

S I M P L I C I T Y P A P E R S

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W E D D I N G C O L L E C T I O N

## THE INVITATION PROCESS

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### ABOUT

Simplicity Papers is a boutique stationery shop creating invitations and stationery for weddings and life celebrations. I am based in New Braunfels, Texas, but because of the world wide web I'm able to work with clients from around the world.

This catalog was created to inform and assist couples with the invitation process and pricing. If you have questions, I can answer them via email at [simplicitypapers@yahoo.com](mailto:simplicitypapers@yahoo.com). Samples are available in my etsy shop and are highly encouraged so that you can see the paper, colors and print quality in person. The cost of the samples is credited back to you when you place an order.

The wedding collection is customizable with your wording, as well as fonts and colors. Samples are a general guideline of the overall design, every piece is individually created to fit your needs. A variety of extras are available to further customize your suite.

### ORDER PROCESS

#### STEP ONE: INITIAL CONTACT

I'd love to "chat" with potential clients, please feel free to contact me through my etsy site or directly at [simplicitypapers@yahoo.com](mailto:simplicitypapers@yahoo.com), with any questions you may have.

#### STEP TWO: PLACE A DEPOSIT

When you're ready to begin, I require a \$200 deposit to begin the design process. Please contact me to set up a deposit.

#### STEP THREE: SUBMIT CUSTOMIZATIONS

Submit all customization information to me at [simplicitypapers@yahoo.com](mailto:simplicitypapers@yahoo.com). Once your information is received, your proofs will be generated and emailed to you. This process can take 2-4 business days. Clients are responsible for the design and all typographical elements of the invitations.

If errors are caught after approval, invitations will be reprinted, but the costs associated with reprinting are the responsibility of the client. PLEASE REVIEW YOUR PROOFS CAREFULLY.

#### STEP FOUR: REVISIONS

You may request revisions to the initial proof to update wording, request additional stationery pieces, or change your order details, such as quantity or ink colors. I will work with you on unlimited proof revisions until you love your stationery suite!

#### STEP FIVE: PAYMENT OF BALANCE

Upon approval of your proofs and prior to printing you will be asked to submit the final balance of your payment. This must be done before I will move your order into the print production queue.

#### STEP SIX: COMPLETION OF ORDER AND SHIPPING

Once your order is placed into the print process you will not be able to make changes to your design. I conservatively estimate that it will take 4-6 weeks before you receive the invitations. The whole process takes about 6-12 weeks.

All wedding suite orders will ship via UPS ground, within the USA. International orders will ship via USPS Priority Express Mail with insurance and tracking.

## LETTERPRESS

Letterpress is a form of printing in which a raised surface (or letterpress plate) is inked and pressed onto soft paper to produce a deep luxurious impression.

A letterpress plate must be created for each color that is printed, therefore pricing is based on the number of colors used.

Invitations are printed on 110#, 100% cotton paper, or you can upgrade to a 220# double-thick cardstock.

### IMPORTANT THINGS TO KNOW ABOUT LETTERPRESS

Letterpress inks are hand mixed and there is a possibility of slight color variations between pieces. This is the nature of letterpress printing and is part of its unique charm. Letterpress does not work well with large areas of color. It is best suited for text and smaller areas of artwork.

#### 1 COLOR LETTERPRESS

COLLECTION ITEM	Quantity	25	50	75	100	125	150	175	200	225	250	275	+25
SAVE THE DATE (A2) <i>with blank envelope</i>		170	200	250	300	350	395	440	480	520	555	590	+30
INVITATION (A7) <i>with blank envelope</i>		360	420	480	540	600	655	710	765	820	875	925	+50
RESPONSE CARD (A1) <i>with blank envelope</i>		170	200	250	300	350	395	440	485	520	555	590	+30
LARGE INSERT CARD (A6)		200	240	280	320	360	395	430	465	500	535	565	+30
SMALL INSERT CARD (A1 or A2)		140	160	190	220	250	280	305	330	355	380	400	+20
FLAT STATIONERY (A2) <i>with blank envelope</i>		170	200	250	300	350	395	440	480	520	555	590	+30
FOLDED STATIONERY (A1) <i>with blank envelope</i>		180	210	260	310	360	405	450	490	530	565	600	+35
RETURN ADDRESS - <i>invitation flap or RSVP envelope front</i>		110	130	150	170	190	200	220	240	260	280	300	+20

