

# Coordinator Guide

## Tile Wall Program

2021-2022



[www.originalworks.com](http://www.originalworks.com) • 518-584-9278

# What's Inside ...

Welcome! You have a key role as “Program Coordinator.” Therefore, it is important that you read through this guide early in the process. It will provide you with all the details for a successful program. Please keep it handy!

• Program Promotion	2
• Art Instructions	3, 4
• Artwork	5
• Orders	5
• Shipping	6
• Installation	6
• Customer Service	7
• Installation Instructions	8
• Look What's Happening Letter	9
• Reserve Your Spot letter	10
• Order Form	11
• Shipping Form W	12
• Shipping Form F “Fix-It”	13

# Program Promotion

While students are busy creating their masterpieces, you'll want to promote the program to your families and build excitement. Remember, the more you promote, the more your profits will grow!

## **PROMOTE YOUR PROGRAM!**

### ☐ **LOOK WHAT'S COMING LETTER!**

Send copies of the "Look What's Happening" letter home. It can be found in the Customer Care Center or at the back of this guide.

### ☐ **TELL EVERYONE!**

Announce the program in your school newsletter, on your school website and/or social media sites.

---

## Online Support

### **24-7 Access to Online Customer Care!**

Login to the Customer Care Center to access additional resources designed to make your program a success!

[originalworks.com/customer-care](http://originalworks.com/customer-care)

Login

Password:

CCC2122

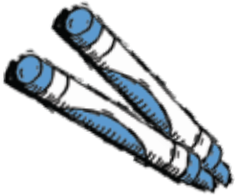
(Use capital C's)

# ART INSTRUCTIONS

Creating GREAT art is the first step to a successful program.

*For best results we recommend...*

Crayons • Watercolors • Markers • Tempera Paints • Photos • Paper Collages



Be sure that students press hard for a rich color!



Bright bold colors will look great. Just go easy on the water.



Use the provided paper for the best results. Fill the entire paper edge-to-edge.



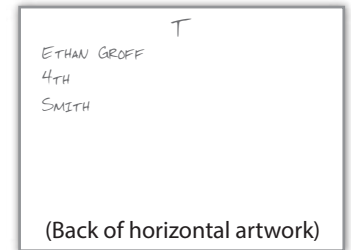
Black is great for outlining. Just remember no fluorescents!



Intense/bold colors reproduce best. Use caution with the amount of paint, as it can crack and crumble.

## Identify the artwork:

- ^ If signing the FRONT of the artwork, stay AT LEAST 1" from the edge
- ^ Applying labels? Apply the label to the BACK of the artwork **after** the artwork has been completed
- ^ Include artist's name, teacher and grade on the back of the artwork AND a 'T' to indicate the TOP –use pencil only.



**Please do NOT use the following...**

*or artwork will unfortunately have to be returned unprocessed.*

- Glitter of any kind** – no glitter crayons, markers, glue or paint. No sprinkled glitter
- Fluorescent, brights and metallics**
- Trademark or copyright** images or logos. This includes brand names, emojis, video game/cartoon characters, stickers, magazines/newspaper prints
- Abrasives** such as salt or sand
- 3D art** – items including: cotton balls, feathers, yarn, foam or googly eyes
- Scratch art**
- Poor quality construction paper**. This does not reproduce true to color

Original Works does not modify artwork. All artwork is produced as submitted.  
We capture the full artwork and reproduce it proportionally for each tile.

# HELPFUL ART TIPS

Please follow these simple tips to create great art for lasting memories.



## Hand Print Art:

When creating hand-print art, fill the entire sheet with color or add an exciting background.



## Paper Collages:

Be sure to securely glue everything. We don't want a roof to fall off a house while it's being shipped here!

## Oil Pastels & Chalk:

If you do choose to use them, please do so with caution and they **MUST be sprayed with a fixative such as Krylon #1311 Matte Fixative**. *A great way to check is by placing your hand on them. Does color come off or does it feel sticky, if so, we will not be able to process them.*

## Colored Pencils & Crayons

Remind artists to press down hard when using these. Darker, bold colors reproduce best.



## Borders:

Add a border for fun & interest. 1" wide is best, and helps your artists to keep details away from the edge.

