Wholesale Catalog

wordplay

CONNECTIONS

Bringing people together
through the power of puns

Spring 2026

Wordplay Connections

Bringing people together through the power of puns

About the Brand

Wordplay Connections is an indle greeting card brand built on one simple idea: people still love a great card—when it's actually worth reading. Our cards combine clever wordplay, clean design, and real photography to create moments that feel personal, memorable, and genuinely fun to give.

Founded with the belief that humor is a powerful connector, Wordplay Connections designs cards that spark a second look, a laugh, and often a conversation. Each design is created to stand out on the rack while still feeling thoughtful enough to keep.

The Cards

- Punny, smart, and readable — designed to be enjoyed, not skimmed
- Printed on premium textured stock for a quality, gift-worthy feel
- Clean in tone with broad customer appeal
- Easy to merchandise in standard A7 card racks

Categories include Birthday, Congratulations, Wedding. Thank You. Seascnal, and Everyday Oceasions, with new designs added regularly.

What Makes Us Different

- Distinct wordplay you don't see elsewhere
- Strong impulse appeal with proven sell-through
- Premium look and feel at accessible price points
- Customers often buy multiple cards at once,
- Cards are frequently kept, displayed, or shared

Retailer Favorite

Cards that shoppers actually stop to read—and buy.

CONNECTIONS

A Reliable Wholesale Partner

We believe great products should be easy to buy and easy to reorder.

- ☑ **Fast** turnaround and dependable fulfillment
- ☑ **Clear wholesale terms** and consistent pricing
- ☑ **Simple** reorders and responsive communication
- ☑ **Designed** and fulfilled in the USA

Whether you're a small boutique or a multi-location retailer, Wordplay Connections is built to support long-term partnerships—*not one-time* orders.

MOQ: 30 cards

Turnaround: 7—10 business days

Shipping billed at *actual cost.*

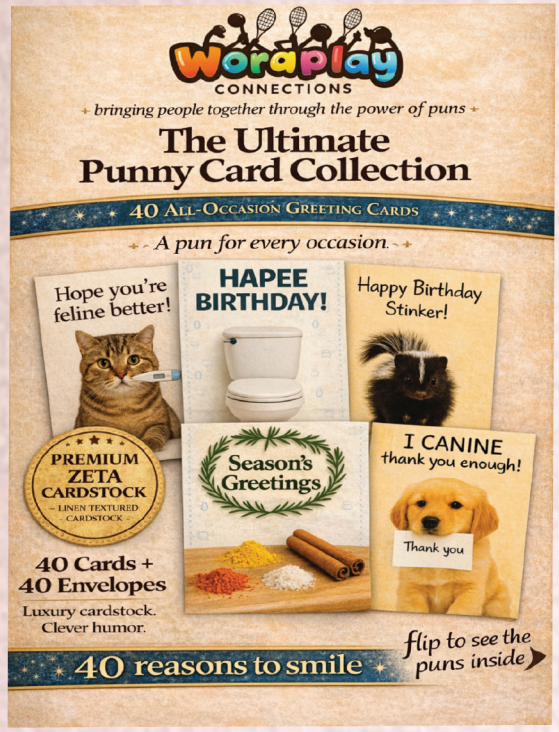
Accepted: Credit card, invoice

Best Placement

- Gift & lifestyle boutiques
- Bookstores and stationery shops
- Home décor and specially retail
- Museum and tourist gift shops

Box Set & Birthday Stinker
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Box Set (The Ultimate Punny Card Collection)- Launching Q2



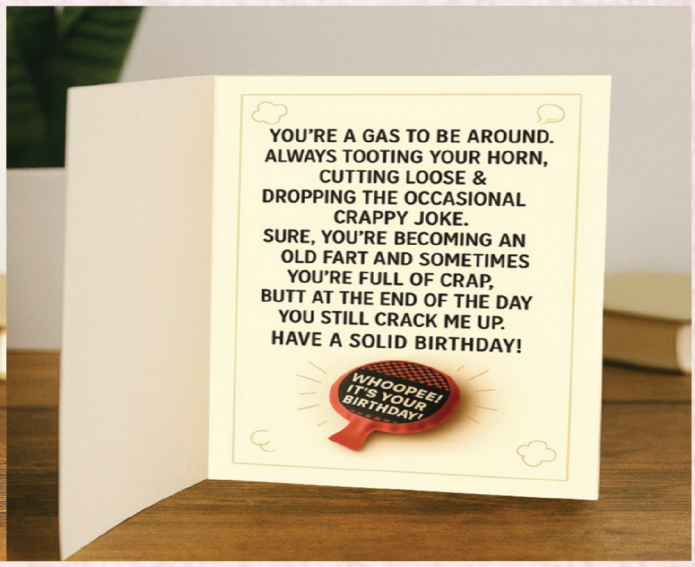
Product Highlights:

*Premium rigid gift box featuring a soft-touch finish, elegant foil stamping, and durable 2.0 mm chipboard construction with a lift-off lid for a refined, high-end presentation.

