

Callaghan Collective

Wholesale Product Catalog



Greetings From
Everywhere

Fall 2026

Meet Callaghan Collective



Callaghan Collective offers digitally painted watercolor artwork celebrating Syracuse landmarks and New York landscapes across postcards, stickers, and magnets. Formats to fit any shelf.

Rooted in local landmarks and local pride, the collection offers something shoppers can't find anywhere else, giving your shelves a point of difference and customers a reason to come back.

Greetings From Everywhere



Postcards

Made to frame, collect, or mail.



Stickers

Waterproof vinyl for all adventures.



Postcard Blocks

Double-sided art perfect for desks and shelves.



Magnets

Premium acrylic magnets that stand out.



Custom Postcards

Let's turn your business into a custom postcard!

ABOUT RACHEL

Hi, there!

I started Callaghan Collective after years of collecting postcards from my travels and feeling disappointed by the options. Many were poorly designed, harshly lit, or didn't capture the true feeling of a place and sometimes there wasn't even a postcard to be found.

At the same time, I had thousands of photographs sitting on my hard drive. I began transforming those moments into digital watercolor artwork, blending the detail of a photograph with the softness of watercolor using Photoshop and Lightroom.

Today, my work celebrates Syracuse landmarks and New York landscapes rooted in local pride. Customers love sending them to friends who've moved away, gifting them to fellow Syracuse lovers, or displaying them as artwork in their home.



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POSTCARDS



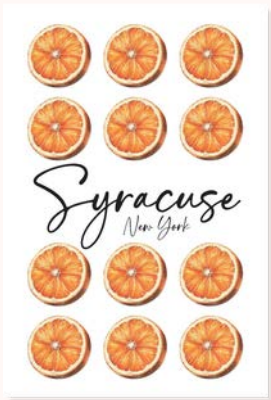
4x6in Display-Worthy Postcards

Iconic Syracuse postcards designed to be framed (fits any 4x6in frame!), collected, or mailed. Professionally printed on extra thick premium cardstock with a coated front to protect the artwork and enhance color, plus a writable back for mailing. Sold as open stock, allowing retailers to mix and match designs for postcard racks, checkout displays, and curated local gift sections.

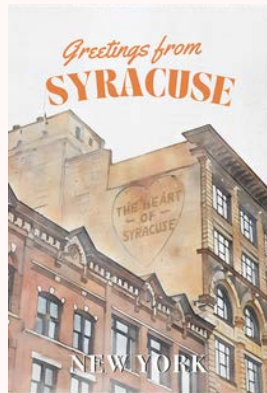
MSRP \$3-4 | WSP \$1.50

100+ CNY & NY designs available | See page 15 for all

Syracuse Bestsellers



Syracuse Orange
SKU: PC-SYR-ORG



Heart of Syracuse
SKU: PC-SYR-HRT



Undeclared Bridge
SKU: PC-SYR-UDB



Meadowbrook
SKU: PC-SYR-MED



Tapp Hill Light
SKU: PC-SYR-SHM



Strathmore
SKU: PC-SYR-STR

100+ Designs Available | Open Stock Ordering | New Designs Added Regularly

STICKERS



2.5" Waterproof Vinyl Stickers

Durable waterproof vinyl stickers with a soft matte finish, designed to last on water bottles, laptops, coolers, and more. Sold as open stock, allowing retailers to mix and match designs for checkout displays, gift sections, and impulse buys.

MSRP \$3-4 | WSP \$1.50

30+ CNY, NY & humor designs available | See page 34 for all

Syracuse Bestsellers



Syracuse Orange
SKU: ST-SYR-ORG



Syracuse
Orange Guy
SKU: ST-SYR-OGY



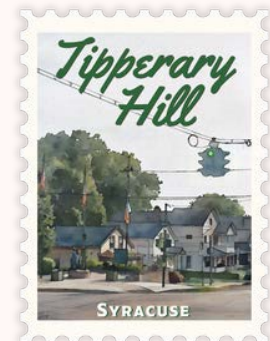
Undeclared Bridge
SKU: ST-SYR-UDB



Sweetheart
Corner Stamp
SKU: ST-SYR-SHC



NYS Fair Stamp
SKU: ST-SYR-NYF



Tipp Hill Stamp
SKU: ST-SYR-THS

30+ Designs Available | Open Stock Ordering | New Designs Added Regularly

MAGNETS



Premium Acrylic Magnets

Choose from any postcard design to create a premium acrylic magnet. Each magnet is individually sized, ranging from approximately 2" x 2" to 2" x 3", to best showcase the artwork. Sold as open stock, allowing retailers to mix and match designs for checkout displays, magnet racks, and local gift sections.

MSRP \$8 | WSP \$4

Available in Any Postcard Design | See Page 15 for 100+ Designs

Syracuse Bestsellers



Syracuse Orange
SKU: MG-SYR-ORG



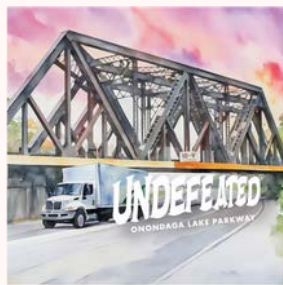
Heart of Syracuse
SKU: MG-SYR-HRT



Undeclared Bridge
SKU: MG-SYR-UDB



Tipp Hill Light
SKU: MG-SYR-THL



Undeclared
SKU: MG-SYR-UDB



Undeclared
SKU: MG-NYS-BIL

Every Postcard Design Available as a Magnet | Open Stock Ordering

POSTCARD BLOCKS



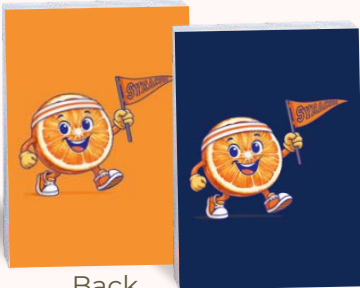
Double-Sided Desk & Shelf Decor

Wood display blocks featuring two 4x6" postcards printed on premium cardstock with a matte coating to protect and enhance the artwork. Sold with bestselling combinations or mix and match any two postcard designs to create a custom pairing. A simple, elevated display piece that stand perfectly on shelves, desks, and in office spaces.

MSRP \$14 | WSP \$7

Mix & match any two postcards! Choose from 100+ postcards.

Syracuse Bestselling Combos



Back

Front

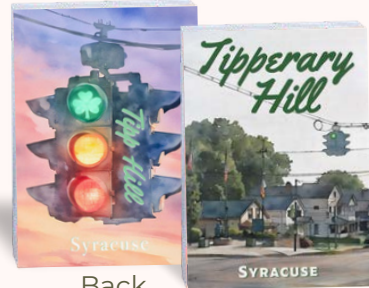
Syracuse
Orange Guy



Back

Front

Syracuse
Orange Love



Back

Front

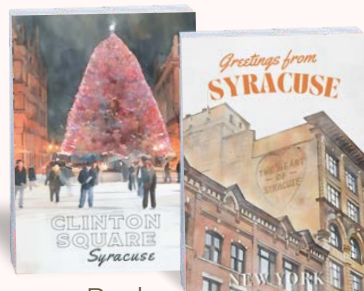
Tipperary Hill



Back

Front

Parkway & Park
Street Bridge



Back

Front

Seasonal Syracuse



Back

Front

Strathmore

View all postcard designs on page 15

CUSTOM POSTCARDS



Turn Your Business into a Postcard!

