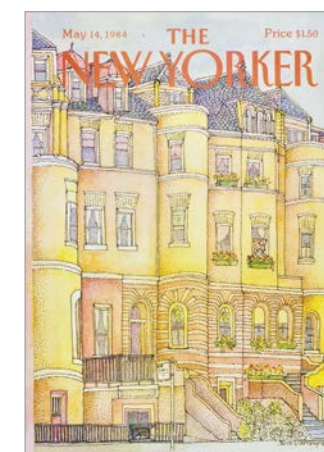
NYV192 THE NEW YORKER
INDEPENDENCE DAY
5" x 7"



NYV193 THE NEW YORKER
BALCONY SCENE
5" x 7"



NYV195 THE NEW YORKER
NIGHT LIGHTS
5" x 7"



NYV194 THE NEW YORKER
BROWNSTONE ROW
5" x 7"

CARTOONS

BLANK

ANIMALS

BLANK



"ChatGPT, why is my electric bill so high?"

NYC475 THE NEW YORKER

"ChatGPT, why is my electric bill so high?"

5" x 7"

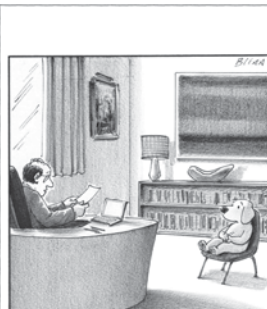


"I'd invite you back, but my planet's a mess."

NYC476 THE NEW YORKER

"I'd invite you back, but my planet's a mess."

5" x 7"



"Might you explain to me how your division managed to spend twenty-six thousand dollars on tennis balls?"

NYC477 THE NEW YORKER

"Might you explain to me how your division managed to spend twenty-six thousand dollars on tennis balls?"

5" x 7"



"And remember, if at first you don't succeed, the internet will let you know immediately."

NYC479 THE NEW YORKER

"And remember, if at first you don't succeed, the internet will let you know immediately."

5" x 7"



"Follow your dreams—ideally in a field that will still require humans when you graduate."

NYC478 THE NEW YORKER

"Follow your dreams—ideally in a field that will still require humans when you graduate."

5" x 7"



"I worry about my mom's screen time, but it's the only thing that seems to soothe her."

NYC480 THE NEW YORKER

"I worry about my mom's screen time, but it's the only thing that seems to soothe her."

5" x 7"

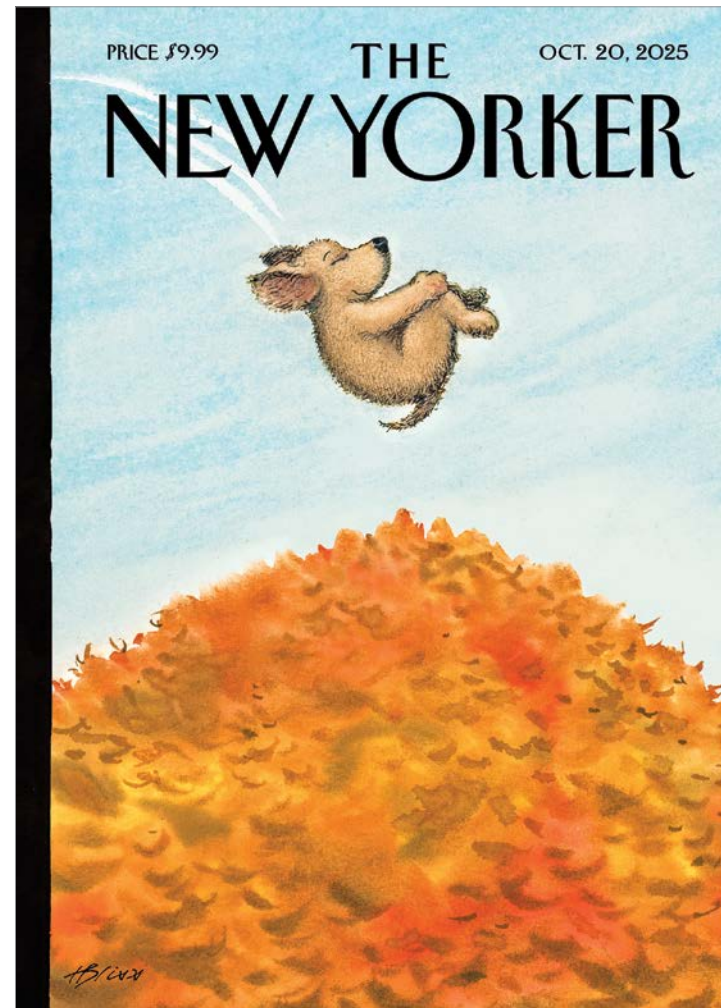


"I mean, if I can't trust him not to watch episodes before I do, then how can I trust him with anything?"

NYC481 THE NEW YORKER

"I mean, if I can't trust him not to watch episodes before I do, then how can I trust him with anything?"