*Broad All-Occasion Appeal- Includes 40 cards across major life events and everyday moments, giving customers a ready-to-use solution for nearly any occasion.

SKU: WC-BX-001
Wholesale: $60.00
MSRP: $99.99
Size: 5.5" x 7.5" x 3.5"

Birthday Stinker



SKU: WC-BD-003
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

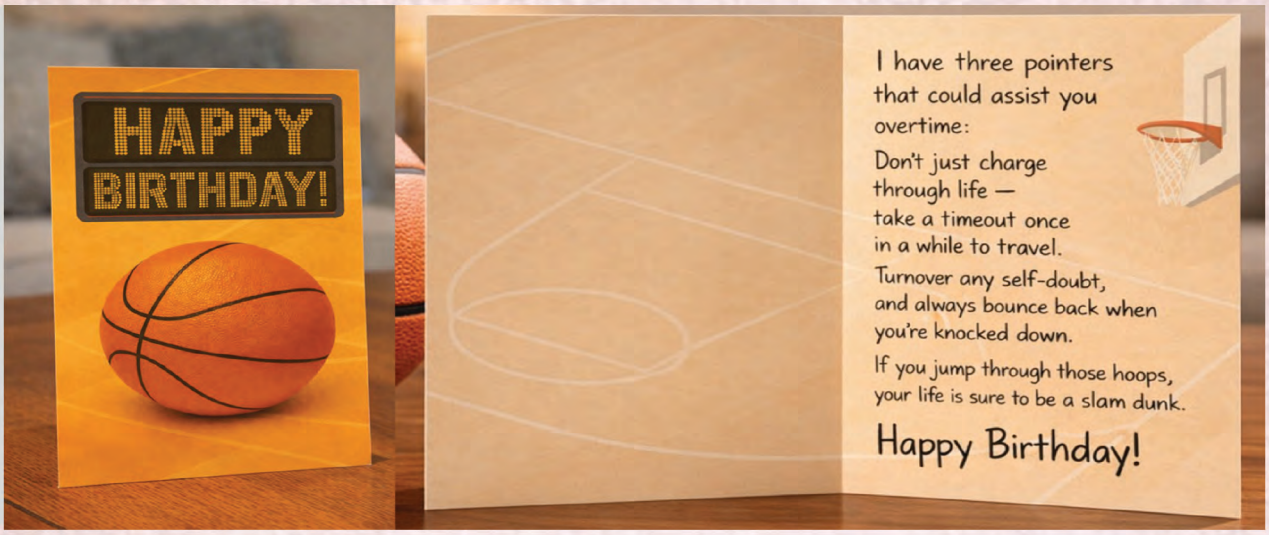
*Bold visual paired with cheeky, adult humor creates instant shelf appeal and strong impulse pickup

*Long-form inside message delivers a full laugh payoff, increasing perceived value and giftability

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Birthday Collection
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Birthday Basketball



SKU: WC-BD-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Broad basketball appeal with distinctive wordplay that stands out from mass-market birthday cards

*Longer interior message increases perceived value and drives stronger gifting appeal

Birthday Golf

SKU: WC-BD-002
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Strong appeal to golf enthusiasts, with humor that skews adult and performs well for milestone birthdays

*Clear golf visuals and clever wordplay create instant recognition and high rack engagement

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Birthday Collection
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Birthday Coffee

SKU: WC-BD-007
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Universal Coffee Theme Drives Instant Relatability – A familiar daily ritual paired with playful humor makes the concept immediately recognizable and appealing to a broad range of shoppers.

*Balanced Tone Expands Recipient Versatility – Lighthearted humor with a friendly edge makes the card suitable for friends, coworkers, and family alike.

