

Northville Candle, Gifts Yarn to carry new 'Fly Guy' greeting cards

Stationery line idea of South Lyon resident

By Pam Fleming • STAFF WRITER • March 18, 2010

These days, we could all use something that makes us smile.

And South Lyon resident Margery Tauriainen has created that with her new line of "Fly Guy" greeting cards.

The cards, which feature photos of red wind-sock characters, are now being sold exclusively in Northville by Beverlee Lindeen at Northville Candle, Gifts & Yarn on North Center Street.

They are also available at the UPS Store in New Hudson and at www.FlyGuy13.com.

Recently, Tauriainen learned that the cards will be available at Card-O-Mat in New York City, a store just two doors from Tom's Restaurant (at West 112th Street and Broadway) featured in the "Seinfeld" TV series.

"They're very colorful, and they catch your eye," said Abbie Holden of Northville, a customer in Northville Candle last week. "They're very different, and it's fun to get unusual cards. This is a great store to come to for that purpose. Plus, we like to support our local merchants."

"I chose them today to send them to my relatives

and friends to let them know I'm thinking about them," said Bernice Pichler of Farmington, who was also at Northville Candle. "They're creative, and I think they'll be a hit. They're appropriate for all occasions."

Lindeen said Tauriainen e-mailed her and asked if she was interested in carrying the card line.

"They're cute, and we need humor in our lives," Lindeen said. Besides two different sizes of greeting cards, the line also includes party invitations. The small cards are \$1.25 each and the larger cards are \$2.99, with 10 party invitations going for \$8.50.

Writing on the cards includes the words "Look who the wind blew in," "Something's in the wind," "Can't deny it's time to fly," "Thank my lucky stars," "You blow me away," "Fall head over heels," and "The best things happen when we dance." There's also a holiday card that can be viewed online.

HOW IT ALL BEGAN

Tauriainen has a bachelor's degree in English from Madonna University in Livonia and grew up in Lansing and then Farmington. The story of her Fly Guys cards began when her husband, Randy, rented a couple of the wind socks to place in their yard as a 40th birthday present for her, and they took a bunch of photos of them.

She picked 13 of her favorite photos of them, then applied to have the photos copyrighted.

"It took almost a year to get the copyright," Tauriainen said. "I'd almost given up on the idea. When I got the copyright, I decided it was a sign to move on."

Next she hired a graphic designer, Susana Castro-Pollard of Global Design (www.globaldnet.com), and had Betsy Volaric of Dollar Bill Copying (www.dollarbillcopying.com), both of Ann Arbor, to assist in the project. Castro-Pollard studied poster art in Poland. “When she presented the project to me, I thought the idea was very creative,” said Castro-Pollard. “We brainstormed about adding interesting backgrounds and words. I think we came up with something attractive. From a design point of view, it was really easy to work with those flying guys. It was a fun project.”

“I love the Fly Guy cards,” Volaric said. “I think they’re fresh and unique. I’m glad to be a part of her new project.”

“These women have been so supportive,” Tauriainen said.

Encouraged by the response, Tauriainen hopes to expand the line, creating twice as many cards plus calendars, gift tags, party decorations, banners, balloons and more. She’ll have a booth at the National Stationery Show May 16-19 in New York City.

“To me, the sky’s the limit,” she said. “I feel they’re a no-brainer,” Tauriainen said. “They just make people smile.”