5" x 7"



NYV197

CANNONBALL
5" x 7"

THE NEW YORKER



SPD001

LOVEHEART POTTERY DOG
4.5" x 6.4" | Die Cut



SSK01

FLORAL SITTING KITTY
4.5" x 6.4" | Die Cut



RAF5398

artPRESS

I FOUND COD
5" x 7"



RLD2612

artPRESS

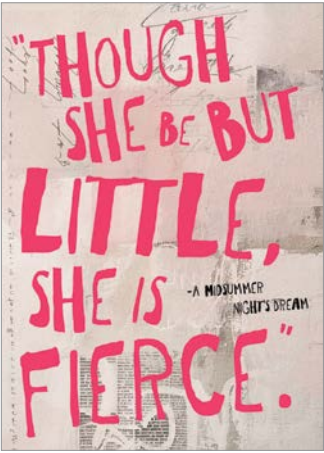
PEGGY
5" x 7"



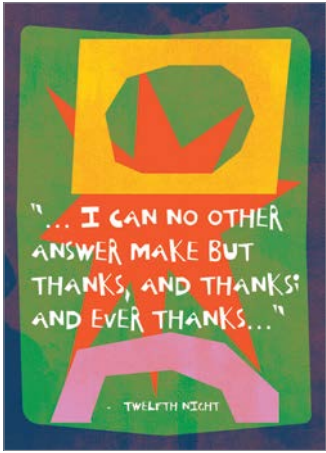
RYU5425

artPRESS

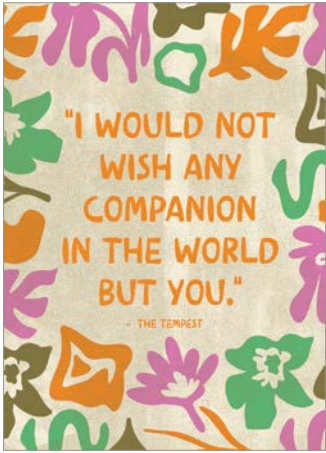
KITTEN WATCH
5" x 7"



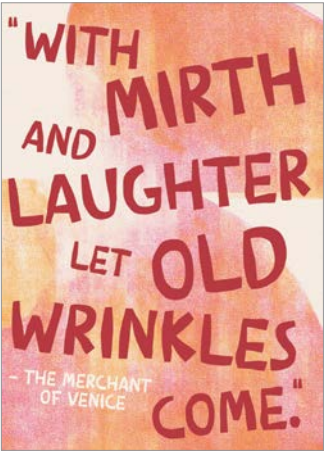
SHC19
FIERCE
4.5" x 6.25"



SHC20
EVER THANKS
4.5" x 6.25"



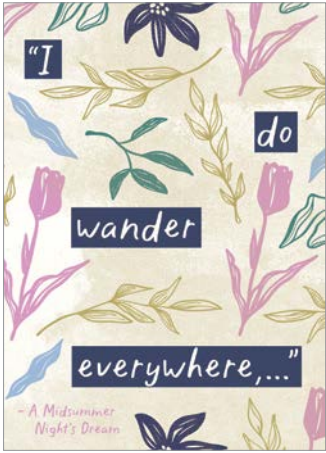
SHC21
COMPANION
4.5" x 6.25"



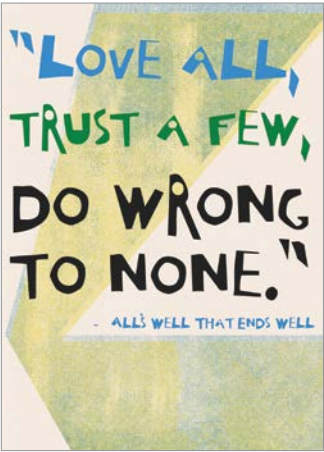
SHC27
MIRTH AND LAUGHTER
4.5" x 6.25"



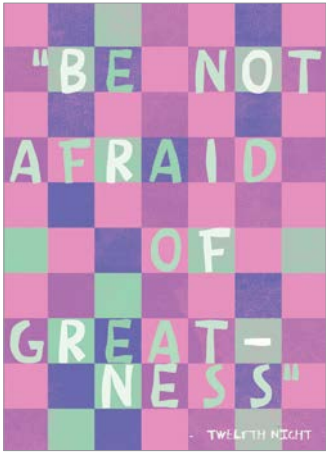
SHC28
BE TRUE
4.5" x 6.25"



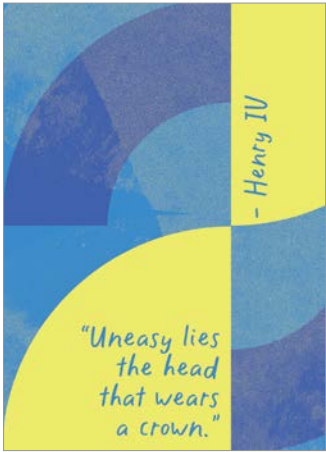
SHC29
WANDER
4.5" x 6.25"



SHC22
LOVE ALL
4.5" x 6.25"



SHC23
GREATNESS
4.5" x 6.25"



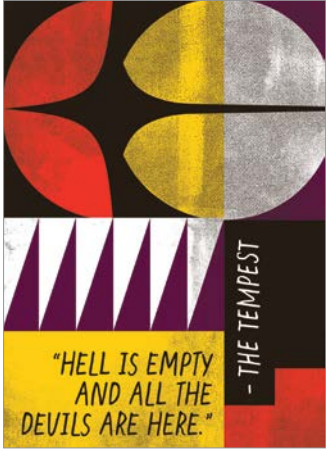
SHC24
CROWN
4.5" x 6.25"



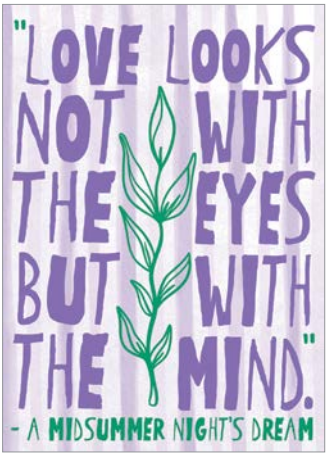
SHC30
UNICORNS
4.5" x 6.25"



SHC31
DONE IS DONE
4.5" x 6.25"



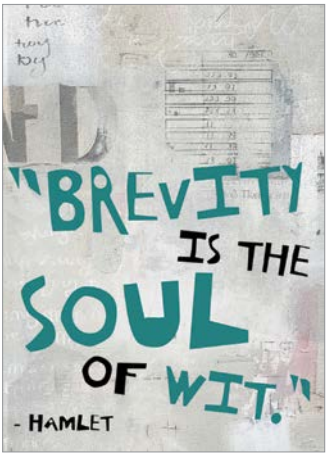
SHC32
DEVILS
4.5" x 6.25"



