

Dick Lumsden

email: dlumsden@owlms.com



Why our Christmas card tradition is now looking distinctly second class

EST.  2016

THE OLD NORSE

ALL NATURAL MALE GROOMING

100% Natural Ingredients
100% handmade
Locally produced.

Tame your beard with our hand crafted, smoothing, softening and goes without saying, great smelling beard balm and oils. Release your inner Norseman with our amazing citrusy, woody, sweet and floral scents.

Style yourself like a Norseman with our custom designed clothing range. Interested in stocking the Old Norse? Contact us for information on wholesale opportunities.

15% OFF
WITH DISCOUNT CODE 'EADTIS'

theoldnorse@outlook.com | 07803 162547
www.theoldnorse.co.uk

theoldnorse | theoldnorse | Raidwithus

DICK LUMSDEN is no Scrooge, but he's certainly not a fan of the Christmas card

So here we are again, just under two weeks to go until Christmas. The festive advertising has been going full blast for weeks now with bouncing dogs, talking carrots, roller-skating yetis and a globe-trotting robin all vying to get us in the right spirit – and to part with our cash in the right places of course.

No doubt many of you are already well ahead with the planning. Presents will have been accumulating in your spare room for weeks now, snacks and nibbles will be stockpiling in your freezer and you've probably even considered trading in your Tesco vouchers so you can buy the Christmas booze.

They say Christmas comes but once a year – but it does appear nowadays that it lasts a lot longer than it used to. All the way from September until the middle of January when the decorations come down it seems.

“Sending out 100 cards is not unusual. If they cost 50p each, and are sent second class, that is an astonishing £105 added to the cost of Christmas – bonkers

Don't get me wrong. I'm not really a “Bah Humbug” sort of a guy. I enjoy Christmas shopping, I like giving presents, and I really like a traditional Christmas dinner.

But one thing I don't like is Christmas cards – and especially not those where the sender includes a typed out sheet of “news from the past year”.

I received one this week from a cousin I haven't seen in years. And like his missive from 2015 it was basically a list of illnesses he and his family has suffered over the past year; detailing hospital visits, mystery illnesses and operations. What a great way to suck the life out of Christmas.

But his is not as bad as the ones where the sheet inside the personalised – card is a travelogue



■ Dick Lumsden has a bit of an issue with Christmas cards... but not with Christmas.

Photos CONTRIBUTED

for all of the exotic holidays the sender has had this year: What is the point? Stick to Facebook....

I'm sorry to say it, but in my humble opinion, Christmas cards are a huge waste of time and money.

According to the Greeting Card Association, there are around 100,000 people involved either directly or indirectly in the card industry – which is reputedly worth over £1.7 billion a year and with more than 900 million Christmas cards being sent annually: I take the point that it is a legitimate industry, putting food on the Christmas table for a lot of printers, designers, writers and shopkeepers.

And I also acknowledge that charities benefit each year by over £50 million in donations.

But for me, I can't see the point of sending out a cheesy piece of paper with a trite verse inside and an illegible scrawl of a signature because you're doing them in a rush before EastEnders comes on.

Mind you... I don't think I'll have to worry about them for much longer. I think the days of the Christmas card are numbered, despite what the greeting card industry might like to believe.

Think of it like this. If we send more than 900 million Christmas cards – that's an average of 17 cards for each and every adult over the age of 16.

Now, how many 16- to 25-year-olds do you ever see sending Christmas cards? Virtually none I bet. Boyfriend/girlfriend maybe... possibly Mum and Dad... and that's about it. They are certainly not licking and sticking their quota. Blanket status updates on Facebook wishing everyone Happy Christmas... or messaging everyone

in their WhatsApp groups is the way forward for them.

And look at the 26- to 40-year-olds. Maybe they have a few long distance friends or family... maybe they send a couple to work colleagues... but again... well below the average. They are far more likely to send a cheesy Christmas email with a singing gnome (don't get me started on those...).

As usual... the people who send most of the cards are us - the older generations - but as we all move along life's conveyor belt there will be fewer and fewer of us around each Christmas.

Within a few years, the non-card senders will outnumber the card senders, and the whole industry will be on the brink of meltdown.

For some families, sending out 100 cards is not unusual. Say they cost an average of 50p each, and they are all sent second class, that is an astonishing £105 added to the cost of Christmas – bonkers.

Of course, every year, without fail, there is someone you forget to send a card to... and inevitably, on Christmas Eve, the card they sent you drops on your mat, forcing you to rush out and post one first class so they at least get your belated best wishes before they go back to work in January. Embarrassing.

For Christmas cards, I believe the writing is on the wall – and it isn't in beautiful script with a dusting of snow and holly berries.

Happy Christmas!

■ Dick Lumsden is managing director of Owl Marketing Solutions, one of the few companies specialising in marketing and advertising to the 60+ group. dlumsden@owlms.com

Christmas at Goslings Farm Shop

FARM SHOP

Welcome to Goslings

FRESHLY CUT CHRISTMAS TREES NOW IN

 www.goslingsfarm.co.uk
Goslings Farm, High Road, Trimley St Martin, Suffolk IP11 0SG
Pick Your Own, Garden Centre, & Farm Shop

GARDEN CAFE
Open Daily

Order your turkeys, fruit & veg & Christmas Hampers asap!
Mabba turkeys available.