Birthday Toilet

SKU: WC-BD-004
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Clever bathroom humor and bold typography create instant recognition and strong impulse appeal on the rack

*Extended inside message delivers layered wordplay that keeps the laugh going and boosts perceived value

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Birthday Collection
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Birthday Hockey

SKU: WC-BD-005
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Strong niche appeal to hockey fans, a category that consistently overperforms in sports-themed humor cards

*Multi-layered hockey wordplay differentiates it from generic sports birthday offerings

Birthday Math

SKU: WC-BD-006
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Targets an underserved but high-intent niche (math lovers, engineers, teachers, students) seeking smarter birthday humor

*Clean, academic-inspired design allows easy placement in both humor and specialty card sections

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Get Well & Thank You
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Get Well Cats

SKU: WC-GW-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Light humor softens the sentiment without minimizing the seriousness of recovery

*Realistic cat photography increases emotional connection and shelf appeal versus illustrated alternatives

Thank You Dogs

SKU: WC-TY-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Warm, upbeat tone makes it appropriate for both casual and meaningful gratitude

*Appeals strongly to pet lovers, a high-conversion and repeat-purchase audience

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Wedding & Newborn
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Ocean Wedding

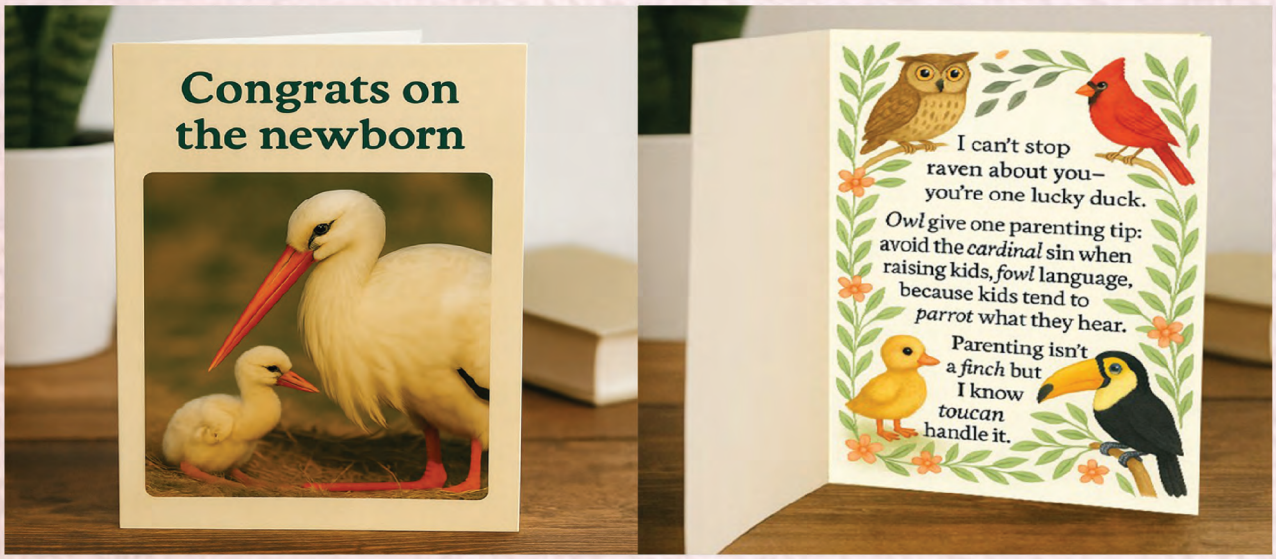
SKU: WC-WD-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Premium look and sentiment position the card well for higher-consideration purchases within the wedding category

*Strong fit for destination weddings, beach weddings, and couples who love travel or the outdoors

Newborn Birds



SKU: WC-NB-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Gentle humor paired with soft nature imagery makes this an approachable alternative to overly sentimental newborn cards

*Realistic photography on the front creates emotional resonance and gift-worthiness

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Christmas & Friendship/Thinking of You
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Season's Greetings

SKU: WC-XM-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Unique culinary herb theme offers a fresh alternative to traditional holiday imagery

*Clever humor appeals strongly to food lovers, hosts, and home cooks

Friendship Music

SKU: WC-FR-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Music motif paired with heartfelt wordplay appeals to musicians, music lovers, and emotionally driven gift buyers

*"Thinking of you" sentiment works across multiple use cases (friendship, encouragement, gratitude, long-distance connection)

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Graduation
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Graduation Rocket

SKU: WC-GR-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Space and rocket imagery creates a strong aspirational visual that resonates across age groups and graduation levels

