

July 9, 2014



Bags & Bows Partners with Emerging Designer to Offer Exclusive Packaging Options for Retailers

Collaboration with the Piper Collection marks company's 20 years of industry innovation

ST. PAUL, Minn.--(BUSINESS WIRE)-- To celebrate its 20th anniversary, Bags & Bows® is partnering with the Piper Collection to create a special line of unique and vibrant packaging products. A business unit of Deluxe Corporation ([NYSE: DLX](#)), Bags & Bows is an industry leader in the retail packaging space, providing customers with quality bags, boxes and wrapping options.

The Piper Collection (www.piper-collection.com) is the work of designer Whitney Caudle of Charlotte, N.C. As part of the collaboration with Bags & Bows, Piper Collection adapted several designs from their line of high-end, decorative pillows. Bags & Bows customers will be able to choose from six different Piper Collection packaging designs, with an option to personalize them with their business name, logo or messaging.

“For the past 20 years, Bags & Bows has been committed to finding ways of sharing new, trend-forward and exclusive packaging options,” said George May, vice president of product management, Bags & Bows. “We are thrilled to be partnering with the Piper Collection to provide their dynamic and eye-catching designs. By offering Whitney’s bold color combinations and striking graphics, our goal is to help businesses get discovered – and even rediscovered – in an increasingly crowded retail marketplace.”

“Collaborating with Bags & Bows is a perfect design opportunity,” said Whitney Caudle, owner, Piper Collection. “A quality, branded bag, box or wrapping says a lot about a business. I’m excited to see how Piper Collection designs can help small businesses get noticed and remembered. It will be thrilling to see my current designs on Bags & Bows’ products.”

The Bags & Bows and Piper Collection partnership will officially launch at the Atlanta International Gift and Home Furnishings Market (AmericasMart), July 10-14, 2014. AmericasMart has been one of the world's largest permanent design, home, gift and apparel wholesale trade centers for more than 50 years.

About Bags & Bows

Since 1994, Bags & Bows has been the premier wholesaler of retail-packaging supplies. From paper, fabric and plastic shopping and gift bags to boxes, tissue and ribbon, the company is a one-stop source for every packaging need, with selections carefully chosen by trend watchers and retail industry experts. For more information, visit <http://www.bagsandbowsonline.com>.

About Deluxe Corporation

Deluxe is a growth engine for small businesses and financial institutions. Four million small business customers access Deluxe's wide range of products and services including customized checks and forms as well as web-site development and hosting, search engine marketing, logo design and business networking. For financial institutions, Deluxe offers industry-leading programs in checks, customer acquisition, fraud prevention and profitability. Deluxe is also a leading printer of checks and accessories sold directly to consumers. For more information, visit us at www.deluxe.com, www.facebook.com/deluxecorp or www.twitter.com/deluxecorp.

For Deluxe Corporation:

Ryan McCormick, 312-552-6316

ryan.mccormick@porternovelli.com

Source: Deluxe Corporation