Turn your business into a custom digital watercolor postcard. Thoughtfully designed to capture what makes your business special, these display-worthy postcards become memorable keepsakes that customers will love to send, share, or keep. Perfect for gift shops, breweries, restaurants, tourism destinations, and local businesses looking for an exclusive product they won't find anywhere else. Also available as greeting cards, acrylic magnets and stickers.

MSRP \$4 | WSP \$2

How It Works:

1) Send me a photo

Snap a photo with your phone or send an existing image (doesn't have to be anything fancy!)

2) Customize the back

Choose what you'd like on the back, such as your logo, business name, website, or contact information.

3) Approve your proof

I'll create your custom digital watercolor artwork and send a digital proof for your approval.

4) Choose your products

Order postcards, magnets, or stickers

5) Share your custom postcards with your customers

Whether you sell them or use them to write a personal note, your custom postcards leave a lasting impression.



Custom Postcard Pricing

QTY	PRICE PER POSTCARD
100	1.75
250	1.60
500	1.50
1,000	1.40

Custom greeting card, sticker and magnet pricing available upon request.

WHOLESALE TERMS

How to Place an Order

Email us at:
Rachel@CallaghanCollective.com
or contact us at 315-200-4033

Opening Orders & Reorders

Opening Order Minimum: \$50 USD

Reorders: No minimum

Minimum Quantity Per Style: None
All products are open stock

Payment

Invoices are sent through Square and are due within 7 days of the invoice date. We accept all major credit and debit cards through Square Invoices, as well as cash and checks.

Net 30 terms may be available for approved accounts.



WHOLESALE TERMS

Shipping Details

Orders ship via FedEx or UPS, depending on order size and destination. Shipping costs are added to your invoice.

Backordered items ship at no additional shipping charge.

Free local delivery is available for Syracuse-area retailers.

Refunds & Returns

All sales are final and cannot be exchanged once products have shipped.

We accept returns or exchanges for damaged products. Claims must be made to:
rachel@callaghancollective.com
within 7 business days of receipt of product.



BEST SELLERS COLLECTIONS

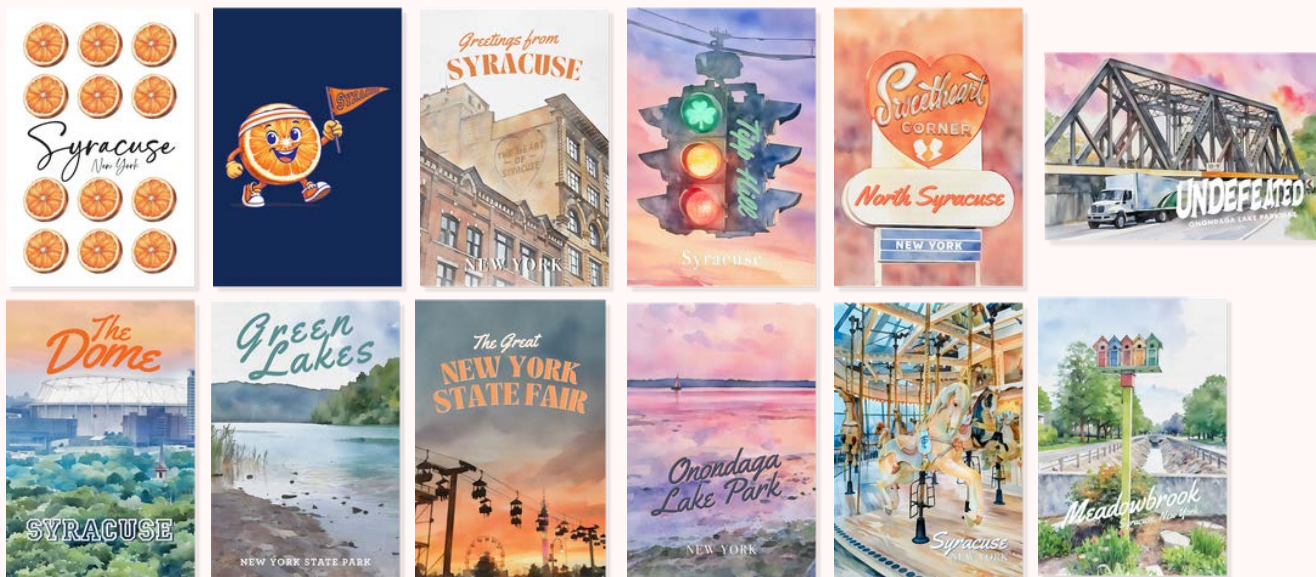
Skip the guesswork!

Our curated best seller collections make ordering easy with proven customer favorites, ready to stock your display.



Syracuse Icons

72 pcs | 12 of each design
\$108 WSP | \$216 - 288 MSRP
\$1.50 | unit WSP
\$3 - 4 | unit MSRP



Greetings From Syracuse Deluxe Collection

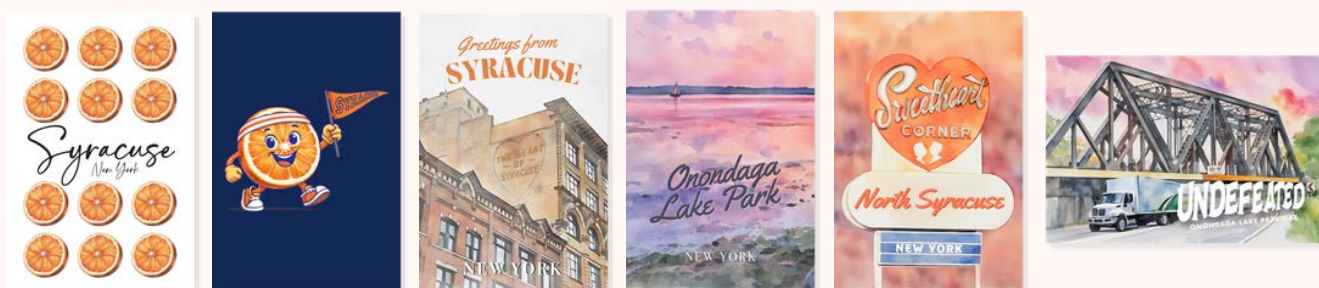
144 pcs | 12 of each design
\$216 WSP | \$432 - 576 MSRP
\$1.50 | unit WSP
\$3 - 4 | unit MSRP

BEST SELLERS COLLECTIONS



West Side Favorites

72 pcs | 12 of each design | \$108 WSP | \$216 - 288 MSRP
\$1.50 | unit WSP | \$3 - 4 | unit MSRP



North Side Favorites

72 pcs | 12 of each design | \$108 WSP | \$216 - 288 MSRP
\$1.50 | unit WSP | \$3 - 4 | unit MSRP



East Side Favorites

72 pcs | 12 of each design | \$108 WSP | \$216 - 288 MSRP
\$1.50 | unit WSP | \$3 - 4 | unit MSRP



East of Syracuse

72 pcs | 12 of each design | \$108 WSP | \$216 - 288 MSRP
\$1.50 | unit WSP | \$3 - 4 | unit MSRP



Greetings From **EVERYWHERE**

Over **100+** designs available to
mix and match for your shop.

