

# Gift Ideas

## Customized Gifts Gaining In Popularity

(NAPSA)—When it comes to holidays, birthdays, and anniversaries—or any occasion that merits a special gift—finding the right present can be a difficult task.

To help, more and more companies are offering shoppers the opportunity to customize their own products to create the ideal gift.

For example, some U.S. brands, such as leading tableware and houseware company Pfaltzgraff, are showing consumers that one-of-a-kind products can be well within their budget.

“There is a wide range of customized gift options from which consumers may select,” says Jaci Volles of Pfaltzgraff. “Customization is an up and coming trend and has evolved from jewelry engravings to handbags, blankets and now dinnerware accessories.”

According to Volles, “From the moment the idea struck to offer customized Pfaltzgraff products, we envisioned all kinds of ideas and purposes,” said Volles, “Shoppers can recall special memories or family traditions and purchase something they really love.”

The company’s newly launched custom program offers one-of-a-kind dinnerware accessories which include pie plates, square and rectangular platters, mugs and even pet bowls.

Consumers make each product their own by selecting from a variety of vibrant rim colors and design motifs, and can opt to add their own message.



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Coordinating customized placemats are offered in five designs in bold shades of green, yellow, red and blue and full-sized quilts are available in eight country-inspired designs. Consumers choose their favorite style and create each panel to reflect the interests of the gift recipient by selecting from more than 100 designs.

“We wanted to offer something to suit every taste and budget,” said Volles, “And with 200 years of our own company history we wanted to offer our consumers a way to preserve their own traditions.”

Shoppers can create dinnerware accessories, quilts and placemats by logging onto the company’s consumer-friendly Web site, [www.pfaltzgraff.com](http://www.pfaltzgraff.com), to design a one-of-a-kind product.