

Blue Mountain Cards Take Greeting Cards Into the Electronic Age

Blue Mountain Cards offers a wide selection of greeting cards created in its signature style of soothing nature illustrations combined with freeform poetry and prose. A great deal of Blue Mountain Cards business comes from its line of electronic greeting cards designed for delivery over the Internet via email.

Blue Mountain Cards was founded by Boulder, Colorado husband and wife team Stephen Schutz and Susan Polis Schutz as Blue Mountain Arts, originally as a vehicle for them to spend time together sharing their hobbies. 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 quickly followed suit. The Schutzes then directed their attention to the development of Blue Mountain Cards greeting cards and introduced the blank all occasion greeting card for personal handwritten messages. They also changed the content of preprinted greeting cards from the then prevalent rigid and formalistic poetic style to the expressive freeform poetry that Susan favored. Their customer base grew along with their product line, which soon included calendars, stationery and gift books.

Blue Mountain Cards entered the Internet age in 1996 when it launched its website offering free electronic greeting cards. The idea to offer electronic cards was conceived when one of the Schutz children went off to college and the family began communicating 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. The sender chose and personalized a design from the Blue Mountain Cards website, and an email notification was sent to the recipient, who then accessed the card through a pick up window on the website. The uniqueness of Blue Mountain Cards came from the fact that they were offered free of charge and were able to be edited to accommodate whatever personal message the sender wished to add.

[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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About the Author

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