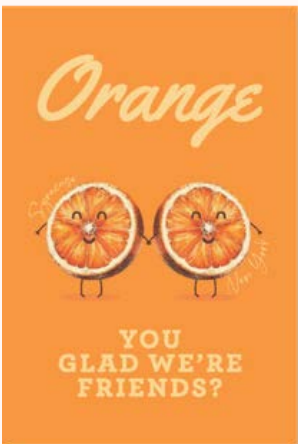
SYRACUSE POSTCARDS



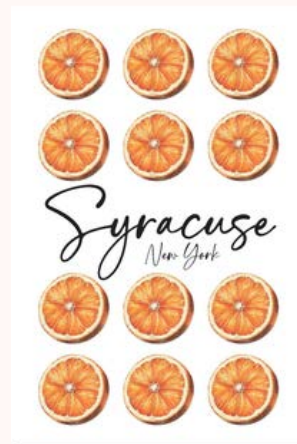
Orange Guy
Blue
SKU: PC-SYR-OMB



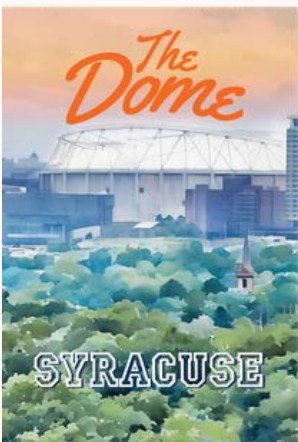
Orange Guy
Orange
SKU: PC-SYR-OMO



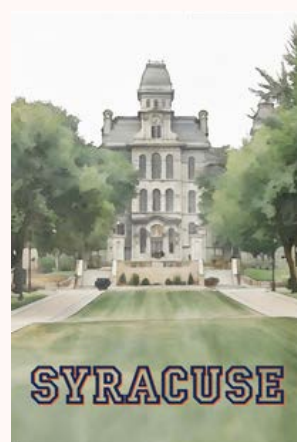
Orange You Glad
SKU: PC-SYR-FRN



Syracuse Orange
SKU: PC-SYR-ORG

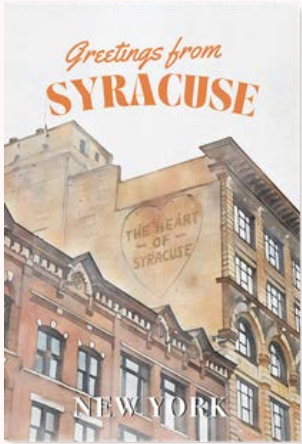


The Dome
SKU: PC-SYR-DOM



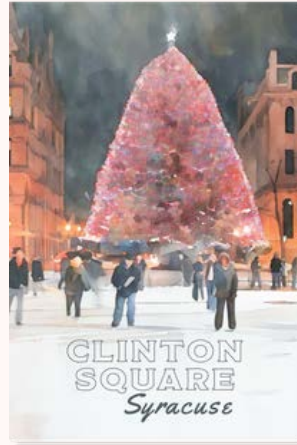
Syracuse
Campus
SKU: PC-SYR-CMP

SYRACUSE POSTCARDS



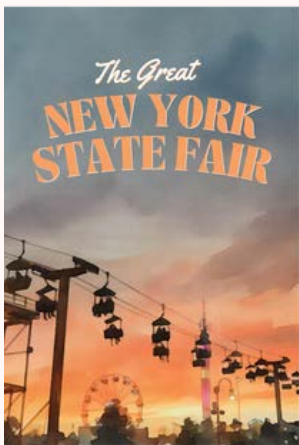
Heart of Syracuse

SKU: PC-SYR-HRT



Clinton Square

SKU: PC-SYR-CLS



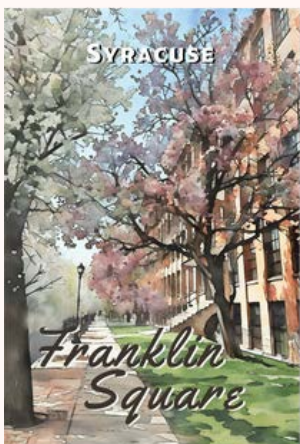
NYS Fair

SKU: PC-SYR-NYF



Carousel

SKU: PC-SYR-CAR



Franklin Square

SKU: PC-SYR-FSQ



Thornden Park

SKU: PC-SYR-THR

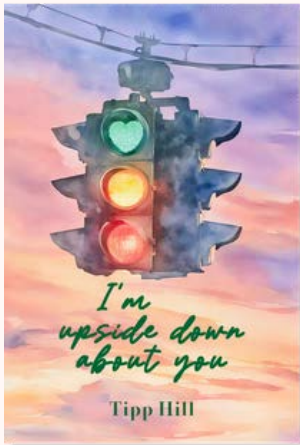
WEST SIDE POSTCARDS



Tipp Hill
Shamrock
SKU: PC-SYR-SHM



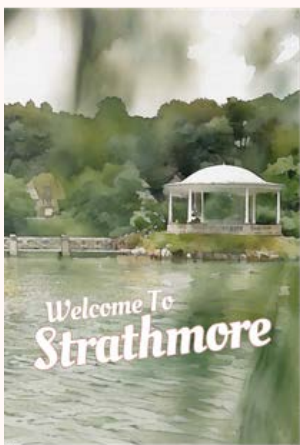
Tipp Hill
SKU: PC-SYR-TPH



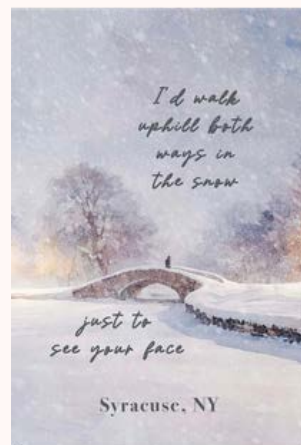
Tipp Hill
Upsidedown
SKU: PC-SYR-THU



Strathmore
Winter
SKU: PC-SYR-STW

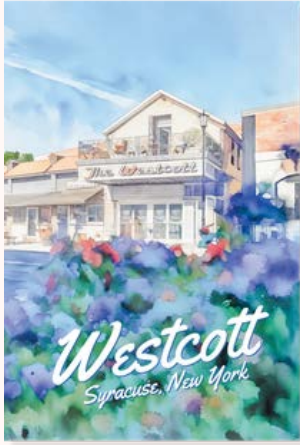


Strathmore
SKU: PC-SYR-STR



Uphill Both Ways
SKU: PC-SYR-UPH

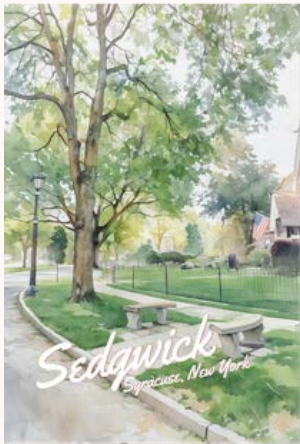
EAST SIDE POSTCARDS



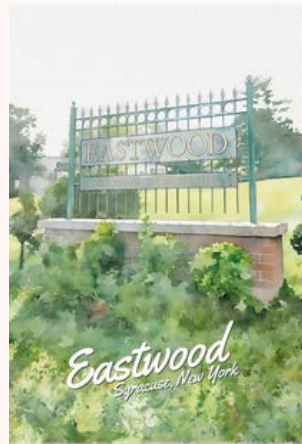
Westcott
SKU: PC-SYR-WES



Meadowbrook
SKU: PC-SYR-MDW