Keep important details (such as names, dates, heads, and bird beaks) **at least 1"** from the edge of the paper or they may be cut off during production of your products.

## Art Paper:

For best results, we highly recommend that you use the art paper we provide. If you choose to use your own art paper, there are a few "rules" that we have:

- We recommend a paper weight of 60-70#
- Construction paper. While it can enhance an art project, construction paper often does not reproduce true to color. Blues can look purple, blacks can be green, etc.

It's important to use the correct paper size. This is determined by the size of the tiles you have chosen.

6" x 8" tiles = 8 ½" x 11" paper

4 ¼" x 4 ¼" tiles = Square paper no smaller than 7 ¼"

6" x 6" tiles = Square paper no smaller than 7 ¼"

## Avoid "playing on the edge." What exactly does that mean?

- Keeping details such as names, date etc. away from the edge. During reproduction items that are within 1" from the edge could be trimmed. T
- If pencil guide is drawn, be sure that it is completely erased, otherwise it will appear on finished products.

For more details and examples visit [www.originalworks.com/artwork](http://www.originalworks.com/artwork)

# Artwork

As students begin to create their artwork, here are a few things to keep in mind.

## 1. Paper Size

It's important to use the correct paper size. This is determined by the size of the tiles you have chosen.

6" x 8" tiles = 8 ½" x 11" paper

4 ¼" x 4 ¼" tiles = Square paper no smaller than 7 ¼"

6" x 6" tiles = Square paper no smaller than 7 ¼"

Using the correct size paper ensures that the images will be proportional when reproduced onto the tiles. If required, the appropriate paper size has been included in your supply box.

## 2. Label Artwork

Once artwork is completed, be sure to include the following information on the BACK of each artwork:

- Student Name- First & Last
- Teacher, Grade/Class

Remember to use pencil so that it doesn't show through to the front!

---

# Orders

**1. Family Packets.** Assemble a "family packet" for each student to be sent home. The packet should include :

- Original Artwork
- Reserve Your Spot Letter\* with permission form
- Flyer (provided by Original Works as needed)
- Order Form (if applicable)

\*A master has been provided in this guide and Online in the Customer Care Center. Be sure to complete the necessary information before distributing. You can also create your own letter.

**2. Send Home.** Send the family packets home for families to order. Be sure you are staying on schedule!

**3. Collect Orders.** When orders are returned, they should include:

- Original Artwork
- Completed & signed permission slip
- Order Form (if applicable)
- Payment

## Stay on Schedule!

It's important to follow the schedule you set up at the beginning of your program. If your orders arrive AFTER the scheduled date, order processing will be delayed until the next processing slot becomes available. If you find that you need to adjust your schedule, please reach out to your Sales Representative as soon as possible.

# Shipping

## 1. Prepare orders for shipment.

Separate artwork based on the number of Tiles to be reproduced:

- If only 1 tile is being made for ALL of the artwork, then you don't need to separate them.
- If some of the artwork needs 2 tiles made, put those in a separate folder or gallon-size zip lock bag. If some need 3, put those in a different folder/ bag, etc.

An order form has been included in this guide. Although they are not required, you may find them helpful for organizing your program. If you choose to submit artwork with order forms, be sure to tape them to the back of the artwork.

Stack the folders/bags into a box or padded envelope and ship to the address which is at the bottom of Form W. We recommend UPS or FedEx Ground.

## 2. Payment.

An invoice will be generated once the tiles have been shipped. Appropriate shipping & handling charges will be invoiced with the completed orders. If you prefer to send payment with your orders, please generate a single check to Original Works for the total order.

## 3. Tiles arrive at school.

When you receive your completed tiles they are divided by the number of tiles and not by the grade/teacher. The tiles are packed in the box in layers, with the artwork in a folder placed directly on top of the layer of corresponding tiles so that they are easy to match up.

---

# Installation

**Tiles are for interior installation only.** Original Works will not warrant the performance of tiles installed on an exterior wall, walkway, breezeway or other exterior structure.

**Grout.** To avoid potentially scratching the tile surface when installing, use of a sand-less grout is highly recommended.

Please consult the Tile Wall Installation Instructions for more details.

