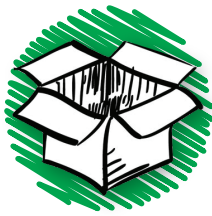


See Before You Buy

COORDINATOR'S GUIDE 2015-2016

Original
Works





YOUR SUPPLY BOX

This box contains everything you need to run a successful program.

- ★ Art paper
- ★ 2 pre-paid UPS labels
 - 1 for artwork phase & 1 for order phase
- ★ Art Guidelines
- ★ Marketing Kit:
 - Product samples **or** folders & labels
 - Poster pack

Questions? Contact our experienced Customer Service Team at 800.421.0020 or cs@originalworks.com. To keep your program running smoothly, our Customer Service team will also send out periodic tips and reminders.

PROGRAM PROMOTION

The more you promote, the more your profits will grow.

Ensure your program is a success.

- ★ Create colorful, fun artwork that parents will want to preserve.
- ★ Check out our free lesson plans if you need some inspiration.
- ★ Create excitement with your students by following these promotional tips...

Ways to promote the program.

- ★ Display the posters provided in your supply box in prominent areas where parents & students will see them.
- ★ Include program information & deadlines in school announcements & communications.
Promote the program via your school website, social media sites & newsletters.
- ★ Copy & distribute the Look What's Coming Letter provided in this guide.
- ★ Create an eye catching display of sample products.

Need additional promotional tools & ideas?
Check out our eMarketing Kit & other
resources in our Customer Care site.
originalworks.com/customer-care



Login

Password:

CCC 15 16 (use capital C's)



STEP 1 - CREATE A GREAT PROGRAM WITH GREAT ART

For best results, use the recommended art materials & paper provided. Following our Art Guidelines ensures a successful program.

WHAT TO USE:

- * Use the art paper provided in your supply box
- * Fill the entire sheet of paper with color
- * Use bright, bold colors
- * Keep important details 1" from the edge
- * Have your artists "sign" their artwork, remembering to keep it 1" from the edge
- * Mark the orientation of each artwork. This can be done by placing a "T" at the Top on the back, using pencil
- * Label each artwork with the school, student name, grade & teacher

WHAT TO AVOID:

- * Playing on the edge - keep important details at least 1" from the edge as they could be cut off during reproduction
- * Fluorescent colors
- * Metallic art media
- * Chalk & oil pastels
- * Abrasives/3D materials
- * Glitter
- * Construction paper- this type of paper does not always reproduce true to color
- * Paper that is not 8 1/2" x 11"

MEDIA THAT WORKS BEST

- * Markers * Tempera Paints * Crayons * Water Color Paints * Paper Collage *

STEP 2 - MAGNET PHASE - SHIPPING ARTWORK

- * **Prepare artwork for shipment.** Organize the artwork in folders by class & grade (your family packets will be packed the same way, making for easy distribution). *We recommend placing the artwork in a large plastic bag to protect it from any weather while being shipped.*
- * **Shipping Form A.** Complete & return with your artwork.
- * **Shipment.** Using the pre-paid UPS label found in your supply box, send the artwork & shipping form to Original Works. *Give the package to any UPS driver OR take it to a UPS store or authorized UPS facility.*

For complete instructions, please refer to the Art Guidelines at the back of this guide. You can

also visit: originalworks.com/artguides

You can find lessons plans online at:

originalworks.com/customer-care



Questions ?

Call our Customer Service Team
at 800.421.0020 option 3



STEP 3 - ORDER PHASE

Preview magnets are produced for each artwork & returned in pre-stuffed family packets ready to be sent home for family ordering.

- * **Family packets.** Preview magnets are produced for each artwork & returned in pre-stuffed family packets ready to be sent home for family ordering. The packet is marked with the student first name & first letter of their last name. Each packet includes: preview magnet, brochure, order form & Dear Family Letter with product pricing & ordering information. A SBYB class list is provided to assist you in determining teacher & grade. ***Do not send artwork home.***
- * **Collect orders.** Families return their completed order forms, payment & unpurchased preview magnets.
- * **Prepare orders for shipment.** Match the artwork to the orders received. Tape the white copy of the order form to the back of the artwork. Organize order forms by class and grade. Placing the artwork in a large plastic bag will protect it from any weather while being shipped.
 - *Please note:* If a student missed the opportunity to submit artwork during the magnet phase, they may submit an order and artwork during the order phase. Artwork submitted for the first time during the order phase of a See Before You Buy program will *not* receive a preview magnet.
- * **Shipping Form B.** Complete & return with your orders.
- * **Shipment.** Using the pre-paid UPS label found in your supply box, send the artwork, orders & shipping form to Original Works. *Give the package to any UPS driver OR take it to a UPS store or authorized UPS facility.*

LATE ORDERS

Collect all late orders and send them to us in a single batch. Should a parent/student require an order form, a blank order form can be found at the back of this guide. Shipping of the first group of late order products is free of charge. Any subsequent late orders will be subject to a \$10.00 shipping & handling fee. Specific delivery dates for late/additional orders cannot be guaranteed.

