



Press Release

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Proteus Workshop Announces Wine Country Posters & Greeting Cards Exclusive Retailer Program Includes Work of Noted Local Artists

Program Increases Profits for Retail Establishments Serving Wine Country Visitors

Sonoma, CA – Proteus Workshop spokesperson Stephen Brown today announced the publication of a series of Wine Country Posters and Greeting Cards based on the work of several noted Northern California artists, including Judy Theo and Thomas Patrick.

The Wine Country Poster and Greeting Card program provides wineries, upscale shops and independent wine tasting rooms with popular imagery at reasonable price points for tourists and wine aficionados.

“The program includes images which have been heavily market-surveyed with wine country visitors, such as those that frequent winery tasting rooms. The expectation is that sell-through will be rapid at participating retail establishments,” said Brown.

The posters in the program are 12” X 18” and are printed on acid free paper, ready for framing. The Greeting Cards are 8.5” X 5.5” and come with matching envelopes in acid free plastic sleeves for retail display. The imagery depicted is selected from the limited edition giclee fine art prints that Proteus Workshop has traditionally made for its customer base of fine artists. Proteus Workshop licenses the images in the posters and greeting cards from participating artists. The posters and greeting cards may be viewed on the web at www.proteusworkshop.com. Wholesale pricing programs are available from Proteus Workshop for qualified retailers. The company may be reached at (707) 996-7174.

Proteus Workshop is located in Sonoma, CA and provides Giclee limited editioning and premium digital reproduction services to an exclusive community of artists, designers, wine industry and arts related institutions.

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