*Metaphors around launch, growth, and future potential align perfectly with the graduation milestone

Graduation Plane

SKU: WC-GR-002
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

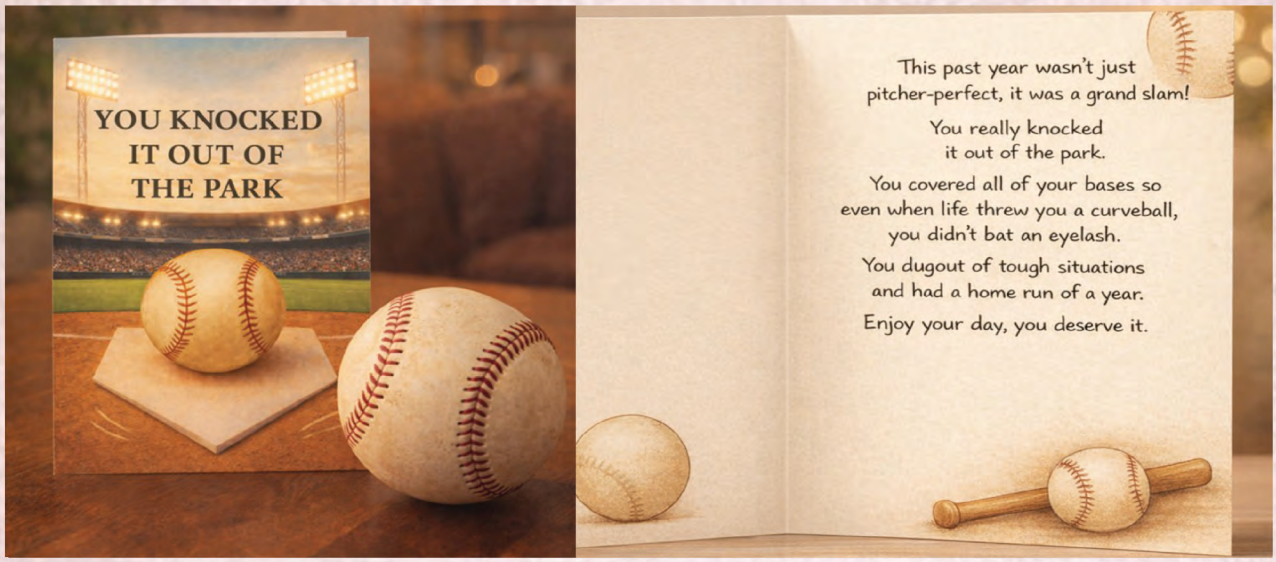
*Vintage airplane imagery adds nostalgia and visual warmth, appealing to both gift-givers and graduates

*Extended interior message reinforces perseverance, growth, and future success—key graduation emotions

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Congratulations/Graduation
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Congratulations Baseball



SKU: WC-CG-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Sports wordplay is familiar and accessible, appealing to both casual fans and lifelong baseball enthusiasts

*Celebratory tone focuses on achievement and resilience, not age-specific jokes, widening gifting use to include Birthdays, Milestones, and Year-End Achievement categories

Graduation Trucker

SKU: WC-GR-003
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Appeals strongly to recipients entering trades, logistics, transportation, or hands-on careers

*Truck and road imagery offers a distinctive, blue-collar–friendly alternative to traditional academic graduation cards

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Life Change/Retirement
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

New Voyage

SKU: WC-LC-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Versatile milestone message works for graduations, retirements, career changes, relocations, and life transitions

*Nautical theme and sailing imagery convey forward momentum without tying the card to a single occasion

