



SIMPLICITY PAPERS

digital flat printing guide

THE INVITATION PROCESS

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. 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, 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. 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.

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.

All digital pieces are printed on 110#, 25% cotton wove stock; 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 includes envelope
	INVITATION (A7)	\$ 2.75 each includes envelope
	RESPONSE CARD	\$ 1.75 each includes envelope
	SMALL INSERT CARD, <i>single-sided</i>	\$ 1.25 each A1 or A2
	LARGE INSERT CARD, <i>single-sided</i>	\$ 1.50 each A6
	SMALL INSERT CARD, <i>double-sided</i>	\$ 1.50 each A1 or A2
	LARGE INSERT CARD, <i>double-sided</i>	\$ 1.75 each A6
EXTRAS	PRINTED PATTERN BACKER	\$ 1.00 each, invitation \$ 0.65 each, insert
	INVITATION HANG TAG	\$ 0.50 each does not include twin/ribbon
	INVITATION ENVELOPE LINER, <i>solid</i>	\$ 1.00 per envelope
	INVITATION ENVELOPE LINER, <i>printed pattern</i>	\$ 1.50 per envelope
	INNER ENVELOPE, <i>white or colored</i>	\$ 0.50 each
	RETURN ADDRESS PRINTING	\$ 0.35 per envelope
	GUEST ADDRESS, <i>standard addressing</i>	\$ 1.00 per envelope
	GUEST ADDRESS, <i>digital calligraphy</i>	\$ 1.25 per envelope
POCKET FOLDS	\$ 2.80 each	
DAY-OF-PAPER GOODS	FLAT STATIONERY (A1)	\$ 1.80 each includes envelope
	FOLDED STATIONERY (A1)	\$ 2.00 each includes envelope
	PLACE CARD OR ESCORT CARD	\$ 1.60 each
	PLACE CARD OR ESCORT CARD	\$ 1.80 each
	MENU, <i>various sizes</i>	\$ 1.80 each
	FLAT PROGRAM, <i>2-sided, various sizes</i>	\$ 2.00 each
	FOLDED PROGRAM, <i>4-sided, various sizes</i>	\$ 2.60 each
	FAVOR TAGS	\$ 0.50 each
	TABLE NUMBER – <i>flat, single-sided</i>	\$ 2.00 each
	TABLE NUMBER – <i>folded, double-sided</i>	\$ 3.00 each
SIGNS	<i>Start at \$5 each when purchased with other paper goods; various sizes available, largest size is 11x17</i>	

PRICING BREAKS

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

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

PAPER

All pieces are printed on house wove paper. An elegant paper, with a soft velvet-like touch. Available in 110# weight, our Bristol wove paper contains 25% cotton. This is an economical way to achieve a similar look to a luxurious 100% cotton paper.

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.

COLORED ENVELOPES

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

INVITATION HANG TAGS OR FAVOR 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, not included.

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.

POCKET FOLDS

Pocket folds are used as an "inner folder" to hold wedding stationery pieces, such as reception cards and direction cards. Two styles of Pocket Folds are offered to fit a standard 5" x 7" invitation. Pocket fold styles are available in most envelope colors and select metallics. Please inquire about availability of your desired color and style. Pocket folds come with the invitation attached. If using a Pocket Fold, inner envelopes are not available.

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