

## Pepper and Cute – The new stationery concept for *Cute* people who love putting some *Pepper* in life

- New UK stationery company launches ranges of Diaries and Notebooks
- Finally, a compromise between design and usability in your stationery

Pepper and Cute are thrilled to announce that they are set to make their debut outing at the 2018 Autumn edition of Scotland's Trade Fair and this will serve as the official launch of the Glasgow based company who are promising to revolutionise the way we use our diary.

This is not an easy task though. With a market already inundated with various alternatives, creating an innovative product could be a challenge but it is a challenge that Pepper and Cute are more than a match for.

Rodrigo Merino (Director of Pepper and Cute) has said *"We think that the market has lost focus on the real goal of a diary: To help you! Now there are so many diaries out there that are so complex you either give up using after a few weeks or just never bother using at all."*

*"We know that what people want is simple, clean designs that aren't boring. So please, give me something that will bring a smile to my face every time I open it. That is the soul of our brand here at Pepper and Cute."*

The new 2019 diary will be presented at Scotland's Trade Fair where customers and vendors will be able to explore all the features of the diary. Every section has been carefully planned and designed to ensure that we reach the perfect balance between usability and fun with a whole lot of Cute on every page. With competitive pricing at only £17.95 and an established diverse customer base looking forward to the Diary's release this could be, without a doubt, one of the best sellers come year-end.

*"Our designs are loved by both the young and the not-so-young alike. We have already had a staggering amount of pre-orders many of which have come from customers from the "over 30s" category."* Teresa Vera (Director and Principal Designer) says. *"There are very few people out there who are prepared to part with £20-30 for a Diary promising to change your life only to be let down. We just want to help make your life a little easier, a little more fun and to see you smile with one of our designs."*

The range of diaries is set to expand even further next year with additional formats (Calendar/School year) and layouts (Daily/weekly) amongst other variations all to be made available.

Pepper and cute have already made their first foray into the Stationery market having racked up a serious amount of sales with their modestly priced range of A5 Notebooks. *"We have several different front and back cover designs available, all of which staying true to our theme of catchy quotes and unique illustrations that are the soul of our brand and make them easily identifiable. We are also creating special editions for the local market with illustrations and quotes related to local habits or history"*, Teresa remarks.

Pepper and Cute will be at the K2 stand and can't wait to get down and meet everyone there and introduce them to their products.

See below to find out more about Pepper and Cute and keep up to date on all their goings on. You can check out their website or follow them on social media:

[www.pepperandcute.com](http://www.pepperandcute.com)

[www.facebook.com/pepperandcute/](https://www.facebook.com/pepperandcute/)

[www.instagram.com/pepperandcute/](https://www.instagram.com/pepperandcute/)

### 2019 Diary Specifications

- *Size:* A5
- *Layout:* weekly view
- *Paper:* 100g paper with pre-cut corners
- *Stickers:* 5 pages
- *Cover:* hard front and back covers with metallic wiro binding and elastic band closure
- *Pocket:* in the inner back cover

### Notebooks specifications

- *Size:* A5
- *Pages:* 200 pages printed with Pepper and Cute logo in front pages.
- *Pattern:* ruled
- *Paper:* 80g paper.
- *Cover:* hard front and back covers with metallic wiro binding



Pepper  
— and —  
Cute

End of Release.