

Rob-Win Press Celebrates 12 Years of Exclusive Lena Liu Designs

Allentown, PA – Rob-Win Press, a funeral industry leader providing highest-quality products to funeral directors nationwide since 1938, is celebrating 12 years of offering exclusive funeral product designs by renowned artist Lena Liu. Since 1997, Rob-Win Press has featured over 25 Lena Liu designs on register books and other printed funeral products, including the very popular Guardian Angel, considered by many as the most beautiful angel design in the industry.

Recipient of numerous awards, and recognition at national shows and exhibits, Lena Liu expresses her love for nature through her paintbrush. With her broad background in traditional Chinese art and exposure to Western culture, she has created a unique style of her own by combining modern printing techniques with classic brushwork. There is an unusual quality of peace and tranquility that radiates from her work, which explains its unparalleled popularity in the funeral industry. Ms. Liu says, “I enjoy nature. I enjoy light, air, color and every beautiful thing around me. I look at something and paint what I feel about it, rather than just the image it projects. I let what touches my heart pass through my fingers.”

Rob-Win Press was the first company in the funeral industry to introduce art from a licensed artist when co-owner Edwin Jarvis applied designs from Lena Liu in 1997 to the company’s register books and stationery products, including acknowledgment cards, prayer cards and service folders. President Robin Cook adds, “Since then, competitors have followed with other well known artists, trying to imitate Lena Liu’s unique style, but she’s still the best. We are extremely proud to have exclusive production and distribution rights to these beautiful designs she has provided to us during the past 12 years. We look forward to working with Lena in the future creating contemporary versions of these classic designs. In addition, she will be helping us use her existing work on complimentary products to our books and cards.”

For information about Rob-Win’s Lena Liu products or any of our other fine funeral products call 800-327-0940 or e-mail Selena at selena@robwin.com. or visit our website at www.robwin.com.

ROB-WIN PRESS • 691 North Trump Street, Allentown, PA 18109