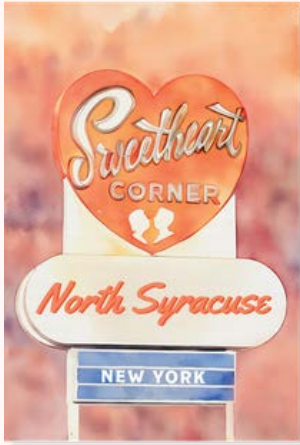


Sedgwick
SKU: PC-SYR-SDG

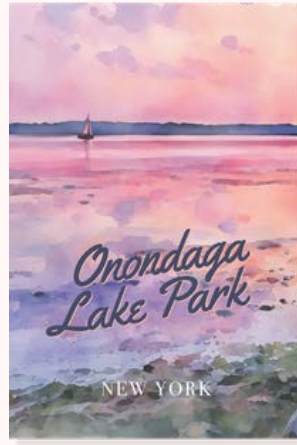


Eastwood
SKU: PC-SYR-EST

NORTH SIDE POSTCARDS



Sweetheart
Corner
SKU: PC-SYR-SHC



Onondaga
Lake Park
SKU: PC-SYR-OLP



Unbreakable
SKU: PC-SYR-UNB



Onondaga Lake Park Path
SKU: PC-SYR-OPP

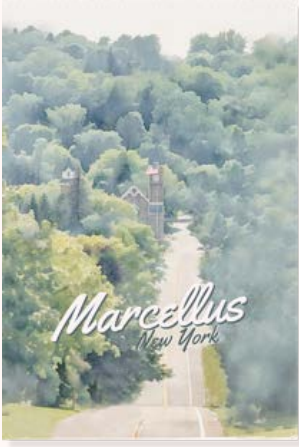


Undeclared Bridge
SKU: PC-SYR-UDB

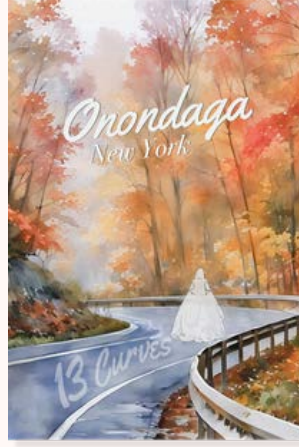


Park Street Bridge
SKU: PC-SYR-PAR

WEST SUBURBS POSTCARDS



Marcellus Road
SKU: PC-SYR-MRD



13 Curves
SKU: PC-SYR-CUR



Marcellus Tunnel
SKU: PC-SYR-TUN



Beaver Lake
SKU: PC-SYR-BEV



Marcellus
SKU: PC-SYR-MAR

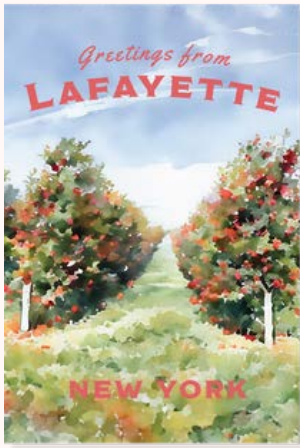


Camillus
SKU: PC-SYR-CAM



Baldwinsville
SKU: PC-SYR-BAL

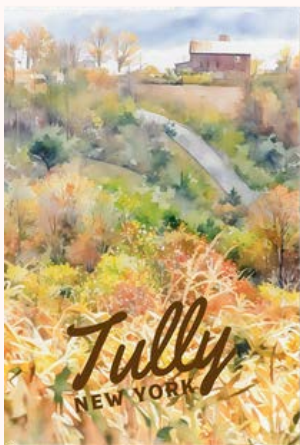
SOUTHERN POSTCARDS



Lafayette
SKU: PC-SYR-LAF



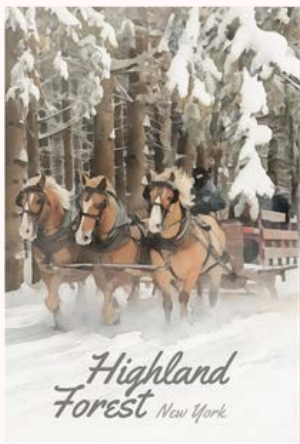
I'd Pick You
Every Time
SKU: PC-SYR-PIC



Tully
SKU: PC-SYR-TUL



Tully Sunflowers
SKU: PC-SYR-SUN

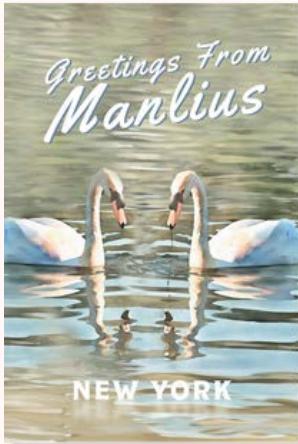


Highland Forest
SKU: PC-SYR-HLF



Fabius
SKU: PC-SYR-FAB

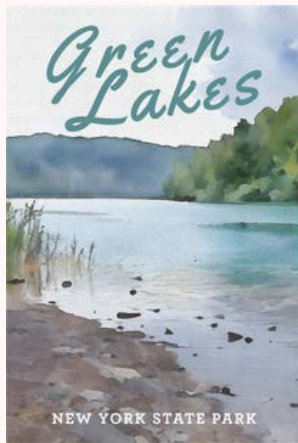
SOUTHEAST SUBURBS POSTCARDS



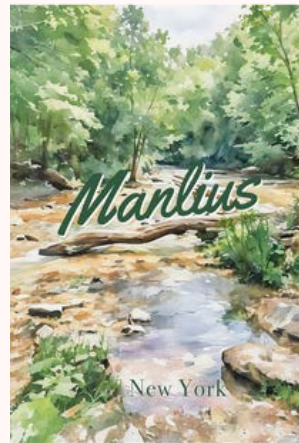
Manlius
SKU: PC-SYR-MAN



Manlius
Swan & Only
SKU: PC-SYR-MSO



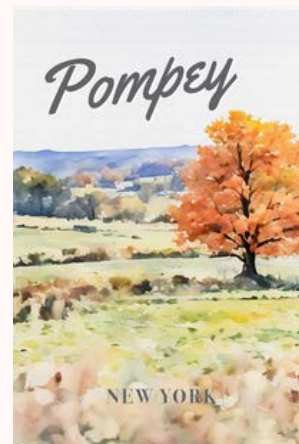
Green Lakes
SKU: PC-SYR-GLK



Limestone Creek