#### 2 COLOR LETTERPRESS - or - 1 COLOR + BLIND LETTERPRESS

COLLECTION ITEM	Quantity	25	50	75	100	125	150	175	200	225	250	275	+25
SAVE THE DATE (A2) <i>with blank envelope</i>		400	460	520	580	630	680	730	780	820	860	900	+40
INVITATION (A7) <i>with blank envelope</i>		540	600	660	720	780	840	900	960	1020	1080	1140	+60
RESPONSE CARD (A1) <i>with blank envelope</i>		400	460	520	580	630	680	730	780	820	860	900	+40
LARGE INSERT CARD (A6)		380	420	460	500	535	570	605	640	670	700	730	+30
SMALL INSERT CARD (A1 or A2)		320	340	370	400	430	460	490	520	545	570	595	+25
FLAT STATIONERY (A2) <i>with blank envelope</i>		400	460	520	580	630	680	730	780	820	860	900	+40
FOLDED STATIONERY (A1) <i>with blank envelope</i>		410	470	530	590	640	690	740	790	830	870	910	+40
RETURN ADDRESS - <i>invitation flap or RSVP envelope front</i>		200	230	260	290	320	350	380	410	440	470	500	+30

## FOIL STAMPING

Foil stamping is similar to letterpress printing, but instead of ink, a metallic foil is used. Foil stamping is a way to achieve a shiny metallic finish on cotton paper.

You can select from the following foil colors: gold, silver, rose gold, white and black. Invitations are printed on 110#, 100% cotton paper, or you can upgrade to a 220# double-thick cardstock.

### 1 COLOR FOIL STAMPING

COLLECTION	Quantity	25	50	75	100	125	150	175	200	225	250	275	+25
SAVE THE DATE (A2) <i>with blank envelope</i>		300	340	380	420	455	490	525	560	590	620	650	+30
INVITATION (A7) <i>with blank envelope</i>		570	620	670	720	770	820	870	920	970	1020	1070	+50
RESPONSE CARD (A1) <i>with blank envelope</i>		300	340	380	420	455	490	525	560	590	620	650	+30
LARGE INSERT CARD (A6)		375	415	455	495	530	565	600	635	665	695	725	+30
SMALL INSERT CARD (A1 or A2)		275	305	335	365	390	415	440	465	485	505	525	+20
FLAT STATIONERY (A2) <i>with blank envelope</i>		300	340	380	420	455	490	525	560	590	620	650	+30
FOLDED STATIONERY (A1) <i>with blank envelope</i>		395	440	485	530	570	610	650	690	725	760	795	+35
RETURN ADDRESS - <i>invitation flap or RSVP envelope front</i>		130	150	160	180	200	220	240	260	280	300	320	+20

### 1 COLOR FOIL STAMPING + 1 COLOR LETTERPRESS -or- 1 COLOR FOIL + BLIND LETTERPRESS

COLLECTION	Quantity	25	50	75	100	125	150	175	200	225	250	275	+25
SAVE THE DATE (A2) <i>with blank envelope</i>		400	450	500	550	595	640	685	730	770	810	850	+40
INVITATION (A7) <i>with blank envelope</i>		620	690	760	830	895	960	1025	1090	1150	1210	1270	+60
RESPONSE CARD (A1) <i>with blank envelope</i>		400	450	500	550	595	640	685	730	770	810	850	+40
LARGE INSERT CARD (A6)		435	475	515	555	590	625	660	695	725	755	785	+30
SMALL INSERT CARD (A1 or A2)		380	415	450	485	515	545	575	605	630	655	690	+25
FLAT STATIONERY (A2) <i>with blank envelope</i>		400	450	500	550	595	640	685	730	770	810	850	+40
FOLDED STATIONERY (A1) <i>with blank envelope</i>		460	510	560	610	655	700	745	790	830	870	910	+40

