

Express Program



Your key to
a successful
program



Coordinator *guide*

www.originalworks.com

518.584.9278

Customer Service: cs@originalworks.com

General: info@originalworks.com

Finance: finance@originalworks.com

2023-2024
**Original
Works**

Getting started

Welcome! As the Coordinator of your program, you play an important role. To have the most successful program, please read this guide and keep it handy for reference.

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Supply box

Your supply box has arrived! This box contains what you need to run a successful program.

1. Review the contents. If you are missing anything, reach out to our Customer Service Team right away.

What's inside?

- [Program Checklist](#) to keep you on track
 - [Art Instructions](#). Share with anyone involved in the creation process
 - [Art Paper](#)- This can be found in reams of 250 sheets, and/or individual packed sheets
 - [Signature Template](#) - New tool designed to help keep details 1" from the edge
 - [Pre-Stuffed Family Packets](#)- Product brochure & order form
2. Your schedule and a copy of your Pricing Letter were emailed to you. If you do not have them, please contact your Account Manager or our Customer Service Team.

Art Instructions

Creating GREAT art is the first step to a successful program. Please review our art instructions and share with everyone that will be involved in the creation process.



Choose these for your project

- Markers
- Tempera or Acrylic Paints
- Crayons (press hard)
- Paper Collages
- Photos
- Bold Intense Watercolors
- Black Marker for outlining

These create the best results



Do NOT use these


These will NOT be processed:


- Glitter of any kind
- Abrasives (sand, salt, etc.)
- 3D materials
- Scratch art/Scratch board
- Copyright/trademark items

We highly recommend not using these:

- Chalk* (must be sprayed)
- Oil Pastels/Cray Pas* (must be sprayed)
- Colored or lead pencil (too light)
- Fluorescent, Neon & metallics (do not reproduce true to color)

Paper:

 **All paper should be 8 ½" x 11".** We recommend a paper weight of 60-70#


 Construction paper often does not reproduce true to color. Blues can look purple, blacks can be green, etc.


Copyright:

We cannot accept copyright images, due to copyright laws

This includes: images, logos, brand names, emojis, video, cartoon & anime characters, stickers, magazine and newspaper prints. If you are unsure we recommend you do another project.



Please Note!

 We capture the entire 8.5" x 11" artwork and reproduce it. Slight cropping occurs during manufacturing.



 All artwork submitted is captured "as is." We cannot be held responsible for remaking custom products if art instructions are not followed.

Art Tips!

Rub your hand across the artwork. We will not process them if:

-  Color comes off or it feels sticky or scratchy
-  There is glitter or chalk

Hold the artwork across the room. Can it be seen clearly?

-  Yes - Great! Your art will reproduce well.
-  No - Darken areas that are too light to be seen. Outline details with marker.



Fill the entire art paper.
Don't create unfinished drawings.



Keep names, dates and important details 1" from edge.
Cropping can occur during reproduction



Secure all pieces of collages to ensure they don't fall off.



Add a 1" border to keep details from edges. Erase pencil guides.



Do not create thin or uneven borders.



Use bright, vibrant colors. Pencil and lightly colored art will appear washed out on products.



*Chalk & Oil Pastels

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**. *If they are sticky, or color comes off on your hands, they will be returned unprocessed.*

Create art that sells!

- ▲ Skin tones must be heavily covered and opaque as possible
- ▶ Recolor & repaint any lightly colored areas
- ▼ Erase unwanted marks, pencil lines and smudges
- ▼ Trim excess paper that hangs over the edge of the paper
- ▲ Consider using a black marker to outline details
- ▼ Have artists sign and date their masterpiece (use our Signature Template to avoid the edge)

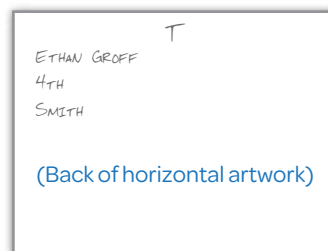
Completing the project

✓ Identify the artwork

- ✓ *Using pencil* - write the artist's first and last name, teacher and grade on the **BACK** of the artwork
- ✓ Applying labels? Apply the label to the **BACK - TOP** of the artwork **after** the artwork has been completed

✓ Artwork orientation

- ✓ *Using pencil* - place a "T" on the **BACK - TOP** of the artwork to ensure proper orientation



Prepaid *postage label*



Your prepaid UPS return service label may arrive printed in your supply box. If it is not in your box, you will receive an email that has your label. Please print the label and securely tape it to the box when you send your artwork and orders.