# Customer Service

Although we thoroughly inspect all orders before shipping, occasionally a less than perfect order gets through. We call this a “Fix It”. If it happens with one of your orders, our friendly Customer Service team is standing by to assist.

## Oops ... we have a “Fix It”

If your order/product meets one or more of the following criteria, then a Form F (Fix It Form) should be submitted to Original Works:

- Material defect: i.e.: chipped tile
- Improper reproduction: artwork is reproduced upside down on product.
- Missing product: you were invoiced for a product but it was not received.

## Shipping Form F

Please complete all information and return it along with the original artwork to Original Works. We'll process your Fix It ASAP.

When in doubt, please contact your Sales Representative or our Customer Service Team at  
**518.584.9278 • cs@originalworks.com**  
Monday - Friday, 8:00 am - 4:00 pm EST

## Did you know?

### Artwork Produced “As Is”

All artwork is reproduced “As Is.” The entire piece of artwork is captured for your keepsakes. **We do not modify, crop, or alter the artist’s creation in any way.**

Please don’t ask us to erase pencil marks or artist guide lines. It is best that you do this before you send the artworks to us. They will reproduce on the final products.

We hope that you will use the paper provided in your supply box. Use bold and vibrant colors. Your subject matter should fill the entire sheet of paper.

**Original Works will not be responsible for redoing products produced from artwork that did not comply with our stated art instructions.**

### HELPFUL TIP:

Set a deadline date for parents to report any issues to you.  
This way you can submit all Fix-its at the same time.



# Installation Instructions

## Interior Walls Only

The following instructions are designed to provide a guideline for successful installation of your tile wall. We strongly recommend that you use a qualified tile installer/contractor to install your tile wall. Careful installation will ensure the life of your product. Original Works will not be held liable for tiles that are damaged or broken during the installation process.

Use of a sand-less/non-abrasive grout is strongly recommended to ensure no scratching of the tile occurs during the installation step.

## Installation

**1.** Using a notched spreader (normally supplied with the tile adhesive) apply the adhesive evenly over the surface to which the tiles will be secured. The ridges in the adhesive allow for positioning and bedding of the tiles. Cover an area of about 1 m (1 yd.) at a time, to prevent the adhesive from drying out.

**2.** Start with the first tile in the bottom most left hand corner by pressing it until it is firmly fixed. Continue by adding the tiles to the right side, building out one row at a time. Continue with successive rows of tiles until the whole area has been built up, applying new adhesive as/when required. Periodically, use a damp sponge to wipe any excess adhesive from the surface of the tiles.

## Grouting

Non-abrasive (sand-less) grout can be applied 24 hours after tiling. Professionals use a “squeegee” type tool, but a piece of dense foam sponge or a rubber spreader are also suitable.

**1.** Use the spreader to force the grout into the gaps between the tiles. Spread in all directions to ensure the gaps are well filled.

**2.** After covering the surface area to be worked, wipe away the excess grout with another sponge, rinsing it frequently in a bucket of clean water. To give an even, polished finish to the grout, use a piece of dowel to run down the grout lines, to ensure an even depth and thickness to the grouting lines.

**3.** When the grout is dry, polish the tiles area with a soft cloth.

Use the grid below to position tiles. Start from the left hand side at the bottom of the wall. It is best to layout the entire mural before beginning any installation.

E-1	E-2					
D-1	D-2	D-3				
C-1	C-2	C-3	C-4			
B-1	B-2	B-3	B-4	B-5	B-6	
A-1	A-2	A-3	A-4	A-5	A-6	A-7

# Look What's Happening!

## A CREATIVE OPPORTUNITY

to support your child and our school through the Original Works Tile Wall program.



## CAPTURE A MEMORY!

by ordering a tile featuring your child's very own masterpiece. The tile wall will be displayed in the school.



## LEARN MORE ...

Be on the lookout for more information and ordering information coming home soon.



# Reserve your spot on our wall!

Dear Family,

We are inviting you to take advantage of a truly unique opportunity! You can have a reproduction of your child's artwork displayed at our school. We will be creating a tile wall. Each tile will feature a piece of our student's artwork.