SKU: PC-SYR-LIM

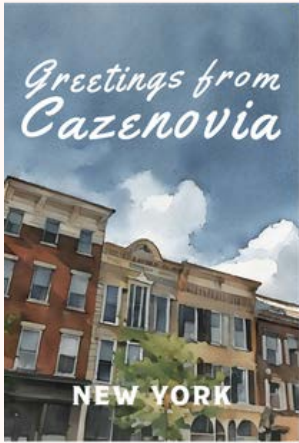


Jamesville
SKU: PC-SYR-JAM

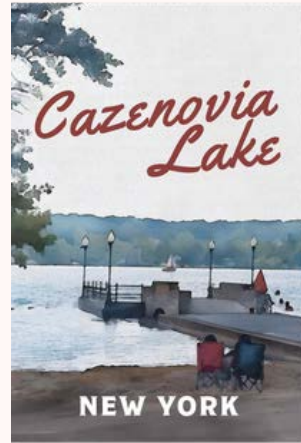


Pompey
SKU: PC-SYR-POM

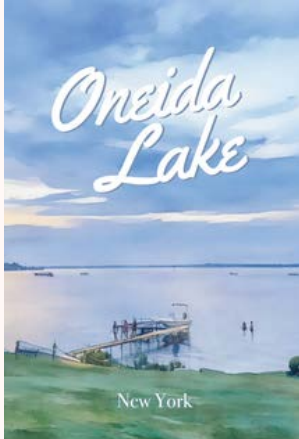
EAST SUBURBS POSTCARDS



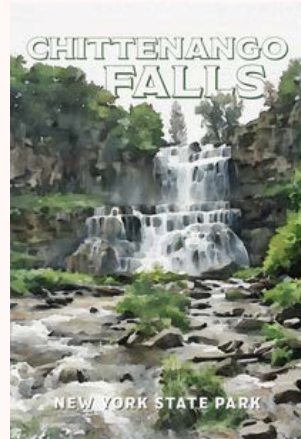
Cazenovia Village
SKU: PC-SYR-CAZ



Cazenovia Lake
SKU: PC-SYR-CAL

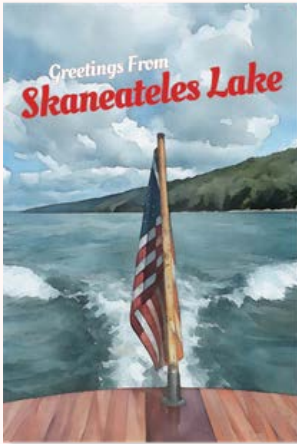


Oneida Lake
SKU: PC-SYR-ONL

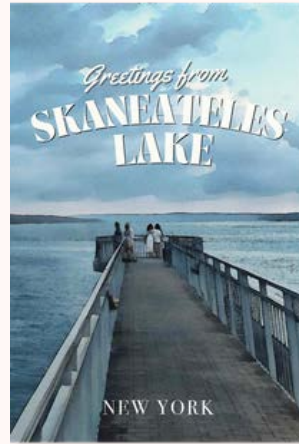


Chittenango Falls
SKU: PC-SYR-CHT

THE FINGER LAKES



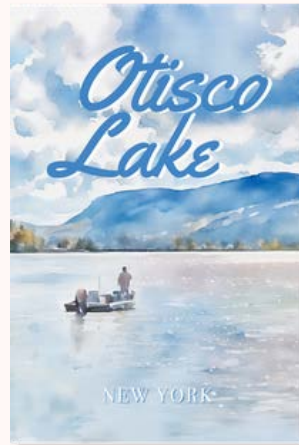
Skaneateles Lake
SKU: PC-NYS-SKL



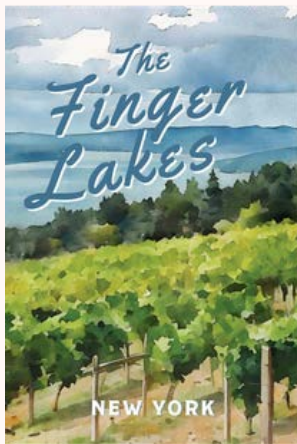
Skaneateles Pier
SKU: PC-NYS-SKP



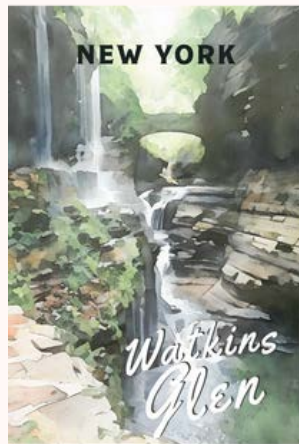
Skan Summer
SKU: PC-NYS-SKS



Otisco Lake
SKU: PC-NYS-OTI

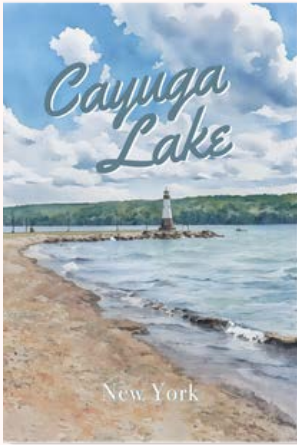


Finger Lakes
SKU: PC-NYS-FIN

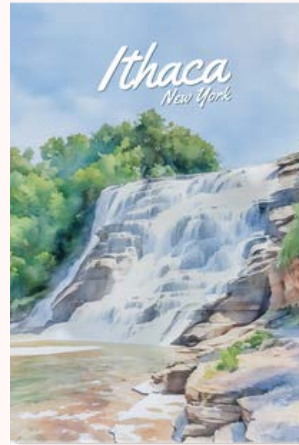


Watkins Glen
SKU: PC-NYS-WAT

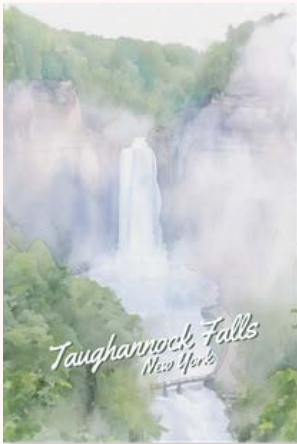
THE FINGER LAKES



Cayuga Lake
SKU: PC-NYS-CAY



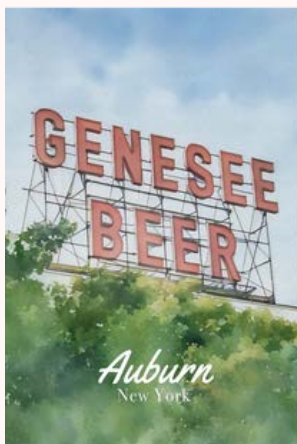
Ithaca
SKU: PC-NYS-ITH



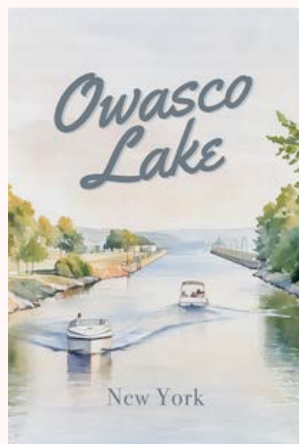
Taughannock
SKU: PC-NY-TAG



Seneca Lake
SKU: PC-NYS-SEN

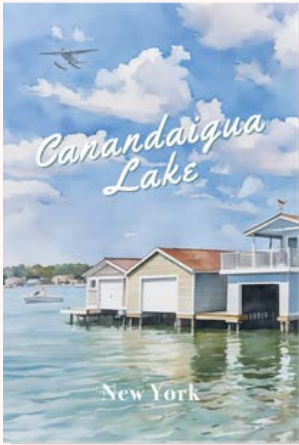


Genesee
SKU: PC-NYS-GEN

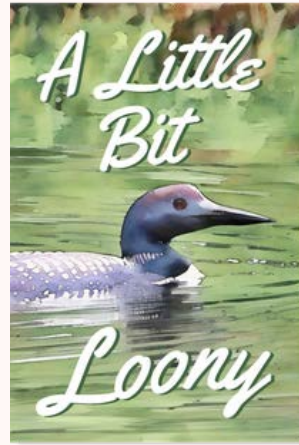


Owasco Lake
SKU: PC-NYS-OWS

THE FINGER LAKES



Canandaigua