Can't find it? Contact our Customer Service Team

Coordinator *care*

The Coordinator Care Center is available 24-7 and has everything you need to run your program.

From important documents, forms and lesson plans to FAQ's, videos and program promotion ideas, it's all available online for you to access anytime!

Visit: www.originalworks.com/customer-care/express-program-toolbox **Password: CCC2324**

Program *promotion*

While students are busy creating their masterpieces, it's time to start promoting your program. The more excitement you can build with the students, staff, and families, the more your profits will grow!

PROMOTE!

○ Look What's Coming Letter

Send home copies of the letter and share it on your website & social media. Copies are at the back of this guide and in the Coordinator Care Center

○ Tell Everyone

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

○ Get Excited!

Talk about the program. When students are excited about the program, they are more likely to share and talk about it with their families.



eMarketing Tools

We've made promoting your program easy!

Visit the Coordinator Care Center online for ideas, templates, graphics and much more!

Checkout these tabs:

- ★ eMarketing Kit/Promotion
- ★ Image & Video Library
- ★ Social Media Promotion

www.originalworks.com/customer-care/express-program-toolbox/

Password: CCC2324

Ordering process

Once students have completed their masterpieces, it's time to start the ordering process.

1. Artwork

- Check the back of the artwork for student name/teacher/grade.
- Mark the orientation. Place a "T" on the back to indicate the TOP of the artwork.
- Be sure to follow the art instructions. We don't like to return unprocessed pieces!

2. Pricing Letter

- When you confirmed your program this was emailed to you. It is an important document that provides families with the pricing you've chosen for your program.
- Missing it? Contact your Account Manager or Customer Service
- Print and Copy



use brightly colored paper so parents notice!

3. Prepare Packets

- Add the completed artwork and Pricing Letter to the pre-stuffed packets found in your supply box.
- For easy distribution, place the art in the back with student name facing out.



- *Recruit some help with this!*
- *Let older students put their own artwork into the packets.*

4. Send packets home

- It's important to stay on schedule!

Please note: This is NOT an online program. If parents wish to order online, although we do not encourage it, they may reach out to our Customer Service Team for instructions.

5. Collect Orders

- Families return completed order form, artwork & payment.

6. Prepare orders for shipment

- Tape the WHITE order form on the back of each corresponding artwork
- Keep the YELLOW order form for your records
- Multiple orders should be combined onto 1 form. Orders will be packed and shipped together.
- Please **do not** put the artwork back in individual bags. Recycle or reuse them
- Organize artwork in folders by class & grade (your finished products will then be packed the same way for easy distribution)

7. Shipping Form D

- Complete the Form and return with your orders

8. Shipment

- Using your prepaid UPS label, send the artwork/orders & Shipping Form D.
- Take the package to a UPS Shipping Center



for safe travels, put all of the artwork folders into a large plastic bag

Important Dates

Send Packets Home:

Order Deadline:

Send Orders to OW:



Stay on schedule. If your orders arrive AFTER the scheduled date, order processing will be delayed until the next slot becomes available. We cannot guarantee delivery dates for late arriving orders.

Shipping Costs

Completed orders ship free to the school when orders reach \$300 or more in wholesale value. For orders less than \$300 a \$25 shipping fee applies.

Payment

- Families make all payments for orders to your school/organization. Payment should not be made directly to Original Works
- We recommend you deposit all the monies collected.
- Payment is due upon receipt of invoice.
- Your invoice will be emailed to the billing contact listed on your confirmation.

How to pay your invoice:

- ★ Checks or eChecks from the school/organization, made payable to Original Works
- ★ Credit Card- Please call: 518.584.9278 ext 321 or 305

Product distribution

Celebrate! This is the most exciting time! Your keepsakes have arrived and it's time to distribute.

1. Orders Arrive

- Orders ship based on your confirmed program dates and the arrival of your artwork.
- Orders are organized in the same manner that the artwork/orders were sent to OW.



*Recruit some help with this!
Offer volunteers the opportunity to purchase items at wholesale prices as a "Thank You"*

2. Coordinator's Envelope

- An envelope will be at the front of Box #1 of your shipment. It contains:
 - Order Recap Report - this is a break down of you orders by Order Form Number
 - Unprocessed Artwork

3. Student Order Packages

- Each pack contains the student's original artwork, order form, products ordered & care instructions.
- Ceramic mugs are labeled and packed separately in the same shipping box as the artwork.

Additional orders

Additional and late orders are common and we encourage you to send them to us for processing.

