

# MOO.COM brings personal branding and beautiful card design onto the UK high street

Submitted by: Spark PR  
Monday, 25 February 2013

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The MOO Shop at BOXPARK brings MOO website to life

25 Feb, 2013 London UK: MOO.COM, the online print business, is launching its first venture into the world of bricks and mortar, with the opening of a retail store at No. 27, BOXPARK, Shoreditch. Creating a unique and inspiring environment for customers to touch, feel and design their own business cards, the MOO Shop will bring the Tech City firm's successful online brand to the high street.

Staffed by the MOO Crew, the MOO Shop will display visually stunning and beautifully designed Business Cards, MiniCards and other print products.

With MOO.COM brought to life, shop visitors can compare products and paper stocks and even customise their own designs with embossing if they wish, as well as purchase moo.com vouchers and accessories in-store. Customers can also create their designs online and then collect in-store – offering both the convenience of picking up orders on the way home and saving money on post and packaging.

Richard Moross, CEO and Founder of MOO, explains: "Personal branding and beautiful design is so important to our customers that we wanted them to be able to actually touch and experience it – the MOO Shop is the perfect way for them to interact with our products and experience first-hand what they see online. MOO is constantly innovating and looking for new ways to excite our customers and this mix of online and offline is the perfect combination."

After hours, the MOO Shop will be opening its doors to events for small businesses, creative professionals, start-ups, entrepreneurs and freelancers, with inspirational speakers on hand each week to advise, encourage and share experiences on a range of topics, from design to funding.

Streamed live to MOO's ever growing community, the first session will be with Emma Jones of Enterprise Nation on 6 March: "It's an honour to be invited to speak at MOO's first ever retail experience. The concept of the MOO Shop and its commitment to creating a fun, interactive environment is totally in keeping with the MOO philosophy and wholeheartedly supported by Enterprise Nation." A list of upcoming events can be found on the MOO site:([www.moo.com/shop](http://www.moo.com/shop)).

Since it was founded by Richard Moross in 2006, MOO.COM has become the personal branding site for creative professionals, small businesses, start-ups and entrepreneurs. Passionate about branding, identity and design, MOO is one of the early prominent success stories of London's Tech City.

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Notes for editors:

- MOO is one of the world's fastest-growing online printers, focusing mainly on identity products such as business cards
- MOO printed 90 million business cards last year

- Whilst some print categories are suffering, the Business Card market is flourishing, growing some 20 per cent a year over the past four years (2008 to 2010: Keynote Market Report - Printing 2011)
- Print is an incredibly big market, some \$640 billion a year, 18x the Video Games industry and 14x the Online Advertising industry and 10x the Music Industry. It is the second largest employer in the USA.
- In 2009 MOO expanded its operations to the USA where it's based in Providence, Rhode Island.

#### About MOO.COM

MOO is an award-winning online print business that is passionate about great design and the difference it can make to its customers and the world. Launched in 2006, MOO aims to disrupt the \$640 billion global print industry by combining the values of professional design with accessibility and reach of the web; making great design available to all. By applying Web 2.0 principles to a 500 year-old market, MOO has become one of the fastest growing print businesses in the world, with triple digit annual growth and a global reach since launch. MOO prints millions of cards a month and has served customers in over 200 countries. MOO also empowers companies of 10 or more employees with MOO for Business, offering volume discounts and easy order management for entire organisations. For more information, visit [www.moo.com](http://www.moo.com).

#### About Flavors.me

Flavors is a design-led personal identity site known as 'the digital you' with over half a million members in 200 countries. Flavors.me was purchased by MOO in September 2012.

#### About Enterprise Nation

Enterprise Nation helps thousands of people in the UK turn their good ideas into great businesses. It runs startup classes around the country and publishes business books and blogs on everything from finding funding to going global.

Enterprise Nation members take their startups to the next level with a comprehensive support package that includes marketing help and networking opportunities - and soon to include over £500-worth of business benefits.

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