SKU: PC-NYS-CAN



Little Bit Loony
SKU: PC-NYS-LON

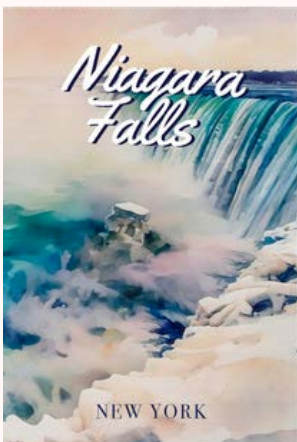
WESTERN NEW YORK



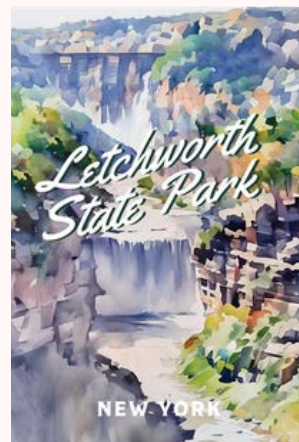
Don't Stop
Billievin
SKU: PC-NYS-BIL



Hey-Ey-Ey-Ey
SKU: PC-NYS-HEY

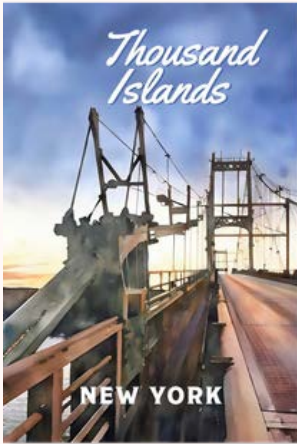


Niagara Falls
SKU: PC-NYS-NIF

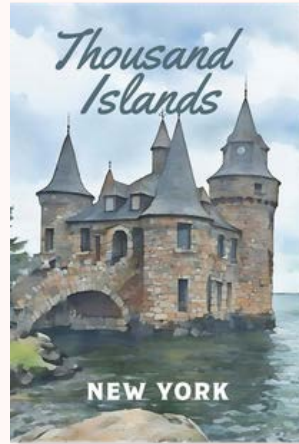


Letchworth
SKU: PC-NYS-LET

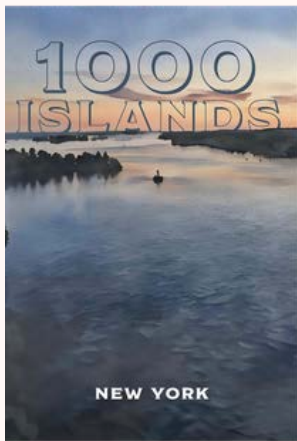
NORTHERN NY



Thousand
Islands Bridge
SKU: PC-SYR-THI



Thousand
Islands Castle
SKU: PC-NYS-TIC



1,000 Islands
SKU: PC-NYS-ISL

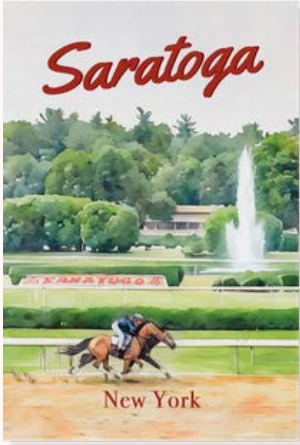


Lake Ontario
SKU: PC-NYS-ONT

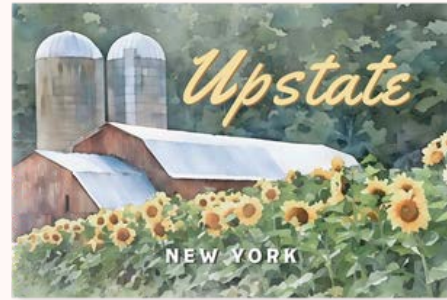


Snow Belt
SKU: PC-NYS-SNO

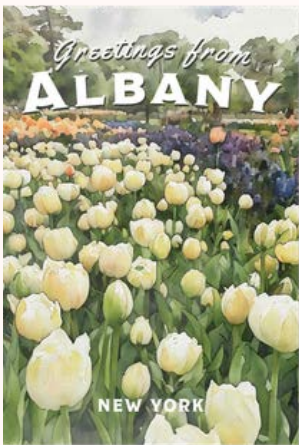
UPSTATE NY



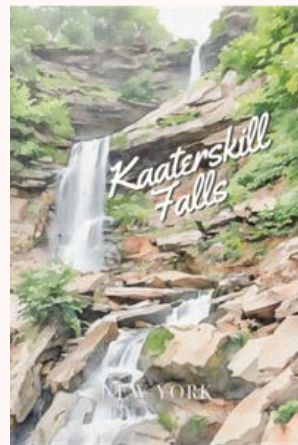
Saratoga
SKU: PC-NYS-SAR



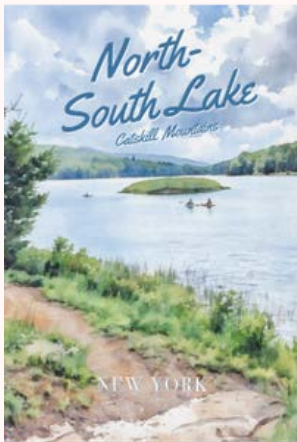
Upstate
SKU: PC-NYS-UPS



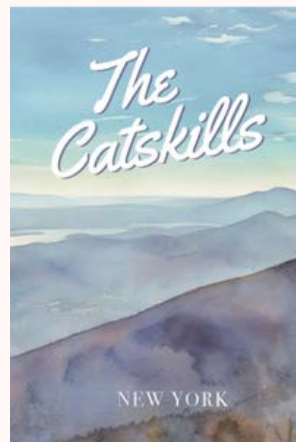
Albany
SKU: PC-NYS-ALB



Kaaterskill Falls
SKU: PC-CAT-KAA



North-South Lake
SKU: PC-CAT-NSL



The Catskills
SKU: PC-CAT-MNT

The Great
**ADIRONDACK
MOUNTAINS**

NEW YORK

The Great
**ADIRONDACK
MOUNTAINS**

JOHN P. MARQUARDT

Lake Placid

Adirondack Mountains

NEW YORK



The 46
**ADIRONDACK
HIGH PEAKS**

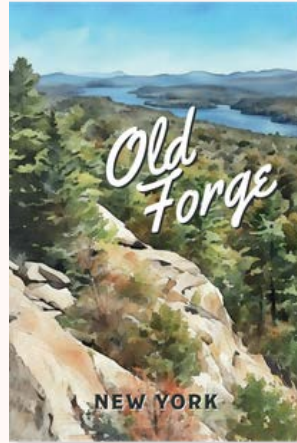
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ADIRONDACK POSTCARDS