## FLAT PRINTING

Flat, or digital printing is a modern form of printing where ink is transferred to the paper using a digital image, resulting in a smooth "flat" finish. This type of printing allows for unlimited use of colors, as well as large areas of saturated color. Paper options include 130#, smooth cardstock or 110#, 25% cotton wove cardstock; for an additional fee you can also select a luxurious 90# or 134# 100% cotton stock. Flat printed suites are available in any quantity over 25, pieces are priced individually.

BASIC PIECES	SAVE THE DATE (A2)	\$ 2.00 each   <i>includes envelope</i>
	INVITATION (A7)	\$ 2.75 each   <i>includes envelope</i>
	RESPONSE CARD	\$ 1.75 each   <i>includes envelope</i>
	SMALL INSERT CARD - 1 SIDED	\$ 1.25 each   A1 or A2
	LARGE INSERT CARD - 1 SIDED	\$ 1.50 each   A6
	SMALL INSERT CARD - 2 SIDED	\$ 1.50 each   A1 or A2
LARGE INSERT CARD - 2 SIDED	\$ 1.75 each   A6	
EXTRAS	INVITATION HANG TAG	\$ 0.50 each   <i>does not include twin/ribbon</i>
	FLAT STATIONERY (A1)	\$ 1.80 each   <i>includes envelope</i>
	FOLDED STATIONERY (A1)	\$ 2.00 each   <i>includes envelope</i>
	RETURN ADDRESS PRINTING	\$ 0.35 per envelope
	GUEST ADDRESS - STANDARD	\$ 1.00 per envelope
	GUEST ADDRESS - DIGITAL CALLIGRAPHY	\$ 1.25 per envelope
	PRINTED PATTERN BACKER	\$ 1.00 each, invitation   \$ 0.65 each, insert
	PAPER UPGRADE - 90# COTTON	\$ 30.00 per set of 50   <i>invitation + response card</i>
PAPER UPGRADE - 134# COTTON	\$ 50.00 per set of 50   <i>invitation + response card</i>	

## PRICING BREAKS

Quantity discounts are not offered, however, percentage discounts apply for the following spending brackets:

\$475 - \$799, 5% off | \$800+, 10% off

## DAY-OF PAPER GOODS, STATIONERY & EXTRAS

All day-of paper good are digitally flat printed on 110#, 25% cotton cardstock or 130# smooth cardstock.