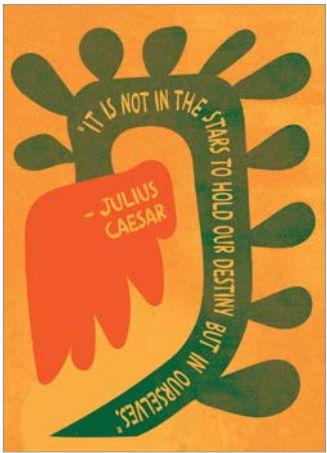
SHC25
WITH THE MIND
4.5" x 6.25"



SHC26
TOO WELL
4.5" x 6.25"



SHC33
BREVITY
4.5" x 6.25"



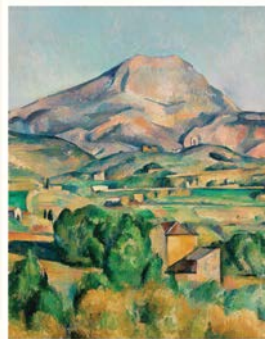
SHC34
DESTINY
4.5" x 6.25"

BLANK

FINE ART



AWC33 Artwell
WHEAT FIELD WITH CYPRESSES
4.5" x 6.25" | Embossing



AWC34 Artwell
MONT SAINTE-VICTOIRE
4.5" x 6.25" | Embossing



AWC35 Artwell
ZODIAQUE
4.5" x 6.25" | Embossing



AWC36 Artwell
DAYDREAM (DREAMING)
4.5" x 6.25" | Embossing



AWC37 Artwell
GIRL WITH A PEARL EARRING
4.5" x 6.25" | Embossing



AWC38 Artwell
THE VIRGIN
4.5" x 6.25" | Embossing

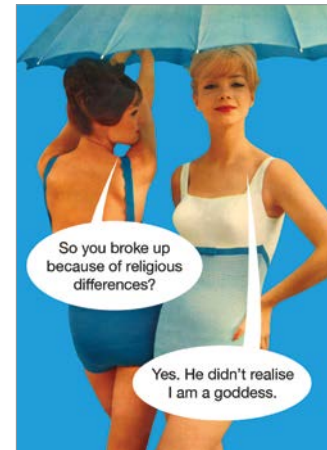


AWC39 Artwell
CHRYSANTHEMUMS AND HORSEFLY
4.5" x 6.25" | Embossing

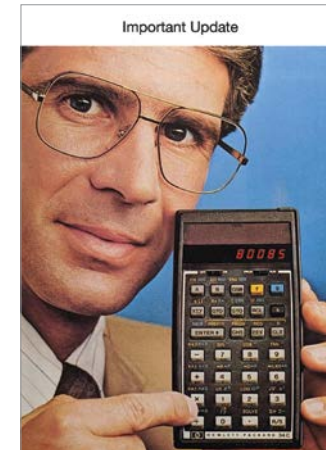


AWC40 Artwell
ANNUNCIATION
4.5" x 6.25" | Embossing

HUMOR



KMK2604 kissmekwik®
GODDESS
4" x 6"



KMK2617 kissmekwik®
CALCULATOR
4" x 6"



KMK2618 kissmekwik®
WORK FROM HOME
4" x 6"



LBX2601 kissmekwik®
OUT OUT
5" x 7"

