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Preprinted Paper Company Redesigns Site and Video for New Season

PaperWithBorders.com, an online resource for pre-printed themed border paper, stationary, greeting cards, designer computer paper, and more, update their website and introduction video to reflect a spring theme.

/24-7PressRelease/ - STILLWATER, MN, January 13, 2008 - We may still be in the doldrums of winter, but one of the web's leading preprinted border paper companies is getting spring fever, or so it would appear from a recent change in the website's design theme.

[PaperWithBorders.com](http://www.paperwithborders.com) underwent reconstructive surgery this week, trading in its winter and Christmas colors and graphics for the bright and cheery pastels of spring and Easter. They also updated their introduction video, which portrays one of the company's employees nearly being crushed, literally, by "rock-bottom prices."

"Once New Year's is past, nobody wants to think about the holidays anymore," said Jeff Corbo, marketing director for the company. "It's much better to focus on the season of rebirth and the nice weather that's just around the corner, especially here in Minnesota."

The website's old video portrayed another company employee stepping out into the brisk cold in a winter jacket, only to be blown away with the leaves at the end.

The videos, which are a big part of the company's branding strategy, are done by web-video producers [NextWebStudios.com](http://www.nextwebstudios.com). The company focuses on green-screen videos intended for web site introductions, in which the subject appears to be walking on the actual website itself, rather than in an embedded video applet.

"The videos help people remember who we are and what we do," said Corbo. "Plus they're just fun to watch."

[PaperWithBorders.com](http://www.paperwithborders.com) is based in the Twin Cities, Minn., and has years of experience distributing preprinted border paper, letterhead, stationary, greeting cards, postcards, envelopes, and more, over the Internet. For more information, visit <http://www.PaperWithBorders.com>. For more information on green-screen videos for websites, visit <http://www.NextWebStudios.com>.