New Chapter

SKU: WC-LC-002
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

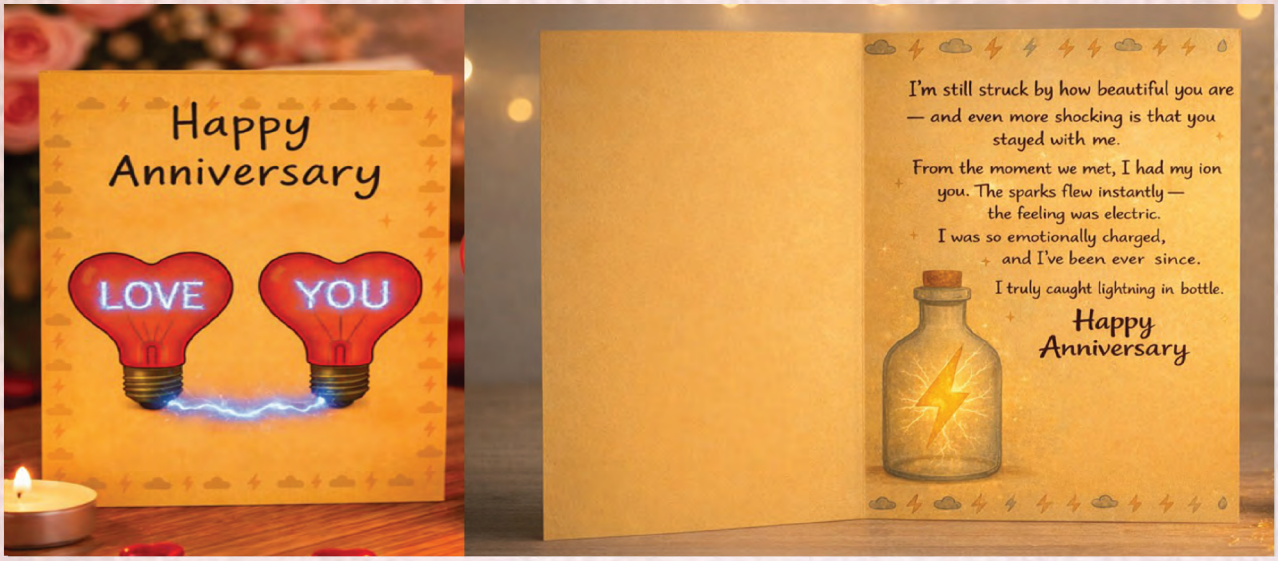
*Literary theme strongly appeals to readers, writers, educators, and intellectually driven gift buyers

*Versatile message works for birthdays, retirements, and life transitions

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Anniversary
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Anniversary Lightning



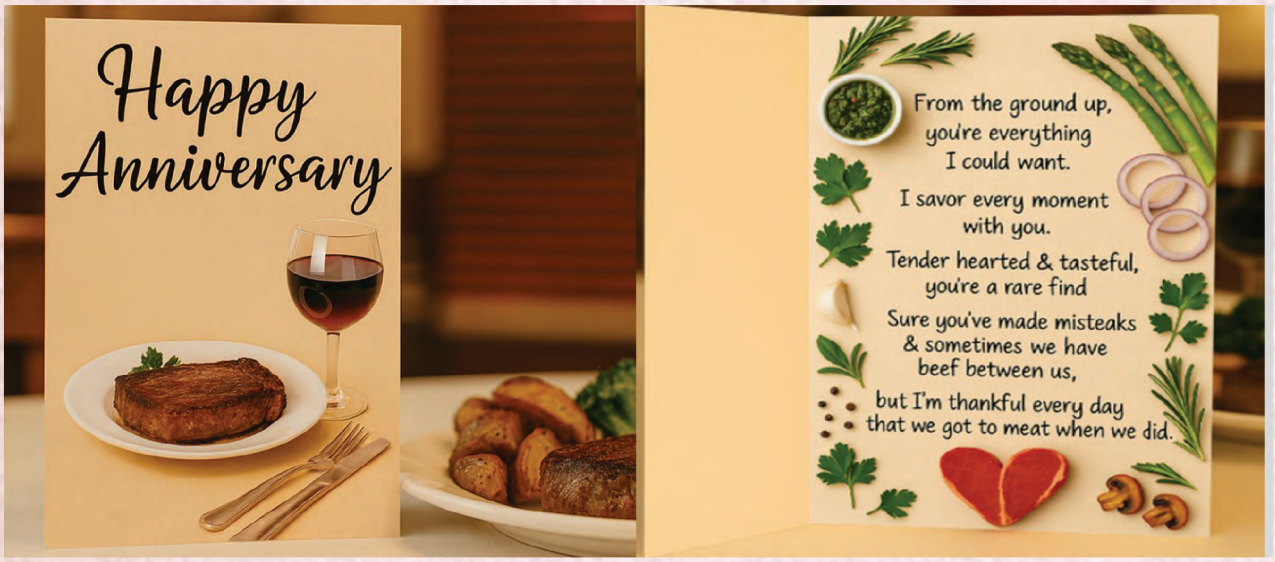
SKU: WC-AN-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Clever lightning and electricity wordplay balances humor with genuine romance

*Warm, playful tone makes the card appropriate for both long-term partners and newer relationships