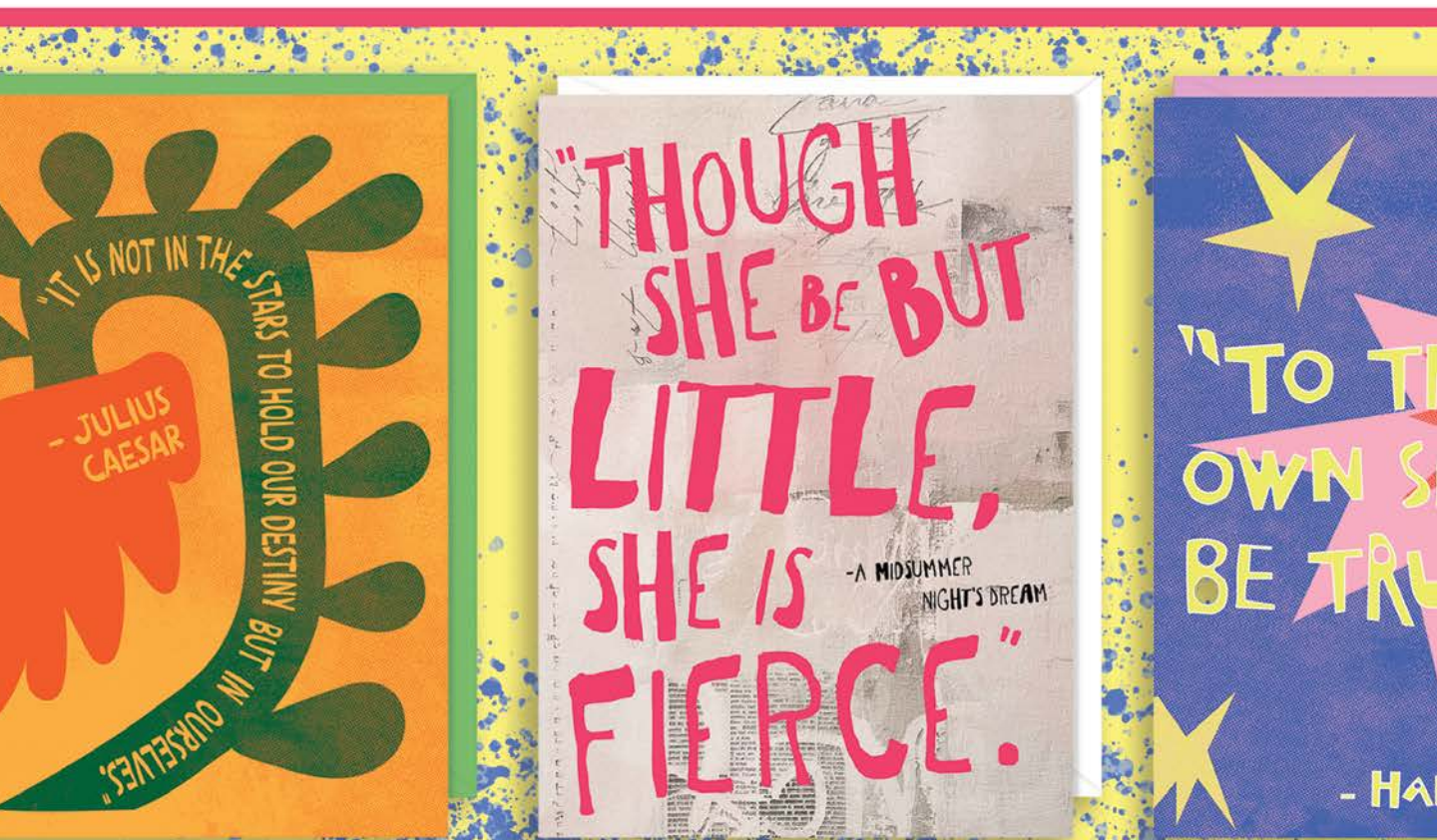


LBX2604 kissmekwik®
LEMONS
5" x 7"



SHAKESPEARE

William Shakespeare was an English playwright and poet widely regarded as one of the greatest writers in the English language. His insight into human nature makes his work as meaningful today as it was in the Elizabethan era. These greeting cards are inspired by his creative craft to make every message sound like poetry.



BIRTHDAY



NLN610 
BIRTHDAY QUEEN
 long may you reign over cake, cocktails, and questionable decisions!
 4.5" x 6.25"



NLN614 
VINTAGE
 and vintage never goes out of style. happy birthday!
 4.5" x 6.25"



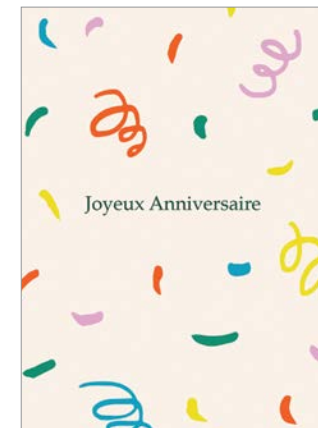
NLRM10 
ON YOUR BIRTHDAY
 Wishing you a day full of lovely moments and a year full of wonderful surprises.
 4.5" x 6.25"



NLN611 
LUCKY BIRTHDAY
 wishing you a year full of good luck. you deserve it all and then some!
 4.5" x 6.25"



NLN616 
CUT LOOSE
 celebrate big and make this year one for the books!
 4.5" x 6.25"



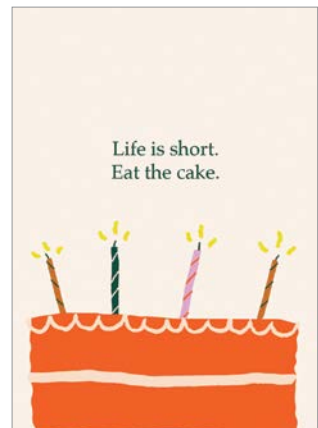
NLRM11 
JOYEUX ANNIVERSAIRE
 Let the celebration begin!
 4.5" x 6.25"



NLN612 
TOO GLAM
 you were born to sparkle. never dim your light for anyone.
 4.5" x 6.25"



NLRM09 
MORE CANDLES
 Hope your birthday is délicieux in every way.
 4.5" x 6.25"



NLRM12 
CAKE
 Especially on your birthday.
 4.5" x 6.25"



NLRM13 Rue Madeline
LITTLE WISER
Age is just adding to your elegance.
Wishing you a beautiful year ahead.
4.5" x 6.25" | Embossing



NLRM15 Rue Madeline
FOREVER YOUNG
May you keep the wonder, warmth,
and laughter of every age.
4.5" x 6.25" | Embossing



NLRM16 Rue Madeline
YOUR DAY
Which means today is for celebrating
you – beautifully.
4.5" x 6.25" | Embossing



SUG09 SUGARHOUSE GREETINGS
ACORN CAT
Another year to squirrel away.
Wishing you lots of delicious acorns!
4.5" x 6.25"



SUG10 SUGARHOUSE GREETINGS
SHEEP
Don't worry – everything is under
control. Just sit back and enjoy every
second of your day.
4.5" x 6.25"



SUG11 SUGARHOUSE GREETINGS
BLACK LAB
I hope you are as spoiled as my dog
on this special day. Happy Birthday!
4.5" x 6.25"



SUG01 SUGARHOUSE GREETINGS
CUPCAKES
Wishing you a birthday that's
unapologetically sweet.
4.5" x 6.25"



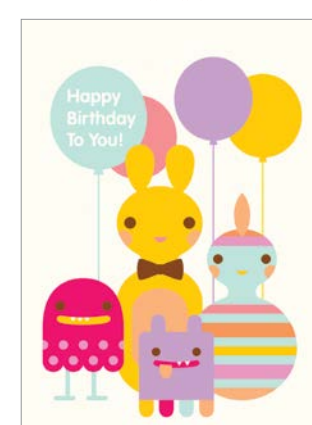
SUG02 SUGARHOUSE GREETINGS
FIESTA MODE
May your birthday be extra
spicy and full of joy.
4.5" x 6.25"