- * **Collect orders.**
 - Late orders include both new orders and re-orders from families who ordered previously.
 - If a family has ordered previously, artwork does not need to be re-sent, however, they must provide the order form number & description of the the artwork from their original order so that we can retrieve the art.
- * **Shipping Form C.** Complete & return with your orders.

Shipping Questions?

If you have shipping questions, do not contact UPS directly. Our Customer Service Team can help! 800.421.0020 option 3

Stay on schedule!



If orders arrive AFTER your scheduled date, order processing will be delayed until the next processing slot becomes available.



STEP 4 - PRODUCT DISTRIBUTION

Your orders have arrived, and it's time to distribute products.

- ★ **Orders arrive.** Orders are shipped and will arrive at your school based on the scheduled delivery date on your program confirmation.
- ★ **Coordinator envelope.** A white coordinator envelope is included in Box # 1 of your shipment. This envelope contains your Order Recap Report and any artwork that could not be processed during order phase.
- ★ **Student packages.** Each package contains the child's original artwork/order form, products ordered & care instructions. *Ceramic & travel mugs will be labeled & packaged separately in the shipping box.*

CUSTOMER SERVICE: FIX - IT

Although we thoroughly inspect all orders before shipping, occasionally a less than perfect order gets through. We call this a Fix-It, and if it occurs with one of your orders, our friendly Customer Service Team is standing by to assist.

- ★ **Product issues.** If your order/product meets one or more of the following criteria, a Fix-It should be submitted.
 - Material defect: e.g.: hole in t-shirt, chipped tile or mug . . .
 - Incorrect product: e.g.: ordered a sketchbook and received a journal.
 - Improper reproduction: e.g.: artwork is reproduced upside down on product.
 - Missing product: you were invoiced for a product but it was not received.

- ★ **Shipping Form F.** Complete & return.

All artwork is reproduced "as is."
We cannot be responsible for
"fixing" custom products if our
Art Guidelines are not followed.

Do I need to send the artwork back in?

YES...

- Color quality issue
- Image blurriness
- Incorrect image

NO...

- Missing item
- Damaged item
- Incorrect item made

When in doubt, consult our Customer Service Team.

Image retention. Original Works keeps images on file for a fixed period of time:

- **Fall programs** - images are retained until March 1st
- **Spring programs** - images are retained until September 1st

If a Fix-It is submitted after one of these retention deadlines, please submit the original artwork.



Customer Service: 800-421-0020 option 3, available Mon-Fri 8:00am - 4:30pm EST

INTERNAL USE ONLY

CODE: _____

RECV'D BY: _____

DATE: _____

Shipping Form F

Fix-It

Organization Information: *Please complete all information*

Organization:	School Account Code:
---------------	----------------------

Address:	
----------	--

City:	State:	Zip:
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Contact:	Phone: ()
----------	----------------

Please note any weekdays you will be closed:

Fix-It: **Order Form # & description of art are required for processing.** *Please complete ALL information.*

Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)
---------------	---

Description of art:	
---------------------	--

Product:	Problem:
----------	----------

Student Name:	Teacher:	Grade:
---------------	----------	--------

Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)
---------------	---

Description of art:	
---------------------	--

Product:	Problem:
----------	----------

Student Name:	Teacher:	Grade:
---------------	----------	--------

Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)
---------------	---

Description of art:	
---------------------	--

Product:	Problem:
----------	----------

Student Name:	Teacher:	Grade:
---------------	----------	--------

Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)
---------------	---

Description of art:	
---------------------	--

Product:	Problem:
----------	----------

Student Name:	Teacher:	Grade:
---------------	----------	--------

Order Form #:	Artwork Orientation (choose one) <input type="checkbox"/> Vertical (portrait) or <input type="checkbox"/> Horizontal (landscape)
---------------	---

Description of art:	
---------------------	--

Product:	Problem:
----------	----------

Student Name:	Teacher:	Grade:
---------------	----------	--------

Send to: ORIGINAL WORKS

Building 1 • 54 Caldwell Road • Stillwater, NY 12170

800-421-0020 • fax 518-580-0639 • cs@originalworks.com

INTERNAL USE ONLY:

