

## How Blue Mountain Revolutionized the Greeting Cards Industry

Blue Mountain creations, featuring the trademark company style of poetry and prose superimposed over a colorful nature background, spread joy wherever they are. Over 1,000 Blue Mountain e card designs are available to send electronically to a loved one to mark a special holiday or occasion. These messages are not available just to the English speaking world; greetings are available in many different languages.

Boulder, Colorado couple Stephen Schutz and Susan Polis Schutz started the Blue Mountain cards company in the early 1970s as a vehicle for their illustration and poetry hobbies. They combined Stephens artwork and Susans free form poetry to create posters expressing their shared feelings about life, love and nature, which was very much in keeping with the hippie culture of the time. Blue Mountain was originally conceived as a poster print business after Stephen and Susan persuaded a local Boulder bookseller to sell several of their prints on consignment. The business took off with the posters popularity; soon other area stores began carrying the prints. Blue Mountain Arts, parent company of Blue Mountain Cards, was officially formed in 1971. With the posters popularity, Stephen and Susan began travelling the country selling their art and soon branched out into gift books, calendars and stationery. Not long afterwards, they also transferred their art to Blue Mountain greeting cards. Blue Mountain cards, in fact, introduced the all occasion blank greeting card to the public. They also introduced a second greeting card innovation: the inclusion of expressive free form poetry to the interior of their cards, replacing the staid traditional rhyming messages used for so long.

In the 1990s, Blue Mountain Arts introduced another greeting cards innovation: the electronic greeting card, launching their free e card website in 1996. The electronic greeting card concept grew from the Schutz family practice of keeping in touch with their college age son through electronic messages and greetings. Once again, Blue Mountain cards, through its e cards line, was an innovator. Their cards were free, and they allowed the sender to insert personal greetings rather than use a stock message. The recipient received an email notification of the card and accessed it through an attached link to the company website. Greeting cards were never so easy to select and send.

Through the e cards website, Blue Mountain cards can now be sent in any number of languages all over the globe.

## About the Author

Get more info about cards, visit [this reference](#).

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