SUG03 SUGARHOUSE GREETINGS
LAVENDER
Keep blooming! Happy birthday!
4.5" x 6.25"



SUG12 SUGARHOUSE GREETINGS
HUMMINGBIRDS
Hope your day is filled with joy and
lovely moments. Happy Birthday!
4.5" x 6.25"



NLDB18 dicky bird
BIRTHDAY GANG
Have an amazing day!
4.5" x 6.25"



NLDB19 dicky bird
INVADER STACK
Hope it's out of this world!
4.5" x 6.25"



SUG04 SUGARHOUSE GREETINGS
TERRIER
...so I hope this card will do.
Happy Birthday!
4.5" x 6.25"



SUG07 SUGARHOUSE GREETINGS
OYSTERS
Hope it's briny, bright, and served with
a twist of fun.
4.5" x 6.25"



SUG08 SUGARHOUSE GREETINGS
MAGNOLIA CAT
It's your day – do it your way.
Happy Birthday.
4.5" x 6.25"



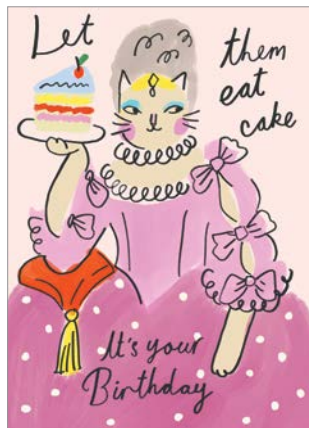
NLDB20 dicky bird
BIRTHDAY GHOST
Have a great day!
4.5" x 6.25"



PBD004 SUGARHOUSE GREETINGS
PINK GINGHAM CHECK
4.5" x 6.25"



PBD011 SUGARHOUSE GREETINGS
GIANT CAT BIRTHDAY HUGS
4.5" x 6.25"



PBD013 KITTY ANTOINETTE
4.5" x 6.25"



SBW004 MIDNIGHT FLORAL BUTTERFLY WOMAN
5.5" x 7" | Die Cut



ET102MSG JOLLY AWESOME
CAT BIRTHDAY
Happy Birthday!
4.5" x 6.25" | Die Cut



SBB04 GINGHAM BIRTHDAY BOW
5" x 5" | Die Cut



SB611 Studio Boketto
BIRTHDAY CAKE
4" x 6" | Die Cut



ET104MSG JOLLY AWESOME
CHEETAH BIRTHDAY
Happy Birthday!
4.5" x 6.25" | Die Cut



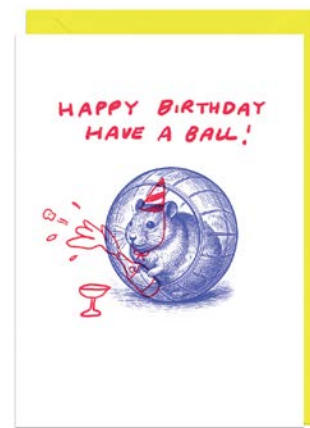
PBD018 FLORAL BORDER LOVELY
4.5" x 6.25"



ET101MSG JOLLY AWESOME
BEAR BIRTHDAY
Happy Birthday!
4.5" x 6.25" | Die Cut



NN114MSG JOLLY AWESOME
TO A KING
Happy Birthday!
4.5" x 6.25"



NN115 JOLLY AWESOME
HAVE A BALL BIRTHDAY
4.5" x 6.25"



JAK107 JOLLY AWESOME
THRILLING BIRTHDAY
4.5" x 6.25"



HS4590 jamesellis
BIRTHDAY TRANSPORT
5" x 7" | Color Foil



NN118MSG JOLLY AWESOME
HOLY HIGHLAND COW
Happy Birthday!
4.5" x 6.25"



BGBTB115MSG JOLLY AWESOME
GIDDY UP GIRL
Happy Birthday!
4.5" x 6.25"



HS4591 jamesellis
BIRTHDAY CUPCAKES
5" x 7" | Color Foil



JAK105 JOLLY AWESOME
PAWESOME BIRTHDAY
4.5" x 6.25"



BGBTB126 JOLLY AWESOME
HAPPY BIRTHDAY QUEEN
4.5" x 6.25"



K4872 jamesellis
BIRTHDAY CARTWHEEL
5" x 7" | Gold Foil

BIRTHDAY

LOVE

NEW HOME

LOVE



K4873 jamesellis
BIRTHDAY WHALE
5" x 7" | Gold Foil



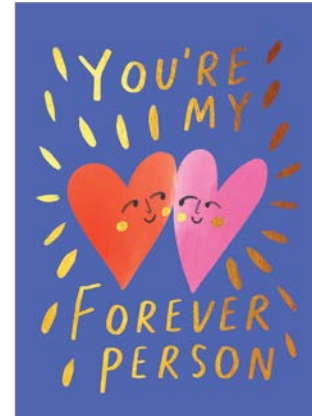
K4874 jamesellis
BIRTHDAY FLAMINGOS
5" x 7" | Gold Foil



QUACK8 earlybird
GO BANANAS
3.5" x 4.75"



NLN613 
FOR THE RECORD
you're my favorite track.
on repeat. always.
4.5" x 6.25"



FLV001 
FOREVER PERSON
4.5" x 6.25" | Gold Foil



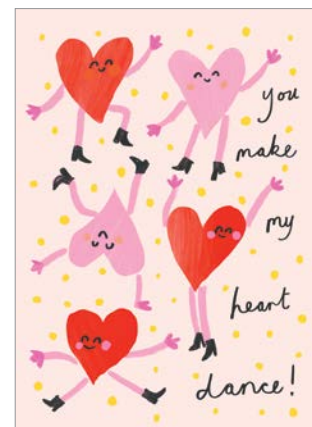
NLN615 
BUTTON
it's honestly not fair. leave
some charm for the rest of us!
4.5" x 6.25"



