



## PRESS RELEASE

# Scented greetings by mail: MyPostcard launches the limited fragrance postcard to celebrate Valentine's Day

**Berlin, 17.01.2022** - Love goes through the nose! Not an empty phrase, it is actually true: Who we fall in love with is often determined by our nose. For this year's Valentine's Day on February 14, [MyPostcard](#), Germany's most successful postcard app, is launching [postcards](#) with the scent of rose. The fragrance postcards are available now exclusively for one month in the MyPostcard app. MyPostcard is thus one of the world's first providers of customizable scented postcards.

### **A scent says more than a thousand words**

Valentine's Day is the day of lovers and is known to be one of the most romantic days of the year. The tradition of gifting each other small presents on this special day is suitably cultivated. In addition to flowers and chocolates, scented gifts are particularly popular. No wonder: scents have an effect on the limbic system of our brain, where our emotions are also controlled. Subliminally perceived scents can thus unconsciously and directly influence our feelings. Each scent also leaves a kind of fingerprint in our brain that is associated with certain emotions. Thus, even after a long time, scents can still evoke vivid memories - just like beautiful souvenir photos. The fragrance postcard from MyPostcard combines both: the scent of the rose, the symbol of love, paired with your own photo and an individual text.

The fragrance postcard is available in DIN A6 format as a postcard and greeting card from 4.18 euros (as well as in their XL - XXL sizes) in the MyPostcard app. For the visual design, customers choose from over 50,000 design templates and upload their own images. The text on the back of the postcard is displayed as "digital handwriting" and makes the scented postcard personal.

"We are delighted now to offer our customers the second fragrance variety for our postcards and greeting cards in such a short time. Especially on the occasion of Valentine's Day, delicate fragrances in rose are a nice extra for greetings to very special people," says Marco Hülsmann, COO and CTO at MyPostcard.





The [fragrance postcards](#) with rose scent can be added as an "extra" option just before checkout for an extra €1.49. They will be available in the MyPostcard app from Jan. 17 - Feb. 17, 2022.

### **About MyPostcard**

MyPostcard is Germany's most successful postcard app and makes it possible to send your own photos as real printed postcards from anywhere via smartphone. With more than 50,000 designs, the company also has the world's largest range of postcards and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of the printing, franking and worldwide dispatch of the personalized postcards with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over 4 million users. Today, 35 employees work in the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of the Year category as well as the coveted Licencing International Award. At the 8th annual 2021 International Best in Business Awards, MyPostcard has also won the Gold Globe® in the category "Heightening Awareness and Publicity Campaign of the Year / COVID-19-related Information" for the campaign "One Million Postcards #formeforus." The MyPostcard app is available free of charge in the Appstore (4.7 stars) and Playstore (4.3 stars). The app is currently available worldwide in ten languages.

For more information, please visit <http://www.mypostcard.com/>.

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