



Monkey Design USA

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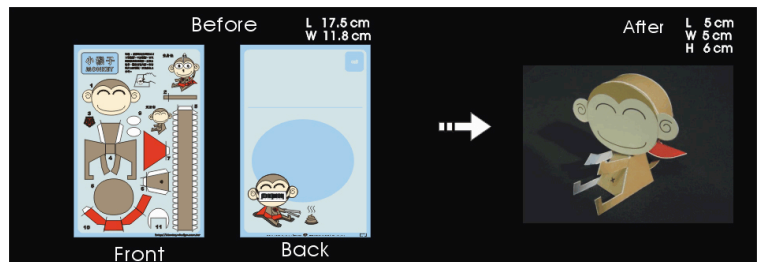
One weekend in Taipei with time to kill, I noticed Monkey Design model postcards on display at the Taipei Fine Arts Museum. They were brilliant! By scoring, cutting, and assembling the cards, you could make a model of nearly anything. It's rare that you find things that are truly different, truly local. Monkey Design's cards struck me as being just that. They have that unique Asian design sense and the Asian love for detail- they appeal to the child in us all.

After purchasing a stack of cards for family and friends, and then refusing to part with them upon repatriation, I contacted Monkey Design Headquarters in Taiwan and negotiated a distribution agreement covering the USA and Canada. I'm a firm believer in love at first sight. When it comes to matters of the heart, it's best not to think too deeply, or too logically. In the 70's as a college student I studied Japanese because I loved the language, not because I had a grand plan. Fortunately, I've been successful- I had a passion and developed an outlet for it. Monkey Design USA is following the same trajectory.

Monkey Design Co., Ltd. is located in Kaohsiung, Taiwan where it designs, prints and distributes over 200 different model postcards of animals, fish, robots, humanoids, cars, and architecture. The Taiwanese company is a small, family-run operation headed by Shih-Yi Tsai, a former industrial designer, and his sister Jane who oversees sales. In January 2008, Monkey Design USA began selling the company's cards in the United States and Canada. Since then Monkey Design USA has sold over 45,000 cards throughout North America at craft stores, independent gift shops, stationers, museum stores, and souvenir shops. Their distinctive look, concept, and low price point have made them popular items wherever they are sold.

Monkey Design USA carries over 130 different styles suitable for ages 12 and above. The cards range in difficulty from beginner to advanced and while they can be sent as postcards, they are also collectable pieces. The cards wholesale at \$1.50/pc and typically sell at retail for \$3.00/pc.

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