The enclosed artwork is the piece created by your child. If you are interested in ordering a tile please follow these steps:

1. Complete and sign the Tile Wall Permission Form, at the bottom of this page.
2. Make check payable to \_\_\_\_\_ in the amount of \$ \_\_\_\_\_
3. Return permission form, payment, artwork and order form (if applicable) to the school by:

For further information on this exciting project, contact:

---

## Tile Wall Permission Form

Return to school with payment, artwork and order form (if applicable).

Student Name: \_\_\_\_\_

Grade & Teacher: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Yes! I would like to participate in this exciting school project. Please reserve a spot in your wall featuring my child's artwork.

\_\_\_\_\_  
Parent/Guardian Signature



School	Grade	Teacher
Student Name (First & Last)		
Parent Name		Phone
Street	City	State/Zip

Product	Quantity	Price/Ea.	Total \$
<b>Ceramic Tile</b>			
Total Due			\$

*Please be sure that student name, grade & class are marked on the BACK of the artwork in pencil.*



School	Grade	Teacher
Student Name (First & Last)		
Parent Name		Phone
Street	City	State/Zip

Product	Quantity	Price/Ea.	Total \$
<b>Ceramic Tile</b>			
Total Due			\$

*Please be sure that student name, grade & class are marked on the BACK of the artwork in pencil.*



School	Grade	Teacher
Student Name (First & Last)		
Parent Name		Phone
Street	City	State/Zip

Product	Quantity	Price/Ea.	Total \$
<b>Ceramic Tile</b>			
Total Due			\$

*Please be sure that student name, grade & class are marked on the BACK of the artwork in pencil.*

**INTERNAL USE ONLY:**

CODE: \_\_\_\_\_

RECV'D BY: \_\_\_\_\_

DATE: \_\_\_\_\_

# Shipping Form W

Tile Wall Program | Artwork

## School/Organization Information:

School/Organization:		School Account Code:
Address:		
City:	State	Zip:
Contact		Phone #:
Weekdays you will be closed:		

## Orders:

Number of Artworks: \_\_\_\_\_

Number of Classes: \_\_\_\_\_

Full color image tile sizes	Cost	Quantity
6" x 8" with image	\$13.00	
4 ¼" x 4 ¼" with image	\$ 7.00	
6" x 6" with image	\$12.00	

*Please indicate the size & quantity of tiles to be produced from artwork.*

Blank White Tile Sizes	Cost	Quantity
6" x 8" blank tile	\$ 6.50	
4 ¼" x 4 ¼" blank tile	\$ 3.25	
6" x 6" blank tile	\$ 6.00	

*Blank tiles can be purchased and are often used as borders or to fill empty spaces. Please indicate quantity required above.*

Check enclosed: Check # \_\_\_\_\_ Check Amount \$ \_\_\_\_\_

*Please add 6.5% of order value to the amount remitted to cover Shipping & Handling charges.*

Tiles are for installation in interior walls only. Original Works will not warrant the performance of tiles installed in an exterior wall, exterior walkway, breezeway or other exterior structure. To avoid potentially scratching the tile surface, we strongly recommend the use of sand less grout when installing the tiles. Artwork for 6" x 8" tiles should be 8 ½" x 11". Artwork for 4 ¼" x 4 ¼" and 6" x 6" tiles should be square paper (no smaller than 7 ¼").

**Send to: ORIGINAL WORKS**  
**54 Caldwell Road • Stillwater, NY 12170**  
**518.584.9278**

**INTERNAL USE ONLY:**

CODE: \_\_\_\_\_

RECV'D BY: \_\_\_\_\_

DATE: \_\_\_\_\_

# Shipping Form F

Tile Wall Program | Fix-It

## School/Organization Information:

School/Organization:		School Account Code:
Address:		
City:	State	Zip:
Contact		Phone #:
Weekdays you will be closed:		# of Artworks sent:

Artwork must be sent with this form.

Student:
Problem: (ie: chipped, missing etc.)

Student:
Problem: (ie: chipped, missing etc.)

Student:
Problem: (ie: chipped, missing etc.)

Send to: ORIGINAL WORKS  
54 Caldwell Road • Stillwater, NY 12170  
518.584.9278  
cs@originalworks.com