CODE: _____

RECV'D BY: _____

DATE: _____

Shipping Form C- See Before You Buy Additional Orders

*This form MUST accompany your additional orders.*Organization Information: *Please complete all information*

Organization: _____

School Code: _____

Address: _____

City _____

State: _____

Zip: _____

Contact: _____

Phone: _____

Weekdays you will be closed: _____

Artworks sent: _____

Orders: *Please submit original artwork and order form for any artwork that is not on file. One order form per artwork. Use this section if ordering more products from a previously processed artwork. You do NOT need to resubmit the artwork for these orders.*

Order Form #: _____

Artwork Description: _____

Is artwork (choose one) ☐ Vertical (portrait) or ☐ Horizontal (landscape)

Product: _____

Product: _____

Product: _____

Order Form #: _____

Artwork Description: _____

Is artwork (choose one) ☐ Vertical (portrait) or ☐ Horizontal (landscape)

Product: _____

Product: _____

Product: _____

Order Form #: _____

Artwork Description: _____

Is artwork (choose one) ☐ Vertical (portrait) or ☐ Horizontal (landscape)

Product: _____

Product: _____

Product: _____

Order Form #: _____

Artwork Description: _____

Is artwork (choose one) ☐ Vertical (portrait) or ☐ Horizontal (landscape)

Product: _____

Product: _____

Product: _____

Order Form #: _____

Artwork Description: _____

Is artwork (choose one) ☐ Vertical (portrait) or ☐ Horizontal (landscape)

Product: _____

Product: _____

Product: _____

Billing Options:*Original Works will provide free shipping & handling for the first shipment of additional orders.**All subsequent additional order shipments will be subject to a \$10.00 shipping & handling fee.*Our organization requires that we issue a **Purchase Order** to Original Works in order to be invoiced. *The Purchase Order # is: _____*Please select one:*

☐ **Send Profit Check.** We are sending 100% of the money collected and will receive our profit check within 10 business days of order processing. **Please make checks payable to: Original Works * Check #: _____ Check Amount: \$ _____**

☐ **Exact payment.** We have tallied all of our orders and are sending in the exact amount. The tally will be confirmed by Original Works. **Please make checks payable to: Original Works * Check #: _____ Check Amount: \$ _____**

☐ **Invoice.** Please tally all orders then send us a final invoice. We understand that payment of the invoice is due in full upon receipt. * **Please email invoice to: _____ or fax to: _____**

Send to: ORIGINAL WORKS**Building 1 • 54 Caldwell Road • Stillwater, NY 12170 • 800-421-0020 • fax 518-580-0639**

INTERNAL USE ONLY:

CODE: _____

RECV'D BY: _____

DATE: _____

Shipping Form B- SBYB

Orders

*This form **MUST** accompany your orders.
Please submit original artwork & order forms.*

Organization Information: *Please complete all information*

Organization:		Account Code:	
Address:			
City	State:	Zip:	
Contact		Phone:	
Please note any weekdays you will be closed:		Number of artworks included:	

Billing Options: *For finished products/orders, free shipping and handling is offered on all **wholesale** orders of \$300.00 or more.
For orders of less than \$300.00, a \$25.00 shipping fee will apply and pre-payment of the order is required.*

Our organization requires that we issue a **Purchase Order** to Original Works in order to be invoiced.

*The Purchase Order # is: _____ and should be referenced on the invoice.

Please select one:

- ☐ **Send Profit Check.** We are sending 100% of the money collected and will receive our profit check within 10 business days of order processing. **Please make checks payable to: Original Works**
* Check #: _____ Check Amount: \$ _____
- ☐ **Exact payment.** We have tallied all of our orders and are sending in the exact amount. The tally will be confirmed by Original Works. **Number of See Before You Buy Magnets purchased** _____
Please make checks payable to: Original Works
* Check #: _____ Check Amount: \$ _____
- ☐ **Invoice.** Please tally all orders then send us a final invoice. We understand that payment of the invoice is due in full upon receipt. **We collected a total of \$ _____ for our program. # of See Before You Buy Magnets purchased** _____
* Please email invoice to: _____ or fax to: _____

PLEASE CONSULT YOUR BUSINESS OFFICE FOR YOUR LOCAL SALES TAX STATUS AND ORGANIZATION'S TAX POLICY

TAX STATUS: If your school is in: **CA, CO, FL, GA, MD, MI, NC, NJ, NY, SC, TN, TX or VA** please review the following and check the appropriate box:

- ☐ We are TAX EXEMPT and our tax form is attached, has already been submitted, or will be faxed or mailed. We understand that without a tax exempt form on file, we will be charged sales tax.
- ☐ Purchases made by this organization are TAXABLE. We will be charged tax based on the SCHOOL COST of the products.

