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### **Cambridge Unveils New Look For 2007**

On 1<sup>st</sup> January 2007, the Cambridge range of high quality notebooks and pads, is set to reveal a new fresh and contemporary cover design that will give the range a stronger brand identity.

Following a comprehensive review by John Dickinson Stationery, manufacturer of the Cambridge range, the notebooks and pads will soon look even more striking and stylish. The new look covers feature bold, expressive colours and creative yet graphic designs, giving the range increased stand out both in catalogues and on shelf and a much more contemporary feel. The new design will freshen the appeal of Cambridge and ensure the range retains its status as a good quality, trustworthy and reliable brand well into the future.

The Cambridge brand currently comprises of 31 lines divided into 3 distinct categories – Everyday, Recycled and Executive – all of which are available with the most popular ruling styles and sizes. New stronger backboards on all Notebooks and Pads will also make for a stronger writing surface. In recognition of customer demands, as of January 2007, two new lines will also be available – A4 Refill featuring Graph Paper (1, 5, 10mm) and A4 Refill with Plain Paper.

Debbie Munro-Wilkinson from John Dickinson said: “We continually listen to our customers and look for ways to ensure the Cambridge range offers a good balance of quality features and value for money. This redesign is a significant change for the Cambridge range and we are confident it will bring greater impact and appeal.”