



**splice style**

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# Splice Style

## FACT SHEET

(January 13, 2009)

Mission Statement	To provide consumers with a gift that is as meaningful and significant to the giver as it is to the recipient.
Date Founded	January 1, 2008
Founder	Sandra Yue
Location	Vancouver, British Columbia, Canada
Company Profile	<ul style="list-style-type: none"><li>• Splice Style offers custom designed giftware that come in sets of two, with one design printed across two gift items.</li><li>• Gift designs are meant to target relationships between lovers, friends, and family.</li><li>• Splice Style expects to target three primary occasions: Valentine's Day, Mother's Day, and Christmas.</li></ul>
Product Description	<ul style="list-style-type: none"><li>• Printed pillowcase sets with custom designs</li><li>• One design is printed across two pillowcases</li></ul>
Product Details	<ul style="list-style-type: none"><li>• Personalized to reflect a consumer's interests and hobbies that are unique to each relationship</li><li>• Practical such that consumers can use pillowcases on a day to day basis</li><li>• Custom original designs in limited print</li></ul>
Newest Gift Line	Match in Motion (MIM)
MIM Launch Date	January 14, 2009
MIM Theme	Targeted towards consumers who enjoy outdoor activities and sports
Five MIM Designs	<ul style="list-style-type: none"><li>• A Trail For Two – Activity: Mountain Biking</li><li>• Layout For Love – Activity: Frisbee Tossing</li><li>• Love's In The Air – Sport: Snowboarding and Skiing</li><li>• A Sweet Save – Sport: Soccer or Football</li><li>• Hearts In Hawaii – Activity: Swimming</li></ul>