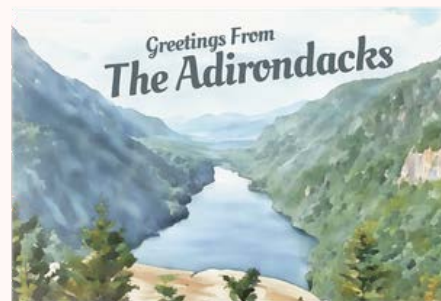
Keene
SKU: PC-ADK-KEN



Old Forge
SKU: PC-ADK-OLD



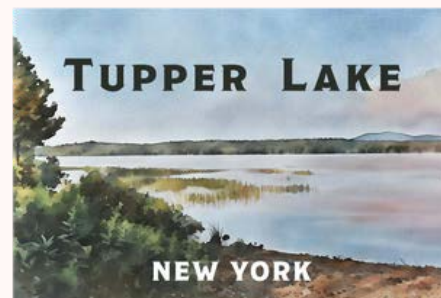
Whiteface
SKU: PC-ADK-WHF



Indian Head
SKU: PC-ADK-INH



Saranac Lake
SKU: PC-ADK-SAR

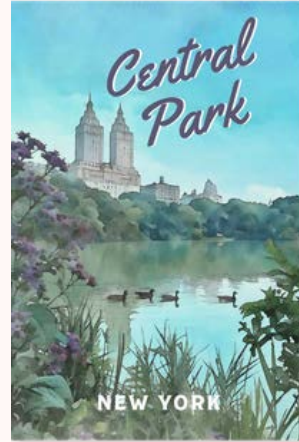


Tupper Lake
SKU: PC-ADK-TUP

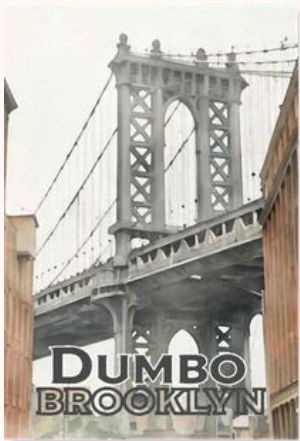
NYC & LI POSTCARDS



New York, NY
SKU: PC-NYS-NYC



Central Park
SKU: PC-NYS-CEN



Dumbo, Brooklyn
SKU: PC-NYS-DUM



Rockefeller Center
SKU: PC-NYS-ROK



Montauk
SKU: PC-NYS-MON

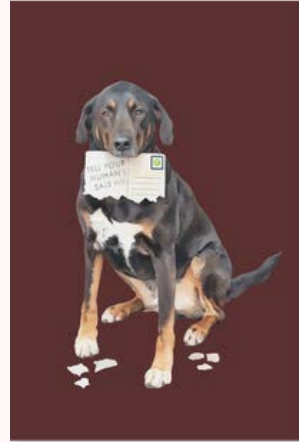


Long Island
SKU: PC-NYS-LOI

YOU'VE GOT MAIL POSTCARDS



Return to Sender
SKU: PC-GEN-CAT



Tell Your Human Hi!
SKU: PC-GEN-DOG



Gossip Express
SKU: PC-GEN-GOS



Hope This Finds
You Well
SKU: PC-GEN-RAC



Big Foot
SKU: PC-GEN-BIG



Lavender Chair
SKU: PC-NYS-LAV

YOU'VE GOT MAIL POSTCARDS



Church Ghosts

SKU: PC-HAL-CHR



Summerween
Ghosts

SKU: PC-HAL-SMR



Favorite Child

SKU: PC-GEN-CHL



Favorite Sibling

SKU: PC-GEN-SIB

STICKERS



Syracuse Orange
SKU: ST-SYR-ORG



Syracuse
Orange Guy
SKU: ST-SYR-OGY



Undeclared Bridge
SKU: ST-SYR-UDB



Heart Of
Syracuse Stamp
SKU: ST-SYR-HRT



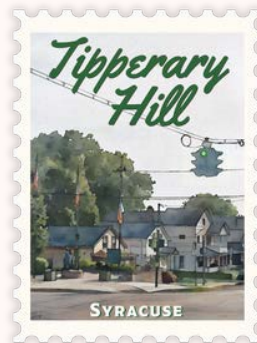
Orange
Stamp
SKU: ST-SYR-ORS



Sweetheart
Corner Stamp
SKU: ST-SYR-SHC



Strathmore Stamp
SKU: ST-SYR-STs

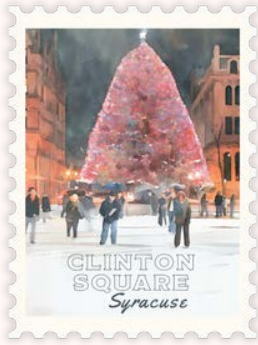


Tipp Hill Stamp
SKU: ST-SYR-THS



Tipp Hill Shamrock
SKU: ST-SYR-SHM

STICKERS



Clinton Square Stamp
SKU: ST-SYR-CSS



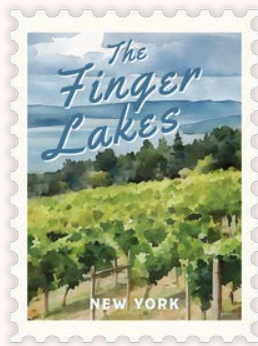
NYS Fair Stamp
SKU: ST-SYR-NYF



Manlius Stamp
SKU: ST-SYR-MAN



Skaneateles Lake Stamp
SKU: ST-NYS-SKL



Finger Lakes Stamp
SKU: ST-NYS-FLS



Don't Stop Billievin
SKU: ST-NYS-BIL



Don't Stop Beleivin
SKU: ST-NYS-DSB

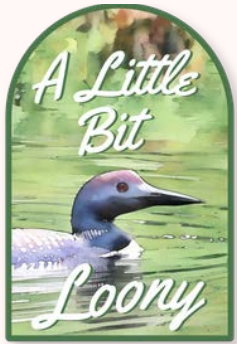


I remember the 1900s
SKU: ST-GEN-REM



issUe not an iss-ME
SKU: ST-GEN-ISS

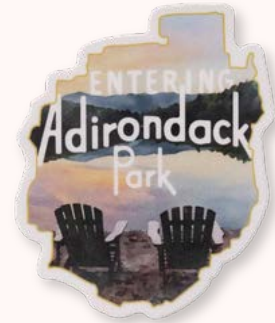
STICKERS



Little Bit Loony
SKU: ST-NYS-LON



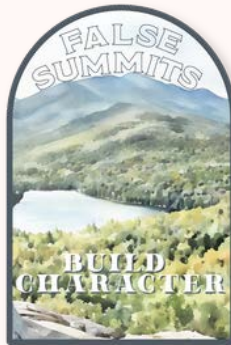
Leave Me A Loon
SKU: ST-NYS-LML



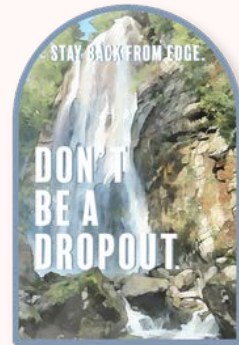
Adirondack Park
SKU: ST-ADK-PAR



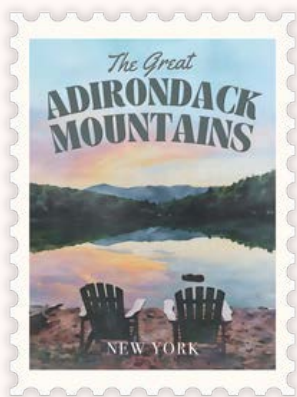
46 High Peaks
SKU: ST-ADK-HIP



False Summits
SKU: ST-ADK-FAL



Don't Be A Dropout
