

Wed, Jan 20 2010 | Published in Press Releases

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Horizon Worldwide Corporation announces launch of Picture Gift Bags.

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Press Release

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Houston, Texas – January 12, 2009 – The ultimate gift accessory has just arrived at a computer near you! Horizon Worldwide Corporation has just launched a brand new gifting product line. Picture Gift Bags is a first-of-its-kind product with your favorite photo printed directly onto the bag. And best of all, Horizon is giving away free samples for everyone to try!

The [Picture Gift Bags](#) program features hundreds of templates with over 5,000 possible design combinations and an infinite number of possibilities when you create your own product from scratch. There is a design available for almost every occasion and theme including all major sports, weddings, anniversary, baby, birthday, congratulations, holiday, party themes, pets, create-your-own and many more. The bags are available in four convenient sizes consisting of small, medium, large and wine, which are sure to accommodate your gifting needs. [Picture Gift Bags](#) is the ideal accessory to your next gift because Every Gift Needs a Bag! There has never been a product like this and the response has been overwhelming. Picture Gift Bags will be available through thousands of photo retailer websites. Customers can custom design their gift bags with prices that range from \$6.49 for a small to \$7.95 for a large plus shipping.

Gary Seline, V.P. of Marketing for Horizon Worldwide, reinforced throughout his many years of marketing experience "giving away samples and letting customers try a product first hand is the best form of advertising, which is why Horizon is making these available to the public for free for a limited time. We want customers to experience this great new product and tell all of their friends about it."

Gift bags remain a very popular choice for gift wrap because of their convenience, ease of handling and aesthetic appeal, which has impacted the entire industry. One drawback may be the price when compared to wrapping paper, but consumers seem willing to pay more. This is especially true of men, who do not seem to mind paying more for this convenient option. In 2008, gift bag sales in the U.S. increased by 5.0% to \$1.76 billion. Overall, from 2008 to 2013, gift bag sales in the U.S. are expected to grow by an average of 6.3% per year, totaling \$2.39 billion in 2013. – Sundale Research

Consumer spending in the online photo and photo gifting industry is projected to exceed \$3.5 billion in 2009 according to the Photo Marketing Association.

As the country becomes more environmentally conscious, gift bag purchases have been consistently increasing due to the fact that they can be reused for a variety of purposes.

Horizon Worldwide is an award winning national marketing firm responsible for producing a multitude of proprietary photo products including large installations of photo kiosks for top retailers and manufacturing partners nationwide. Horizon's imaging division is the largest part of their business where they continue to develop new and innovative photo gifting products.

You can receive a free sample gift bag by visiting our partner website picturegiftmart.com/picturegiftbags.

Use coupon code **FREE11PGM**.



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