TRINK4 earlybird
BIRTHDAY SUN AND MOON
3.5" x 4.75"



TRINK5 earlybird
BIRTHDAY TRINKETS
3.5" x 4.75"



PLV022 
HEART DANCE
4.5" x 6.25"

NEW HOME



HON41 earlybird
BIRTHDAY FRUITS
4.75" x 6.75"



HON44 earlybird
PINK BIRTHDAY FLOWERS
4.75" x 6.75"



PNH003 
COZY BEE NEW HOME
4.5" x 6.25"



SB610 Studio Boketto
HOUSE
4" x 6" | Die Cut

GET WELL SYMPATHY THINKING OF YOU NEW BABY THANK YOU

THANK YOU



NLN609  **THANK YOU BAG**
i cannot thank you enough...
but i will absolutely keep trying!
4.5" x 6.25"

THINKING OF YOU



PFR001  **GOT YOU MICE**
4.5" x 6.25"



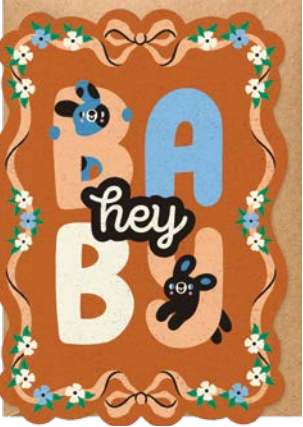
NLRM14 *Rue Madeline* **YOUR KINDNESS**
For all the small ways you make life feel
more beautiful — merci.
4.5" x 6.25"

SYMPATHY



SUG06  **HYDRANGEA VASE**
Keeping you in our thoughts and
prayers. Wishing you strength,
comfort, and lots of love.
4.5" x 6.25"

NEW BABY



SB607 **Studio Boketto** **HEY BABY**
4" x 6" | Die Cut

GET WELL



SUG05  **ZINNIA VASE**
Beautiful flowers for a beautiful
person. Get well soon!
4.5" x 6.25"



nelson line.
GIFT & STATIONERY

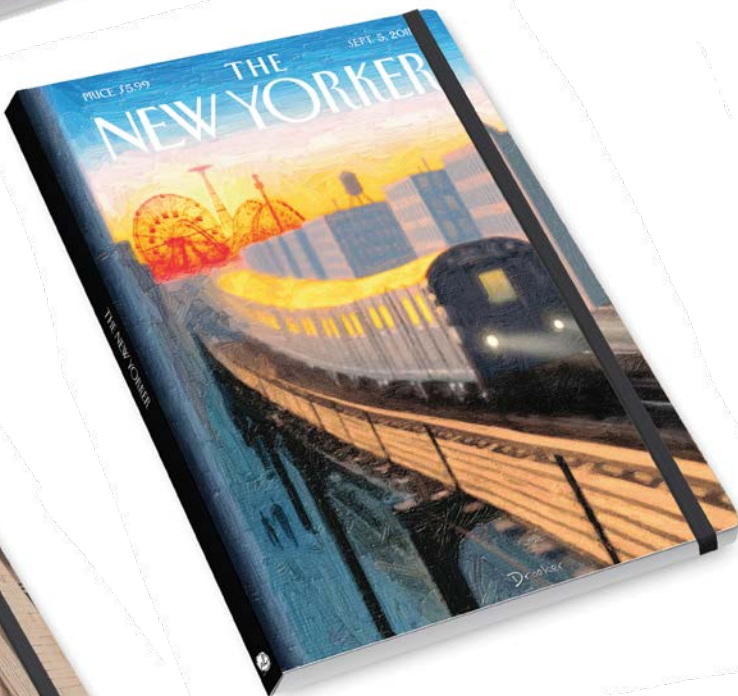
8.5 x 6.25 inches hard backed lay-flat notebook • 144 lined pages • back pocket and elastic closure • Iconic cover art



NYVNB07 GUGGENHEIM



BACK



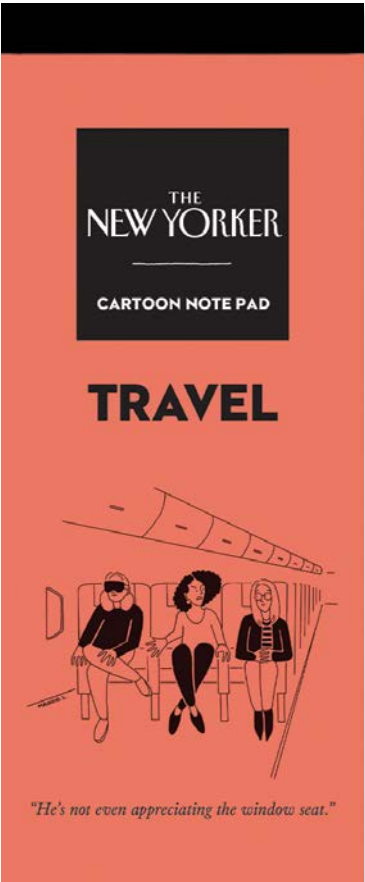
NYVNB08 CONEY ISLAND EXPRESS



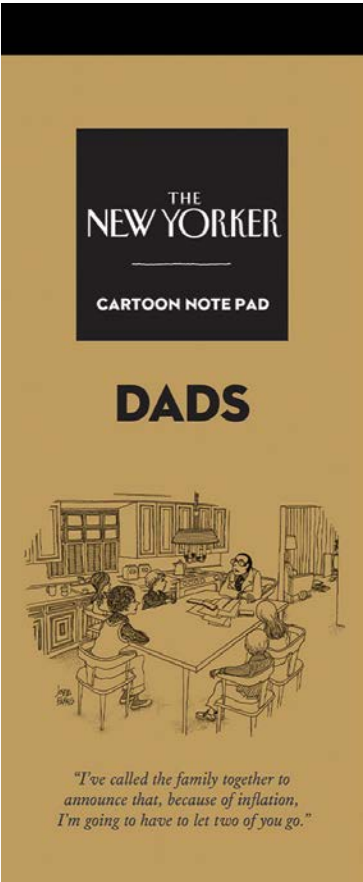
NYVNB09 LIBRARY LIONS

These iconic covers highlight some of the magazine's most influential illustrations, blending art and functionality in a beautifully designed notebook perfect for sketching, writing, or reflection.

