



FOR IMMEDIATE RELEASE:

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MeritDirect Awarded List Management of Abbott Cards!

(WHITE PLAINS, NY – Effective April 1st) – [MeritDirect](#) has been selected as list manager for **Abbott Cards**. A family owned businesses, Abbott Cards, is committed to providing distinctive cards and quality service that continually exceed their customer's expectations.

- [Abbott Cards](#) | Universe: 25,400+

In business since 1977, Abbott Cards, has been the premier source of greeting cards that combine vibrant colors with stylish designs that say “thank you,” and leave a lasting impression with customers. The Abbott catalog features a comprehensive array of business communication products including thank you, birthday, anniversary, new business development, medical/dental and a number of industry specific themed cards. Companies select from over 100 styles that can also be personalized with a company name, logo, and special message.

These buyers are committed to making a lasting impression and maintaining personal contact with their customers. Buyers of these special business thank you cards are small business owners, high to mid level executives, doctors, dentists, real estate agents, insurance brokers, general managers, sales and marketing executives. The Abbott Card file reaches various industries such as construction, retail, financial services, automotive, manufacturing, travel, etc.

For additional information from MeritDirect, please contact [Christine Greco](#) at 914.368.1022.

About MeritDirect:

MeritDirect is a recognized leader in the B2B and B2C direct marketing industry, offering marketers integrated marketing solutions with an array of products and services. Mailers and list owners achieve a superior return on their marketing investment through MeritDirect's list brokerage, list management, customer list enhancement and optimization, marketing databases and interactive services.

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