

Awwly Launches Personalised Greeting Card Platform Designed to Make Meaningful Card-Giving Simpler

New online greeting card platform offers professionally printed personalised cards, easy customisation, collaborative group cards and direct delivery in one simple experience.



London, United Kingdom Aug 23, 2026 ([Issuewire.com](https://www.issuewire.com)) - **Awwly**, a new online personalised greeting card platform, has officially launched at [Awwly.co](https://www.awwly.co), offering customers a simple way to create, personalise and send meaningful greeting cards without needing design experience.

The platform brings card personalisation, ordering, printing and delivery together in one experience, helping customers create something thoughtful without having to design a card from scratch. Customers can explore the full collection through the [Awwly card shop](#), including dedicated ranges of [birthday cards](#) and [anniversary cards](#).

Customers can choose from professionally created card designs and personalise selected elements including names, messages, photographs and other content, while the overall design and layout remain professionally structured.

“Awwly was created around a simple idea: sending a personal card should feel thoughtful, but creating one online shouldn’t feel complicated,” said an Awwly spokesperson. “We want people to be able to start with a great design, make it personal to someone they care about and send it without having to become a designer in the process.”

Making personalised cards easier to create

Rather than presenting customers with a completely blank design canvas, Awwly provides ready-made card designs created around different occasions, relationships and recipients.

Customers can personalise the parts of the card that matter most to them while Awwly takes care of the underlying design structure.

This approach gives customers creative freedom without the complexity often associated with traditional graphic design tools.

From changing a recipient's name and writing a personal message to adding photographs and other individual touches, Awwly makes it possible to create a card that feels personal while keeping the process simple and accessible.

Customers can browse occasion-specific collections, including personalised birthday cards and personalised anniversary cards, before selecting a design to customise.

Bringing people together with group cards

Awwly also offers group cards, giving friends, families, colleagues and communities a way to contribute to a single card together.

The person purchasing the card can begin the personalisation process and then invite others to add their own messages remotely.

Contributors can take part through a shared invitation, while the card owner can review the contributions before approving the completed card for printing.

The feature is particularly suited to occasions where several people want to send one shared card, including birthdays, workplace celebrations, farewells, weddings and other important moments.

From personalisation to the recipient's door

Awwly has been built around the complete card-sending journey rather than personalisation alone.

Customers ordering printed cards can enter the recipient's delivery details, select from the available postage options and arrange for the completed card to be printed and sent directly to the recipient.

The platform also supports orders containing multiple personalised cards for different recipients, allowing customers to manage several cards within a single order.

Where eligible cards are being sent to the same address using the same delivery service, Awwly can also group those cards together for postage rather than automatically treating each card as a completely separate delivery.

"Our aim is to make the entire experience feel connected," the spokesperson added. "Choosing a card, personalising it, deciding where it should go and getting it into the hands of the recipient should feel like one journey rather than a series of disconnected steps."

Built for meaningful connections

The name **Awwly** is inspired by the familiar emotional response "aww" — a reaction often associated with affection, appreciation, warmth and moments that make people smile.

That sense of emotional connection sits at the heart of the brand.

At a time when much everyday communication happens instantly through messaging apps and social

platforms, Awwly is focused on helping people create something more personal and tangible for the moments when a quick digital message does not feel quite enough.

Awwly is launching initially in the **United Kingdom**, with plans to expand its delivery reach to the **United States and Canada** as the platform grows.

The company will continue expanding its collection of card designs across different occasions, relationships and styles while developing the wider Awwly experience around meaningful card-giving.

The platform is now live at [Awwly.co](https://awwly.co), with customers able to browse the full card shop and explore occasion-based collections such as birthday cards and anniversary cards.

About Awwly

Awwly is an online personalised greeting card platform that makes it easy to create and send thoughtful cards without needing design skills.

The platform combines professionally designed customisable cards, online personalisation, collaborative group cards, printing and direct delivery in one simple experience.

Website: <https://awwly.co>



Media Contact

Awwly

*****@awwly.co

<https://awwly.co>

Source : Awwly

[See on IssueWire](#)