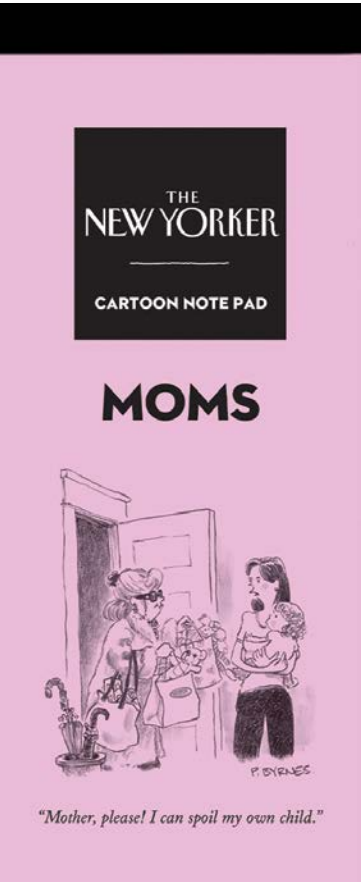
3.5 x 8.5 inches • 76 lined pages • 20 cartoons • flexible cloth binding



NYNP32 TRAVEL



NYNP33 DADS



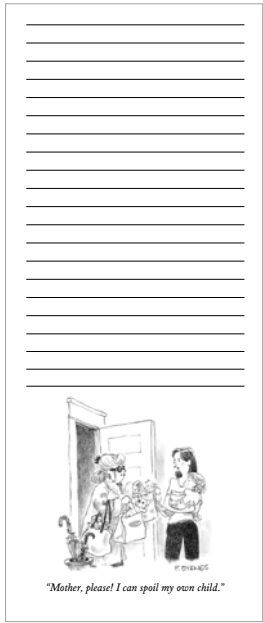
NYNP34 MOMS



Back of Notepad Sample

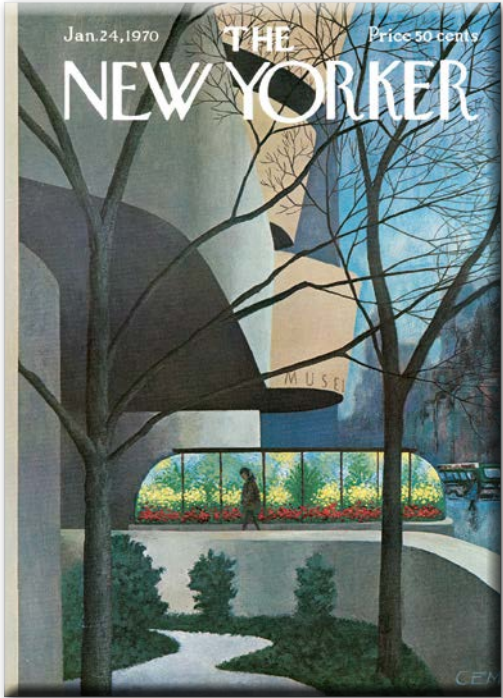
THE NEW YORKER

Our best selling New Yorker notepads continue to amuse and delight loyal fans from near and far. Whether writing daily lists or scribbling memoranda, our handy notepad will help add a little humor to your day!

