

LEVINGER

TOOLS FOR SERIOUS READERS

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PEN & INK, FURNITURE, BRIEFCASES & TOTES, CIRCA & FOLIOS, CASES & WALLETS

PAPER & PADS, ORGANIZATION, DESK ACCESSORIES, READING TOOLS, LIGHTING

WHAT'S NEW, GIFT GUIDE

SALE

ABOUT LEVINGER

Our Mission
Who Is Levenger
Company History
About Steve
About Lori
Levenger in The News
Employment
Press Releases

12-05-06:

Of mouse and pen: Levenger helps customers find their one true write

11-21-06:

Get a rise out of your productivity: stand up and work

11-16-06:

Just in time for holiday shopping: Levenger opens a store in Tysons Corner

11-10-06:

Levenger puts treasures from America's libraries back into circulation

11-03-06:

Note-taking gains new currency with Levenger Wallet Writers

10-20-06:

Levenger becoming the 'Starbucks of note-taking'

06-28-06:

Levenger to stay close to home in Delray Beach

06-27-06:

Levenger to open outlet store at Audubon Place

12-02-05:

For those who never have enough time, a 10,000-year fix

12-13-04:

Circa Named 2005 Organizing Industry Product of the Year

06-20-03:

Marshall Field's Partners with Levenger

04-17-03:

Book Sense and Levenger Enter into Marketing Partnership

Contact: Steve Leveen
CEO
Levenger
561.276.2436 ext.
1003

Press Release

Levenger becoming the 'Starbucks of note-taking'

DELRAY BEACH, FLA • October 20, 2006 – Levenger, the upmarket retailer known to millions of Web and catalog customers as the company offering "tools for serious readers," is serious about being the retailing mecca for superior note-taking products.

"We'd like to be the Starbucks of note-taking and list-making products," Steve Leveen told *The Wall Street Journal* for the paper's September 29 feature on list-making.

And indeed, Levenger offers some of the most versatile and user-focused systems on the market. They range from the custom-blend Circa system, to 3 x 5 cards with an array of filing methods, to wallets with built-in writing platforms for business-card-size notes.

The not-so-secret ingredient they all share? Really good paper.

'Notationery'

Levenger paper is worlds away from the standard-issue stuff found in office supply stores. The quality is more closely aligned with good stationery—so much so that the company has dubbed it "notationery."

It's the difference, says Leveen, "between instant coffee and freshly ground beans. And it's as rich as a double cappuccino."

American blend

This is paper that's been put through the mill at the American plant where it's made: it's crafted to be bright, smooth and strong. A 60-lb. stock that's tear-proof, it's also three times weightier than typical office-supply paper.

"We see our paper-based systems as being as effective in their own way as electronic ones, and often more agile," says Leveen. "They need only natural power and provide instant hard copy."

'Make your own Circa'

The Circa system that Levenger has created gives customers the opportunity to custom-blend their own notebook, using different sizes and designs of paper that can be easily rearranged, along with different types of covers.

In the [Levenger stores](#), *notistas* (aka sales associates) will create the Circa notebook to customers' specifications while they shop, much the way a *barista* will make that double espresso to order.

'It's a 3 x 5 world'

Levenger has also elevated the humble 3 x 5 card to something approaching cult status among note-takers. An array of holders, ranging from pocket-sized leather writing folios to a multi-tiered wooden organizer called Card Bleachers, makes these cards remarkably handy both on the fly and on a desk.

Right on the money: [Wallet Writers](#)

The company's newest line of note-taking products, Wallet Writers, give note-taking new currency by providing a mini writing platform as part of the leather wallets, with a mini pen that fits inside.

[Oasis for mind-mappers](#)

Levenger has also turned the pedestrian note pad into a creative mind-mapping tool by designing a series of pads that have space for sketching as well as writing. They come in standard sizes as well as in a larger, 11 x 17 size called the Oasis.

"Ultimately note-taking is not simply keeping a list; it's capturing and nurturing ideas, and giving them the springboard for action," says Leveen. "Our role is to give people good tools for gaining the most from their ideas."

Find Steve on Starbucks cup #94

The next time you take a sip from a Starbucks cup, take a look at what's written on the back. Starbucks runs a series called "The Way I See It," which showcases thoughts of various writers and other thinkers. Number 94 belongs to Steve Leveen, the author of the award-winning book [The Little Guide to Your Well-Read Life](#).

Steve's words on reading:

*Want to find time to read? Fall in book love.
Seek out the books that fire your passions.
Follow your intellect and your heart.
Then time will find you.*

We'll drink to that.