SKU: ST-ADK-DRP



ADK Stamp
SKU: ST-ADK-STP



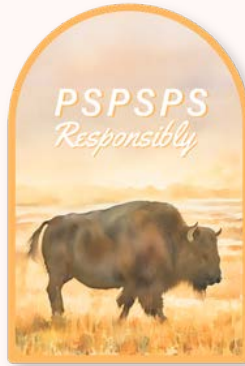
Black Flies
SKU: ST-ADK-BLK

Keene Pine Tree
SKU: ST-ADK-KEN

STICKERS



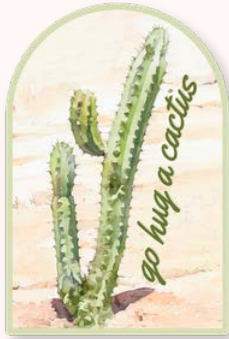
National Park
SKU: ST-NAT-PAR



PSPSPS
SKU: ST-NAT-PSP



Go Touch Grass
SKU: ST-ADK-GTG



Go Hug A Cactus
SKU: ST-NAT-CAC



Summerween
Ghosts
SKU: ST-HAL-SMR



Church Ghosts
SKU: ST-HAL-CHR

MAGNETS

Every Postcard Design Available as a Magnet!

The magnets shown below are just a selection of our bestselling designs.
Size and orientation may vary. (2x2in or 2x3in)



Syracuse Orange

SKU: MG-SYR-ORG



Syracuse
Orange Guy

SKU: MG-SYR-OGY



Syracuse
Orange Guy Blue

SKU: MG-SYR-OGB



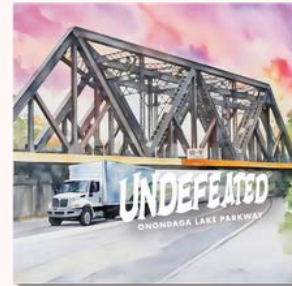
Heart Of
Syracuse

SKU: MG-SYR-HRT



Tipp Hill
Shamrock

SKU: MG-SYR-SHM



Undeclared Bridge

SKU: MG-SYR-UND



Sweetheart Corner

SKU: MG-SYR-SHC



Strathmore

SKU: MG-SYR-STR



Manlius

SKU: MG-SYR-MAN

MAGNETS

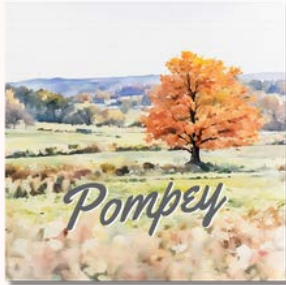
Every Postcard Design Available as a Magnet!

The magnets shown below are just a selection of our bestselling designs.
Size and orientation may vary. (2x2in or 2x3in)



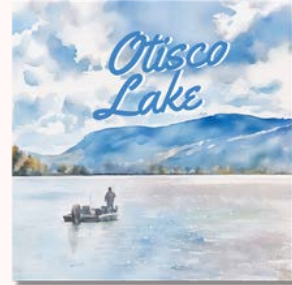
Marcellus

SKU: MG-SYR-MAR



Pompey

SKU: MG-SYR-POM



Otisco Lake

SKU: MG-NYS-OTI



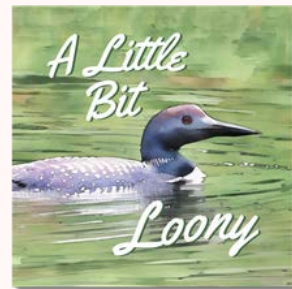
Finger Lakes

SKU: MG-NYS-FLX



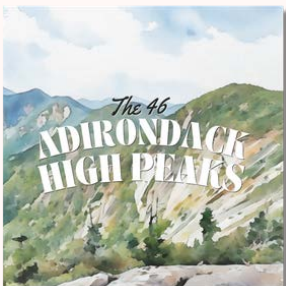
Skaneateles

SKU: MG-NYS-SKN



Little Bit Loony

SKU: MG-NYS-LON



Adirondack High Peaks

SKU: MG-NYS-AHP



Entering ADK Park

SKU: MG-NYS-ADK



Don't Stop Billievin

SKU: MG-NYS-BIL

HOW TO PLACE AN ORDER

EASY AS 1 2 3...

1

EXPLORE OUR CATALOG

2

EMAIL US

Email us directly at
Rachel@CallaghanCollective.com
to place your order.

CALL OR TEXT

Call or text us directly at
315-200-4033
to place your order.

Let me know what you're interested in, and I'll help you build the perfect assortment for your shop. An invoice will be sent through Square once your order is confirmed.

3

NEED HELP?

Contact me:
Rachel@CallaghanCollective.com
315-200-4033

Don't see your favorite local landmark? Let me know!
I'm always creating new postcard designs.



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