	<i>Quantity</i>	<b>25</b>	<b>50</b>	<b>75</b>	<b>100</b>	<b>125</b>	<b>150</b>	<b>175</b>	<b>200</b>	<b>225</b>	<b>250</b>	<b>275</b>	<b>+25</b>
PLACE CARD or ESCORT CARD- <i>flat</i>		40	75	110	145	175	205	235	265	290	315	340	+25
PLACE CARD or ESCORT CARD- <i>folded</i>		45	90	135	180	220	260	300	340	375	410	445	+35
MENU - <i>various sizes</i>		45	90	135	180	220	260	300	340	375	410	445	+35
FLAT PROGRAM - <i>2-sided, various sizes</i>		50	100	150	200	245	290	335	380	420	460	500	+40
FOLDED PROGRAM - <i>4-sided, various sizes</i>		65	125	185	245	300	355	410	465	515	565	615	+50
TABLE NUMBERS - <i>various sizes</i>		<i>\$2 each, flat, single-sided; \$3 each tented, double-sided</i>											
SIGNS		<i>Start at \$5 each when purchased with other paper goods; various sizes available, largest size is 11x17</i>											
220# PAPER UPGRADE (A7) - <i>additional cost</i>		+80	+90	+100	+110	+120	+130	+140	+150	+160	+170	+180	+10
220# PAPER UPGRADE (A1 or A2) - <i>additional cost</i>		+60	+65	+70	+75	+80	+85	+90	+95	+100	+105	+110	+5
220# PAPER UPGRADE (A6) - <i>additional cost</i>		+70	+75	+80	+85	+90	+95	+100	+105	+110	+115	+120	+5
EDGE PAINTING		130	135	140	145	150	155	160	165	170	175	180	+5
FOIL EDGING		175	185	195	205	215	225	235	245	255	265	275	+10
ENVELOPE LINERS - <i>solid</i>		25	50	75	100	125	150	175	200	225	250	275	+25
ENVELOPE LINERS - <i>digitally flat printed pattern</i>		60	75	115	150	190	225	265	300	340	375	415	+35
INNER INVITATION ENVELOPE - <i>white or colored</i>		15	30	45	60	75	90	105	120	135	150	165	+15
POCKET FOLD		70	140	210	280	345	410	475	540	600	660	720	+60

### ESCORT CARDS VS. CARDS

Escort cards are commonly placed on a large table at the entrance to the reception and include the guest's name and table assignment.

Place cards are found on the table where the guest will be sitting and have just the guest's name. Both can be folded or flat.

### EDGE PAINTING - FOIL EDGING

Edge painting is a process by which color is applied to the edges of invitations, edge painting can be done in any color including foils. Edge painting is best applied to 220# paper and utilizing darker ink colors and is only available with letterpress or foil printing methods.

## COLORED ENVELOPES

All suites are paired with the envelope color of your selection, please view the color palette for options

## HANG TAGS

Hang tags are a fun way to include additional information (such as your website, if it is a short URL) or a simple way to have your initials and/or date to stand out when your guests open the invite. Available in 1.75" round, 1.25" square or 2.25 x 1.25" tag shaped, with a hole punched in the tag so you can tie it around your invitations with twine or ribbon.

## PRINTED DECORATIVE BACKER

A printed backer is a pattern printed on the back of the invitation. Printed backers are available in any of our ink colors and are only available on our flat printed invitation options

## GUEST ADDRESS PRINTING

Digitally flat printed addressing in standard, non-script fonts or faux calligraphy, which uses script fonts. Faux calligraphy is an elegant option to achieve a similar look to hand calligraphy without the higher cost. Ink and envelope colors are limited to darker inks and lighter envelopes. White ink is not available.

## GUIDELINES FOR ADDRESSING FILES

Addresses must be submitted in a word document, **EXACTLY** as you would like the address to appear on the envelope. Envelopes will be addressed exactly as they appear, please check spelling carefully. We suggest spelling out street addresses and states in full.

## ENVELOPE LINER

Envelope liners are hand assembled using commercial adhesive and are available in any of the envelope colors and select metallics. They are also available in any of our decorative patterns, digital flat printed on white paper in any of our ink colors.

## SECOND ENVELOPE

The use of two envelopes (known as inner/outer envelopes) is the traditional way to mail your wedding invitations, but is used less often with modern invitations. The outer envelope is for mailing, and is used to protect the invitation through the mail. The inner envelope lists the individuals that are invited to the wedding, and where you would list children or 'and Guest'. The use of two envelopes is entirely up to you, please contact me for pricing.

## COLOR VARIATIONS

Due to the color discrepancies between digital printing and letterpress printing, I do not recommend mixing printing methods. It is best to stay with one printing method for all items that are going in one envelope.

**SIZES:**            **A1 - 3.5 x 5"**            **A2 - 4.25 x 5.5"**            **A6 - 4.5 x 6.25"**            **A7 - 5 x 7"**