

HAUTE PAPIER

collections

Dear Fellow Stationery Lover:

We're so excited you've decided to carry our Personalized Gift Tag collection! Please take some time to review this letter, as well as all of the enclosed information. If you have any questions after reviewing these materials, please don't hesitate to reach out. It's important to us that you are familiar and comfortable with every aspect of this collection and we're always glad to help.

Once you unpack this box you will have all of the items that comprise the Personalized Gift Tag collection:

- One Everyday Tag Sample Ring: You'll find a metal ring full of fabulous letterpress printed, foil stamped and embossed gift tags in a variety of shapes and paper options, two of which feature the silver and gold grommet upgrade options. These tags are for your customers to see and touch. As you can see, the letterpress tags come in two paper colors (white and ivory) and 33 shapes (luggage, gem, heart, tree, hexagon, oval, pennant, diamond, square, pineapple, lemon, circle, tile, star, skinny, maple, snowflake, stocking, snowman, cross, house, mosaic, badge, mini bubble, mini executive, mini bow, mini vintage, mini banner, mini mosaic, mini fish, mini octagon, mini crest, and wine). Foil and emboss tags can be printed on any of the 33 tag shapes listed above and on any of the paper colors, including white and ivory.
- One Holiday Tag Sample Ring: This seasonal ring contains samples of gift tags with holiday-specific designs.
- One Wine Tag Sample Ring: This metal ring includes samples on a variety of paper options. Please note different pricing applies to this shape and this shape is not available to order on 220# double thick paper or duplexed paper.
- One Duplexed Paper Sample Ring: This metal ring includes every color available for duplexed paper and is shown in the mini executive shape.
- Two Catalogs containing key selling information including prices, tag shapes, ink/foil colors, paper colors, shipping information, etc. It also highlights our most popular everyday and holiday gift tag designs. You can certainly use any of our motifs, monograms, and fonts on these gift tags even if they're not shown in the catalog; you'll find full galleries of all your options on our website (see 'Important Links' below).
- A copy of the Gift Tags Order Form and Christmas in July Gift Tags Order Form.

Placing Your First Order

- Ready to place your first order? Please make sure you have the correct order form – it says "Gift Tags" in the top right corner. Don't have a copy? Visit our website (see 'Important Links' below) to download one. There is a specific order form dedicated to the Christmas in July Personalized Gift Tag promotion; please submit this form only when requesting the promotion be applied to your order (only applicable during the promotional period as outlined in the email announcement).
- Please be absolutely sure your order form contains your store name, location, and email address! We use the email address supplied here to send proofs and shipping confirmation. Also be sure to indicate if we are shipping to you or drop shipping to your client.
- Sounds obvious, but please fill out each section of the order form – tag shape, quantity, paper color, print method, and ink and/or foil color, etc.– and be sure to write legibly. If you're missing something, it delays processing your order since we have to reach out to you before proofing.
- Once your order form is filled out completely, scan and email it in to proofs@hautepapier.com. You will get an email confirmation that we have received your order. If you don't get this within a few minutes after submitting, please give us a call.
- 24 to 48 hours after submitting your order form, you'll receive a complimentary proof. The proof will be emailed to the address indicated on the order form. We only accept approvals and changes via our online forms. Instructions for approving and making changes are provided with the proof you receive.
- Did you request proof changes? You will receive a new proof in 24 to 48 hours. Please note, we charge a \$7.50 wholesale fee for proof changes. We *cannot* accept partially approved orders or 'approvals with changes'. No matter how small the tweak might seem we will provide a new proof for your approval. This helps prevent errors, keeping everyone happy. If an error occurred on our part, of course we will not charge you this proof fee.
- Proof approved? Great! From the final proof approval, it will be 10 to 14 business days of production before your order ships out from our studio in Arlington, VA. You will get an email when it ships including tracking info.

Important Links:

- If you haven't yet, we invite you to peruse the wholesale side of our website. Visit www.hautepapier.com and choose Wholesale > Current Vendor. Your password is "letterpresslove" (all lowercase, all one word) There you'll find downloadable order forms, photos for marketing purposes, and a copy of this letter for your reference.
- All of our fonts, monograms, and motifs are available in galleries on our website, should you need to access them on the go:
 - Monogram Gallery: www.hautepapier.com/monograms
 - Motif Gallery: www.hautepapier.com/motifs
 - Block Font Gallery: www.hautepapier.com/block-fonts
 - Script Font Gallery: www.hautepapier.com/script-fonts
 - Ink Color Gallery: www.hautepapier.com/ink-colors
 - Gift Tag Paper Gallery: www.hautepapier.com/gift-tag-paper-option
 - Foil Color Gallery: www.hautepapier.com/foil-colors
 - Gift Tag Shape Gallery: www.hautepapier.com/gift-tag-shapes

Again, if you have any questions after reviewing this letter and the enclosed paperwork (or maybe you just want to say hi!) please give us a call at 866.740.4222 or email help@hautepapier.com. We'd love to keep up with your store and see what's happening; we're @hautepapier on social media if you want to see what's new in the studio. Tag us in your posts so we can share the love and stay in touch!

We look forward to working with you!



and the Haute Papier team