

Blue Mountain Cards Take Greeting Cards Into the Electronic Age

With its now signature style of soothing nature illustrations and freeform poetry and prose, Blue Mountain Cards offers a wide and popular selection of greeting cards for any occasion. A great deal of Blue Mountain Cards business comes from its line of electronic greeting cards designed for delivery over the Internet via email.

Boulder, Colorado husband and wife team Stephen Schutz and Susan Polis Schutz started Blue Mountain Arts (now including Blue Mountain Cards) as a way to spend time together and share their hobbies of painting and writing, respectively. Stephen and Susan combined their watercolor and poetry design into posters that appealed to the early 1970s hippie culture and convinced a local bookstore to carry the posters, which quickly sold out. Other stores soon began to carry their posters as well. Stephen and Susan subsequently turned their artistic talents to the development of Blue Mountain Cards greeting cards and were the first to develop blank all occasion greeting cards for personal messages. Another innovation credited to Blue Mountain Cards was the introduction of expressive freeform poetry and prose to preprinted cards. Their customer base grew along with their product line, which soon included calendars, stationery and gift books.

Blue Mountain Cards entered the Internet age when it launched its website offering free electronic greetings in 1996. Blue Mountain Cards electronic greeting cards were born from the Schutz family practice of communicating with their son, away at college, through email. Family birthday and holiday greetings were transmitted back and forth in this manner, and Blue Mountain Cards electronic greeting cards were born.

[Blue mountain cards](#) electronic line began with 35 basic designs for the more common occasions such as birthdays, graduations, thank yous, and emotional support. An email notification containing a link to the Blue Mountain Cards website was sent to the card recipient, who accessed the card through an electronic pick up window on the site. What set the Blue Mountain Cards products apart from its competitors was that they were free of charge and capable of being edited to include a personal message from the sender.

Blue Mountain Cards has since expanded to include over a thousand different designs that cover every conceivable American holiday and those of other cultures and religions, with French and Spanish language accessibility. By the end of the twentieth century, Blue Mountain Cards had become one of the most visited sites on the Internet, largely through word of mouth and testimonials of card recipients.

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