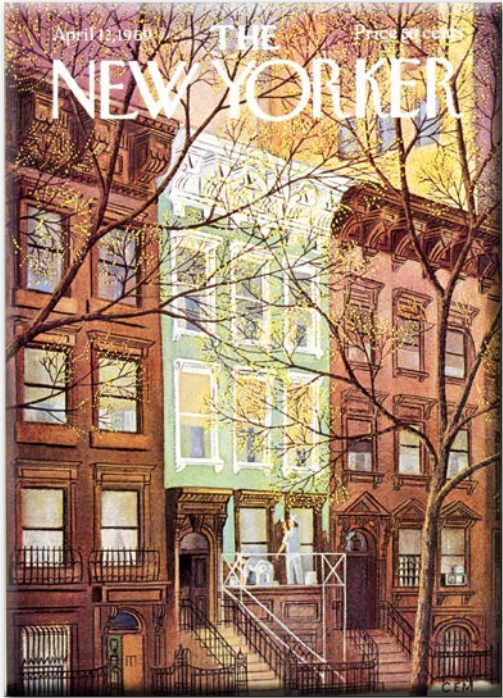


Lined Cartoon Page Sample

2.5 x 3.5 inches • classic hard backed fridge magnets • cello wrapped



NYHM092 GUGGENHEIM MUSEUM



NYHM094 BROWNSTONE IN NYC

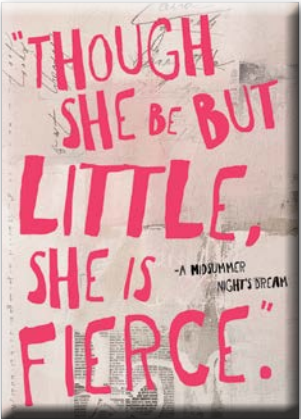


NYHM096 THE METROPOLITAN MUSEUM OF ART

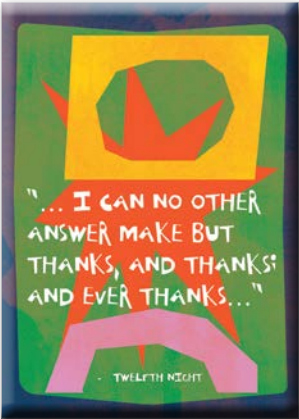


NYHM097 BROOKLYN BRIDGE SUNSET

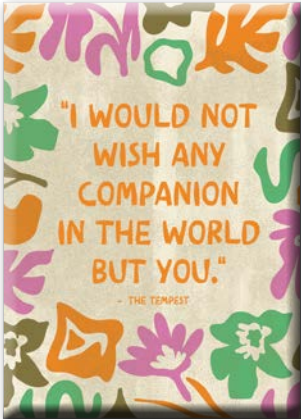
2.5 x 3.5 inches • classic hard backed fridge magnets • cello wrapped



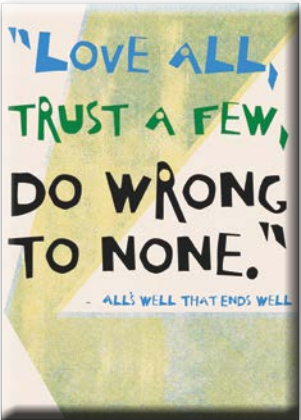
SHMAG12 FIERCE



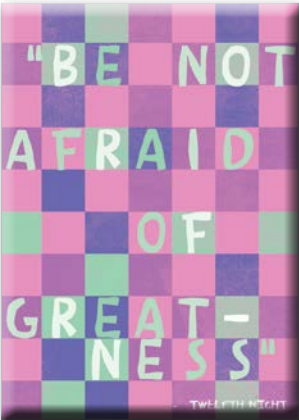
SHMAG13 EVER THANKS



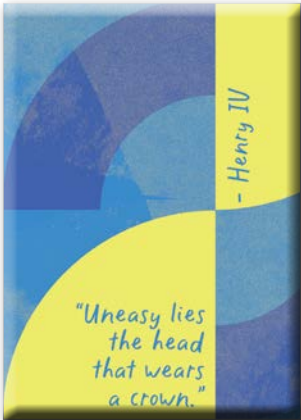
SHMAG14 COMPANION



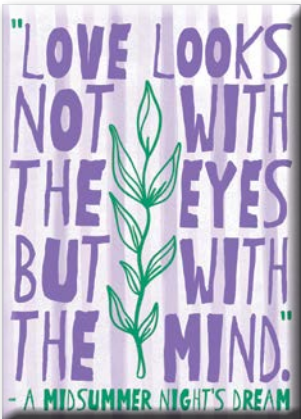
SHMAG15 LOVE ALL



SHMAG16 GREATNESS



SHMAG17 CROWN

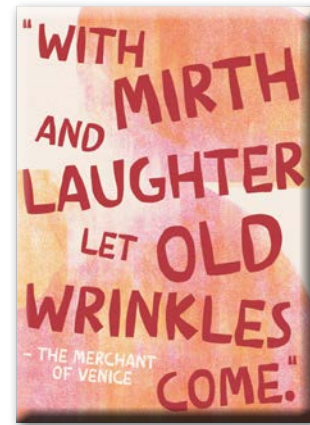


SHMAG18 WITH THE MIND



SHMAG19 TOO WELL

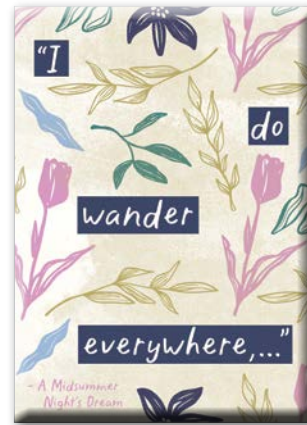
2.5 x 3.5 inches • classic hard backed fridge magnets • cello wrapped



SHMAG20
MIRTH AND LAUGHTER



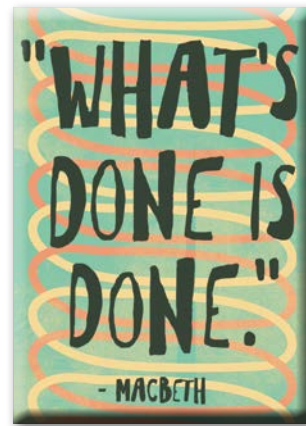
SHMAG21 BE TRUE



SHMAG22 WANDER



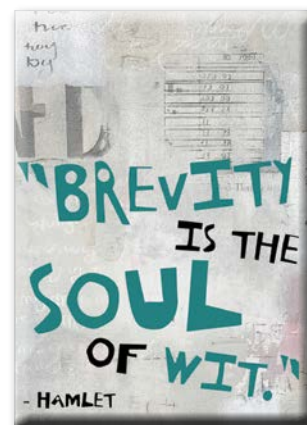
SHMAG23 UNICORNS



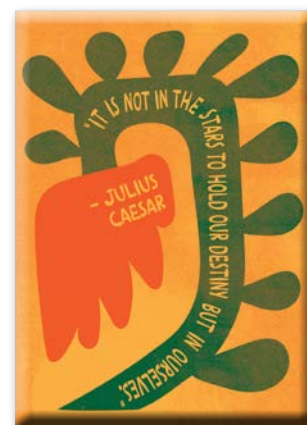
SHMAG24 DONE IS DONE



SHMAG25 DEVILS



SHMAG26 BREVITY



SHMAG27 TOO WELL

THE NEW YORKER

The New Yorker has entertained and enlightened the magazine's readers for a century. A roster of extraordinary artists continues to create indelible images that are infinitely varied in style and tone, whether whimsical, provocative, serene, or laugh-out-loud funny.



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