1. Collect Orders

- Late orders include both new and re-orders from families who ordered previously
- If an order was placed already for the artwork, you do not need to send the artwork again. Provide the order form number and description of artwork on Form C.
- If additional order forms are needed, a blank one is provided at the back of the guide & in the Coordinator Care Center. **OW will assign an order # when it arrives.**

2. Form C

- Complete and send with orders

3. Payment & Fees

- Your first set of additional orders is shipped back to the school for free. Subsequent sets of orders are subject to a nominal \$10 shipping fee.
- Your orders earn the same profit as your primary order!

! Delivery dates for additional orders are not guaranteed for specific arrival dates.

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, our Customer Service team is ready to assist!

1. What is a "Fix-It"?

- If the order/product meets one or more of the following criteria:
 - ★ Material defect: broken mug, chipped tile, hole in towel etc.
 - ★ Incorrect product: ordered a magnet and received note cards
 - ★ Improper reproduction: artwork is upside down or the wrong image
 - ★ Missing product: you were invoiced for a product but never received it.

2. Shipping Form F

- Please complete ALL the information and return to Original Works. We will process your Fix It and ship it back to the school.
- If you do not need to send the artwork, you can email the form to lawfi@originalworks.com

★ Do we need to send the original artwork back?


★ YES:

- ★ Color quality issues
- ★ Image blurriness
- ★ Incorrect image


★ NO:

- ★ Item is missing
- ★ Item is damaged
- ★ Incorrect item made

Customer Service Team

 518.584.9278

 cs@originalworks.com

 8:00 am- 4:00 pm EST

3. What is not a "Fix-It"?

- We produce Artwork "As Is", and do not modify the artwork in anyway.
 - ★ Examples include:
 - ★ We cannot remove pencil lines or ink that has come thru from writing on the back of the art
 - ★ The entire 8 ½" x 11" piece of artwork is captured. This means:
 - ★ If there is a lot of empty or white space on the paper, there will be a lot of empty or white space on the product
 - ★ A small drawing will be a small image. We do not "zoom in" or crop to the image
 - ★ The image on the product is reproduced in proportion with the product it's on.
 - ★ Details missing that were drawn 1" or closer to the edge
 - ★ Images appearing too light or too small on a product



Please review and follow Art Instructions. We can not be held responsible for redoing products that do not comply with our stated art instructions.

4. Image Retention

- Original Works keeps images on file for a fixed period of time. If you are submitting a Fix-It after the dates shown below, you may be asked to provide the artwork:
 - ★ Fall Programs: March 1
 - ★ Spring Programs: September 1



Look What's Coming!

Art-based Fundraiser

Creative Opportunity

An opportunity to support your child and our school through the Original Works program.

Capture a Memory

Order custom keepsakes featuring your child's very own masterpiece.

Learn More

More information about this exciting program is available online:
www.originalworks.com/parents



Be on the lookout for ordering information coming home soon!

Mira lo que viene!

Recaudación de fondos basada en el arte

Oportunidad creativa

Una oportunidad para apoyar a su hijo ya nuestra escuela a través del programa Original Works.

Capturar un recuerdo

Pida recuerdos personalizados con la obra maestra de su hijo.

Aprende más

Más información sobre este emocionante programa está disponible en línea:

www.originalworks.com/parents



¡Esté atento a la información sobre pedidos que llegará pronto a casa!

For Internal Use

CODE _____

Recv'd By _____

Date _____

**Shipping Form D**
Express Program | Orders**Complete and include this form with your artwork & orders.****School/Organization**

School/Organization Name: _____

School Code: _____

Shipping Address: _____

City: _____

State: _____

Zip: _____

Contact Name: _____

Phone #: _____

Weekdays you will be closed: _____

Artwork

of Artwork Sent: _____

Payment Information

- Your invoice will be emailed to you at the completion of your program
- Payment is due upon receipt of invoice
- If you require a Purchase Order # on your invoice, please provide the #: _____
- Questions on your invoice or about payment? Contact finance@originalworks.com

If the total amount of all your orders is less than \$300 wholesale, a \$25 shipping will be added to your invoice.

Shipping Information

- ☐ Please do not send artwork in individual bags
- ☐ Attach only 1 order form per artwork, taped to the back of the art
- ☐ Organize by teacher/grade
- ☐ Use the provided prepaid UPS return service label
- ☐ Drop off at any UPS shipping center location
- ☐ Send to:

Original Works
54 Caldwell Road
Stillwater, NY 12170
518.584.9278

For Internal Use

CODE _____

Rec'd By _____

Date _____

**Shipping Form C**
Additional Orders**Complete and include this form with your additional orders****School/Organization**

School/Organization Name: _____

School Code: _____

Shipping Address: _____

City: _____

State: _____

Zip: _____

Contact Name: _____

Phone #: _____

Weekdays you will be closed: _____

of Artwork Sent: _____

Additional Orders Instructions

- If an order was already placed for the artwork, you do not need to resend it. Complete the information below.
- For artwork that was not previously sent, please send with order form attached.

