

HAUTE PAPIER

collections

Dear Fellow Stationery Lover:

We're so excited you've decided to carry our Personalized Notepads! Please take some time to review this letter, as well as all of the enclosed information. If you have any questions about the collection 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 happy to help!

Enclosed you'll find the following pieces that comprise the Personalized Notepad collection:

- Sample Pads: You'll have an assortment of samples including at least one Couture Crest sample. These sample pads will allow your customers to see and feel the pads, their sizes, and the super-smooth writing paper we use to create them!
- Two Catalogs containing key selling information including prices, pad dimensions, shipping information, etc. It also highlights our most popular notepad designs, motifs, fonts, and monograms. You can certainly use any of our motifs, monograms, and fonts on these pads even if they're not shown in the catalog; you'll find full galleries of all of your options on our website (see 'Important Links' below). There simply isn't room in the catalog to show *everything* so we've shown a variety of popular choices.

Placing Your First Order

- Ready to place your first order? Yippee! First of all, make sure you have the correct order form – it says “Executive Pads” or “Colored Pads” in the top right corner. Don't have a copy? Visit our website (see 'Important Links' below) to download one.
- Please be absolutely, positively 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. (Don't worry, we won't include an invoice with a drop ship.)
- Sounds obvious, but please fill out each section of the order form – pad shape, quantity, paper color/ink color, pad thickness, etc.– and be sure to write legibly. If you're missing something, it delays the processing 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 or fax it to 866.539.4055. You will get an email confirmation that we have received your order. If you don't get this within a few (business) hours after submitting, please give us a call.
- 24 to 48 hours after submitting your order form, you'll receive (complimentary!) proofs. These will be emailed to the address indicated on the order form. We only accept approvals and changes in writing, so please email back with your approval or any required changes. We'll send you an email confirmation to let you know that we got your response. Again, if you don't get a confirmation within a few (business) hours, give us a call or follow up via email.
- Did you request proof changes? You will receive a new proof in 24 to 48 hours. Please note, we charge a \$7.50 fee for proof changes. We *cannot* accept 'approvals with changes' – sorry! No matter how small the tweak might seem we have to have you see, and approve, a new proof. 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 sign-off on the final approval, it will be 10 to 14 business days for 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
 - Block Font Gallery: www.hautepapier.com/block-fonts
 - Script Font Gallery: www.hautepapier.com/script-fonts
 - Motif Gallery: www.hautepapier.com/motifs

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. We love to keep up with your stores 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

PERSONALIZED NOTEPADS

Top 10 Dos and Don'ts

1. Please **DO** note that there is one order form for pads with colored paper and a separate order form for Executive Pads. Please use separate order forms for each pad if you're ordering multiple pads. We've found that trying to fit numerous pads onto one order form makes mistakes like incorrect proofs or misunderstandings about quantities much more likely! If you're ordering *a lot* of pads and they're all the same font, ink color, size etc. we can accept an order form with a typed list of names instead of multiple, nearly identical order forms.
2. Please **DO** order our Couture Crest designs for an additional \$10.00 (retail) per pad. Our team carefully curated each crest to beautifully express a flourished heraldry and the ink colors, fonts, and layout cannot be changed on these designs. Please note that these pads must be ordered using the Executive Pad order form and can only be printed on our white pad paper.
3. Please **DO** note that when ordering one of the combo packs, the personalization on each pad has to be identical, meaning the same copy, color, and layout. This is how we can offer those bundles at such a great price!
4. Please **DO** let us know if you'd like the pad to arrive to your customer without glue – for example, if they're using the paper as letter sheets (a #10 or business envelope fit our Letter pad size). That's not problem for us as long as it's indicated on the order form.
5. Please **DON'T** order a pad with a bleed (i.e. a design going off of the edge). We pre-cut our pad paper, so we have to keep all designs about a ½ inch in from the edges.
6. Please **DO** feel free to add lines to the pad, but note that there is an \$18 fee (wholesale) per pad when lines are added. Lines require a lot of extra ink in the printing and that fee is necessary for us to cover our costs.
7. Please **DO** be aware of the sizes of the pads. They are:
 - Small measures 4.25x5.5"
 - Skinny measures 3.5x8.5"
 - Large measures 5.5x8.5"
 - Square measures 7x7"
 - Market measures 4.25x11"
 - Letter measures 8.5x11"
8. Please **DO** keep in mind when choosing your personalization that some designs may work better with your selected paper color than others. For example, designs that are heavier in boldness will yield the best results on lighter colored papers and thinner lighter, fonts with small details may not show up as well on certain colors (i.e. Primary yellow).
9. Please **DO** note the different between single and double thick pads. For Executive, Primary, Pastel, and White on Bright, single pads come with 75 sheets and double pads come with 150 sheets. Single thick Kraft Pads come with 50 sheets and double with 100. The difference is in the quantity of pages, not in the thickness of the paper.
10. Please **DON'T** ever hesitate to call us with questions! It's what we're here for! Our phone number is 866.740.4222.