Move over Moonpig! PetGroupie.co.uk launches to be Britain's first dedicated bespoke greeting card website that features just pets and animals

Tuesday 5 March, 2013

• Special Mother's Day launch offer for first 1,000 visitors
• PetGroupie featured at Crufts
o Visiting Crufts then meet us there – call 07799 876473

London – March 5th, 2013 – Animal lovers will have a new outlet for their passion in 2013 with the launch today of PetGroupie.co.uk – the first dedicated greeting card website that features just pets and animals. PetGroupie.co.uk is the brainchild of Gavin O'Reilly. It has over 2,000 fabulous images of the world's favourite animals, ready for pet and animal lovers everywhere to use to create their very own personalised greeting cards.

A social media world doesn't stop at homo sapiens
Back in 2010, Gavin inherited Georgie the Cat from a dear friend and soon after, decided to get Georgie a friend called Frankie so that they could keep each other company. For fun, he created a Facebook profile for the cats and before he knew it they had over 4,000 followers!! 20 times that of his own profile. Rather than feel glum, this triggered the entrepreneur in him and soon after, the concept of PetGroupie was born.

According to research carried out by the PFMA (Pet Food Manufacturers Association) there are eight million cats and eight million dogs in the UK alone and, the main reason for 50% of respondents owning them is companionship and love. With this level of emotion it is commonplace throughout the year for owners to indulge their feelings for their pets, with 40% sending cards to friends and family "signed" with paw prints or with the pet's name.

Gavin O'Reilly, founder and CEO of PetGroupie.co.uk, said: "I've always wanted to run my own business and thought now was the perfect opportunity to mix a great idea with a passion of mine and a passion of so many others. There is a huge untapped market in the UK and beyond and PetGroupie plans to meet that demand. People love and are proud of their pets and it is that emotion that requires a dedicated animal greeting card site such as ours. This time next year, I'd like to think there will be PetGroupie cards being sent all over the world."

Over 2,000 images to choose from
www.petgroupie.co.uk launches with over 2,000 images from various respected photographers and illustrators. These range from the usual favourites like Dogs, Cats and Horses to Snakes, Reptiles and Rodents and the more exotic animals such as Lions, Tigers and Bears.
Customers can create their own personalised cards via a sophisticated picture editor or upload and personalise their own animal photographs. The choice is theirs.

If PetGroupie doesn't have the animal image that you are looking for, all you have to do is contact them and they will endeavour to upload your request within 72 hours.

Cards come in A6, A5 or A4 sizes, are printed on a top quality 350gr paper and are printed locally in London. The cards are competitively priced and customers can buy as individual cards or in bundles. All cards can be completely personalised inside and out and there is only a small handling fee per address for postage and packaging. The more you buy; the less the P&P costs.

Become a PetGroupie VIP by signing up at www.petgroupie.co.uk or at Facebook and Twitter at https://twitter.com/PetGroupie and we'll send you all our fun stuff every month.

Unique Mother's Day launch offer for first 1,000 customers
To celebrate the launch of the site, PetGroupie is giving the first 1,000 customers a special launch discount of 33.33% off their first purchase – for as many cards as they like. All they need to do is enter the code MUMMY on the payment page and the discount is theirs.

PetGroupie Pricing
• A5 - £2.99 per card
• A4 - £5.99 per card
• A6 - £7.00 per pack of 4 cards

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- A6 - £12.00 per pack of 8 cards
- A6 - £20.00 per pack of 16 cards
- A6 - £24.00 per pack of 24 cards

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