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Our Mission
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 Company History
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 About Lori
 Levenger in The News
 Employment
 Press Releases

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Levenger puts treasures from America's libraries back into circulation

DELRAY BEACH, FLA · November 10, 2006 – Ben Franklin's fire bucket, George Eastman reading table, the Boston Athenaeum's 128-year-old bookends, the Boston Public Library's century-old bookbag: where to find these treasures? In the Levenger catalog. And quite possible in your living room.

Levenger, the purveyor of high-end "tools for serious readers," is checking out more than 100 years of America's historic libraries. The company is reprising some of the objects tucked away in their archives, creating faithful reproductions of them and helping out the libraries in the process. Every institution receives a portion of every sale.

'National treasures'

"I consider libraries to be among America's national treasures," says Steve Leveen, the CEO of Levenger. "It's been rewarding to rediscover them and to find ways to share the excitement with our customers."

Leveen's own epiphany occurred when he was researching his book, [The Little Guide to a Well-Read Life](#), and realized that library shelves had more to offer than even the best-stocked bookstore. Finding useful artifacts to bring to life again was a logical next step. Levenger, which Leveen co-founded with his wife, Lori, is the first company in America to design products specifically with readers in mind.

Still useful after all these years

The [leather fire bucket](#), which is from the library that Ben Franklin founded, the Library Company of Philadelphia, makes an attractive magazine holder. The Levenger version of the [Eastman reading table](#) draws from the original in the George Eastman House in Rochester, a national landmark and an international library of photography and film.

The [Boston Athenaeum's bookends](#) are so simple, they're timeless. And the [Boston Public Library's heavy canvas bookbag](#), which Leveen spied in a basement corner, makes an excellent gym bag. (The library still uses it to shuttle books between its branches.)

Recognition that's long overdue

"We like to think that we're bringing a bit of these libraries into homes across America," says Steve Leveen, who devoted one of his Well-Read Life columns to the love of [libraries](#). "And who knows—it just may inspire people to rediscover their own library."

LEVENGER®

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Who Is Levensger
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About Steve
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Levensger In The News
Employment
Press Releases



11-26-07:

The Boston Public Library 'Sisters'

11-26-07:

Spend this holiday with Winston Churchill, James Thurber, E. B. White—and Levensger

11-19-07:

Levensger opens its newest store at Town Center in Boca Raton this October

11-16-07:

You can still find bargains after the Memphis outlet store closes

8-21-07:

Edward R. Howell joins Levensger as President

6-21-07:

Levensger wins Silver Web Channel Award during the 22nd Annual Multichannel Merchant Awards

3-13-07:

Levensger store stays in South Florida, moves to Town Center at Boca Raton this fall

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Spend this holiday with Winston Churchill, James Thurber, E. B. White—and Levensger

DELRAY BEACH, FL • November 26, 2007— [Churchill's pig](#), [Thurber's dog](#) and [E.B. White's timelessness](#) have been transformed into gifts to make the holidays all the more memorable. Levensger has created bookends from the pig and the dog, and published a book of near-forgotten essays by E.B. White.

All are easily available from Levensger and not found anywhere else.

Bookends of four-legged friends

"I like pigs," Churchill once declared. "Cats look down on human beings, dogs look up to them, but pigs just treat us as their equals."

That saying features prominently on the base of the bookend that the British sculptor Jon Bickley has created. Bickley fashioned his pig from Churchill's drawings of the creature. "Pig" was the pet name that Churchill's wife gave him, and "Kat" was his for her. Bickley has included a drawing of a cat on the base, which resembles a brick. In his spare time, Churchill was a bricklayer.

Authorized by Churchill Heritage, the bronze-finished bookend pays weighty tribute to the lighter side of Sir Winston.

Ever the faithful hound, James Thurber's unnamed dog started life as a 2-D doodle and is now a 3-D pair of bookends. Re-

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created from one of the great American humorist's drawings, each dog is attached to a sculpture of one of his master's books on canines.

Thurber's family helped to get every dogged detail right; a portion of the proceeds benefits the nonprofit Thurber House.

E. B. White's timely notes

The master stylist was also an uncanny futurist. These 24 essays, gathered under the rubric *Notes on Our Times*, deal with topics that are as timely now as when he wrote them for *The New Yorker* more than 50 years ago: taxes, censorship, home, fears, desires, and the inevitable triumph of crab grass.

The work had been out of print for years until now.

This newest entry in the Levenger Press line of exclusive books features 24 illustrations; the one on the cover is drawn from a photo of White's typewriter at Cornell University. Paul Saffo, a technology forecaster who also writes for abc.com, wrote the [foreword](#).

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