Orders (for artwork on file)

Order Form #: _____

Artwork description: _____

Artwork Orientation:

☐

Portrait (Vertical)

☐

Landscape (Horizontal)

Order Info. Products & Quantity: _____

Order Form #: _____

Artwork description: _____

Artwork Orientation:

☐

Portrait (Vertical)

☐

Landscape (Horizontal)

Order Info. Products & Quantity: _____

Order Form #: _____

Artwork description: _____

Artwork Orientation:

☐

Portrait (Vertical)

☐

Landscape (Horizontal)

Order Info. Products & Quantity: _____

Payment Information

- Your invoice will be emailed to you after your products ship. Payment is due upon receipt of invoice
- If you require a Purchase Order # on your invoice, please provide the #: _____
- Questions on your invoice or about payment? Contact finance@originalworks.com

Your first set of additional orders ships to the school free. Any subsequent shipments will be subject to a \$10 shipping fee.

Shipping Information

- Sending artwork? Mail to: Original Works, 54 Caldwell Road, Stillwater, NY 12170
- No artwork to mail? Email the completed form to: lawfi@originalworks.com

For Internal Use

CODE _____

Recv'd By _____

Date _____

**Shipping Form F**
Fix-It**Complete and include this form with your Fix-Its****School/Organization**

School/Organization Name:

School Code:

Shipping Address:

City:

State:

Zip:

Contact Name:

Phone #:

Weekdays you will be closed:

of Artwork Sent:

Instructions

- Complete the information below. Order Form # and Description of art are required from processing

Fix-It

Order Form #:

Artwork Orientation:

☐

Portrait (Vertical)

☐

Landscape (Horizontal)

Artwork description:

Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):

Student Name/Teacher/Grade:

Order Form #:

Artwork Orientation:

☐

Portrait (Vertical)

☐

Landscape (Horizontal)

Artwork description:

Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):

Student Name/Teacher/Grade:

Order Form #:

Artwork Orientation:

☐

Portrait (Vertical)

☐

Landscape (Horizontal)

Artwork description:

Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):

Student Name/Teacher/Grade:

Shipping Information

- Sending artwork? Mail to: Original Works, 54 Caldwell Road, Stillwater, NY 12170
- No artwork to mail? Email the completed form to: lawfi@originalworks.com



Order Form

Instructions:

- ◆ Pricing information can be found on a separate sheet in your packet.
- ◆ Attach only 1 order form per artwork
- ◆ Original Works does not modify artwork:
 - ◆ We **capture the full 8.5" x 11"** artwork and reproduce it proportionally for each product
 - ◆ Artwork that is **too light** or **too small** will appear that way on finished products.
 - ◆ Details such as names or dates closer than 1" from the edge may be cut off during production.
- ◆ Place a "T" on the **back** of the artwork in **pencil** to indicate the TOP.
- ◆ For more details please visit:
www.originalworks.com/parents

School/Organization _____

Teacher/Grade _____

Student Name (First & Last) _____

City, State _____

Phone _____
()

Email _____

Office Use Only V H

PRODUCT	Qty.	\$ AMOUNT	
15 oz. Ceramic Grande Mug	1		
Key Chain	2		
11 oz. Ceramic Mug	3		
Beverage Hugger	4		
Tree Ornament	5		
Tile/Trivet	6		
Wreath Ornament	7		
Lens Cloth (Set of 2)	8		
Snowflake Ornament	9		
Mini Art Easel	10		
Air Freshener	11		
Holiday Sweater Ornament	12		
Mouse Pad	13		
Oven Mitt	14		
Pillowcase	15		
Quilt Block	16		
Kitchen Towel	17		
Jar Opener	18		
Canvas Tote Bag	19		
Magnet	20		
Bookmarks (Set of 5)	21		
Notecards (Set of 8)	22		
Artwork Print	23		
White Matted Print - 8" x 10"	24		
Black Matted Print - 8" x 10"	25		
Memo Pad	26		
Sketchbook	27		
Mini Magnets (4-Pack)	28		
Purse Mirror	29		
Variety Magnet Package (3)	30		
Notecard Bonus Set (24)	31		
Mega Magnet Package	32		
www.originalworks.com		Total Due	\$

Please submit your artwork with this Order Form.
All artwork is returned.