



Personal Creations Launches UK Business

WOODRIDGE, ILL., July 31, 2020 — Personal Creations®, a gifting brand of PlanetArt®, announced today that it has launched a business developed specifically for the United Kingdom. PersonalCreations.co.uk features all of the customization features of its US counterpart but offers products, pricing and promotion tailored specifically to British buying preferences and creative sensibilities.

“A tactical test this time last year showed enormous potential for our brand in the UK,” revealed Eric Vratimos, the brand’s general manager and PlanetArt’s Chief Operating Officer. “Since then we have been incubating a set of products that we are confident will meet the exacting requirements of British consumers.”

Add localized content, UK pricing and payment methods and changes to conform local standards, and there’s ample evidence of a serious commitment on the part of PlanetArt to develop real relationships with British consumers and a British business as successful as its American one.

“We recognized an exciting opportunity for Personal Creations in the UK,” continued Vratimos. “As a vertically integrated online retailer, Personal Creations will personalize the overwhelming majority of the products it sells in the UK, just as it does in the US. That practice assures a quality product and an end-to-end customer experience that the company believes is second to none.”

In sharp contrast, Personal Creations manufactures itself the overwhelming majority of the products it sells in the UK, just as it does in the US. That practice assures a quality product and an end-to-end customer experience that the company believes is second to none.

About Personal Creations

Personal Creations is an ecommerce site designed for thoughtful gifters and impression makers who believe a carefully chosen, reflective and meaningful gift can strengthen their relationships with friends and family. The company’s selection of products, combined with customers’ personal touches, creates what it has found to be unforgettable gifts for holidays, milestones and every celebration in between.

About PlanetArt

PlanetArt is a leading technology platform in the personalized products industry. Founded in 2010, the company develops and operates more than a dozen ecommerce sites and mobile apps for iOS and Android, including FreePrints™, Personal Creations®, SimplytoImpress® and Gifts.com®. All of the company's brands support the vision of allowing consumers to forge closer, more meaningful relationships with family and friends. PlanetArt is unique in its space with a large emphasis on mobile transactions and a presence in 11 countries.

Press Contact

Barry Evleth
barry@planetart.com
818-591-9600