Anniversary Meat



SKU: WC-AN-002
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Culinary imagery paired with playful food wordplay offers a distinctive, lighthearted take on anniversary sentiment

*Appeals strongly to food lovers, home cooks, and couples who appreciate shared experiences over clichés

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Father's Day
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Father's Day Cars

SKU: WC-FD-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Automotive and racing imagery strongly resonates with dads, a consistently high-performing Father's Day segment

*Appeals to a wide range of dads—from car enthusiasts to those who appreciate practical, strength-focused praise

Father's Day Universe

SKU: WC-FD-002
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

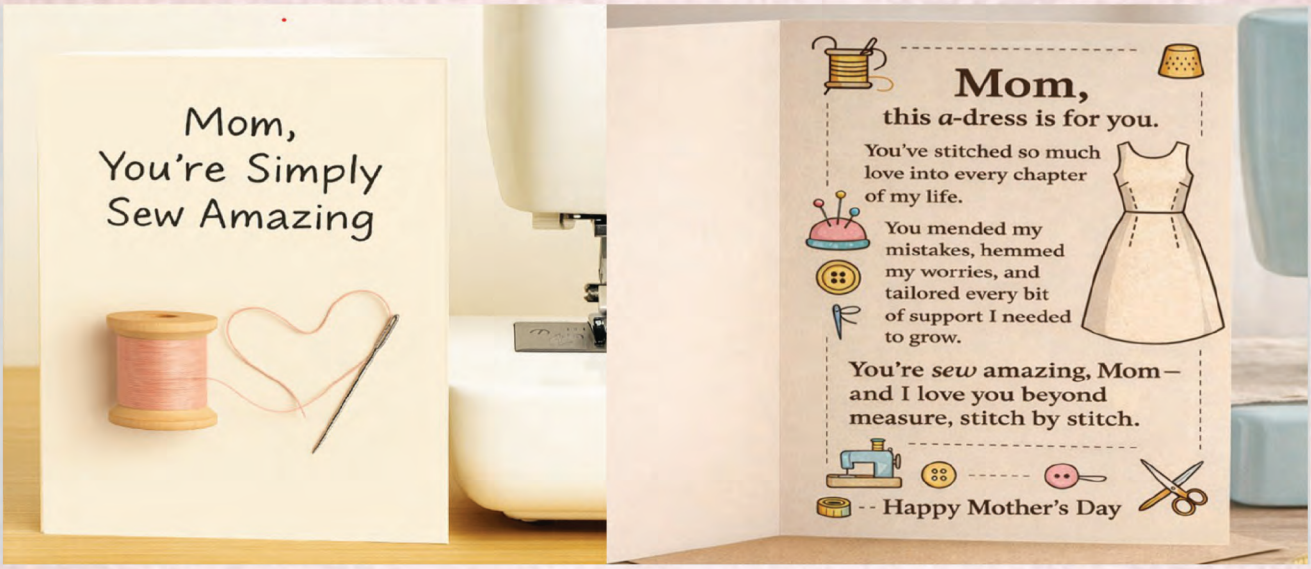
*Space and astronomy theme creates a bold, imaginative alternative to traditional Father's Day designs

*Clever cosmic wordplay blends humor with heartfelt appreciation, broadening emotional appeal

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

Category: Mother's Day
www.wordplayconnections.com
alex.meyer@wordplayconnections.com

Mother's Day Sewing



SKU: WC-MD-001
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Extended interior message expresses gratitude for care, patience, and support—core Mother's Day emotions

Appeals strongly to DIY, quilting, and crafting audiences, a loyal and repeat-buying segment

Mother's Day Universe

SKU: WC-MD-002
Wholesale: $2.50
MSRP: $4.49
Size: A7 (5" × 7" folded)

Why It Sells:

*Space and celestial imagery creates a bold, imaginative alternative to traditional floral Mother's Day designs

*Cosmic wordplay blends warmth and light humor with genuine appreciation

Envelopes Included. Stock: Premium textured linen. Each card has a unique barcode.

CONNECTIONS

How to Order

Minimum Order: 30 Cards

- No minimum on reorders

Order size + shipping time:

- 7–10 business days

Shipping charges not included,
billed at actual cost

Email owner at:

alex.meyer@wordplayconnections.com

Call or text: 262-902-2349

Visit: www.wordplayconnections.com

Follow us on Instagram:

https://www.instagram.com/wordplayconnectionsllc/

Thank you for choosing Wordplay Connections. We look forward to partnering with you!