It is the responsibility of the organization to increase the PRICE TO FAMILIES to cover any tax liability.

Send to: ORIGINAL WORKS

Building 1 • 54 Caldwell Road • Stillwater, NY 12170 • 800-421-0020 • cs@originalworks.com



SBYB Order Form

www.originalworks.com

Student Name: (First & Last)		
	Email:	
Teacher/Grade:	Phone:	()
	State:	
School/Organization:		
	City:	

Reminder: All artwork is reproduced as is. Details close to the edge may be cut off during production.
Place a "T" on the back of the artwork in pencil to indicate top.

One Order Form per Artwork

Office
Use Only

V

H

Product	Itm #	Qty.	\$ Amount
Preview Magnet <input type="checkbox"/> Return or <input type="checkbox"/> Purchase		1	
15 oz. Ceramic Grande Mug	1		
Wooden Coasters (2)	2		
Tile/Trivet	3		
Keychain (Single)	4		
11 oz. Ceramic Mug	5		
Snowflake Ornament- NEW!	6		
Plate- Ceramic	7		
Wreath Ornament	8		
Magnet	9		
Night Light	10		
Calendar Magnet- NEW!	11		
Journal	12		
Mega Magnet- NEW!	13		
Travel Mug- Stainless Steel	14		
Pendant- Magnetic Jewelry	15		
Notecards (8)	16		
Matted Print	17		
Pocket Pads (2)	18		
Sketchbook	19		
Purse Mirror	20		
Mini Magnets (4) <i>Fits our magnetic pendant</i>	21		
Pot Holders (2) - IMPROVED!	22		
Mouse Pad	23		
Fabric Coasters (4)	24		
Quilt Block	25		
Pillowcase	26		
Tote/Grocery Bag- IMPROVED!	27		
Garden/Decorative Flag	28		
T-Shirt Youth Small (6-8)	29		
T-Shirt Youth Medium (10-12)	30		
T-Shirt Youth Large (14-16)	31		
T-Shirt Adult Small	32		
T-Shirt Adult Medium	33		
T-Shirt Adult Large	34		
T-Shirt Adult XL	35		
T-Shirt Adult XXL	36		
Notecard Bonus Set (24)	37		
Magnet Package	38		
Office Package	39		
Writer's & Artist's Package	40		
Magnetic Frames- Abstract Design NEW!	41		
Magnetic Frames- B & W Design NEW!	42		
Magnetic Frames- Geometric Design NEW!	43		
Thank you for supporting your school fundraiser!			Total Due \$

Youth sizes tend to run small. If in doubt, we suggest that you order the next size larger.

INTERNAL USE ONLY:

CODE: _____

RECV'D BY: _____

DATE: _____

Shipping Form A- SBYB

Artwork Shipment

*This form **MUST** accompany your shipment.*

Organization Information: *Please complete all information*

Organization:		School Account Code:	
Address:			
City:	State:	Zip:	
Contact:		Phone:	
Please note any weekdays you will be closed:			

Artwork Details: *Please complete all information*

Number of artworks sent: _____ Number of classes: _____

- ★ Please note that if the organization is unable to complete the program and send in orders, the organization will be responsible for paying for 100% of the See Before You Buy magnets produced.
- ★ Original Works cannot accept any late artwork for the magnet phase of the program. If a child misses the magnet phase of the program, they are still eligible to submit an order for products during the Order Phase of the program.

Send to: ORIGINAL WORKS

Building 1 • 54 Caldwell Road • Stillwater, NY 12170

800-421-0020 • cs@originalworks.com

Look What's Coming!



YOUR ARTWORK ON FUN
PRODUCTS TO WEAR & SHARE!

Hello Family: Our school has teamed up with Original Works to offer a very special program. Your child will be creating his or her own artwork. Then you will have the opportunity to order a variety of useful items you can use, all professionally made and featuring your child's very own artwork.

Why Join in:

- * Purchase personal gifts & keepsakes.
- * Celebrate your child's creativity.
- * Fun products under \$10.
- * Support your school.
- * Our  products.



☐ Check here if you DO NOT wish to have your child participate, and return this letter to his/her teacher.

Child _____ Teacher _____ Signature _____

Visit www.originalworks.com for additional program & product information.

Echen un Vistazo a lo que Sigue



¡TUS OBRAS DE ARTE EN
PRODUCTOS DIVERTIDOS QUE
PUEDES USAR Y COMPARTIR!

Estimada familia: Nuestra escuela ha unido fuerzas con Original Works para ofrecerles una oportunidad muy especial. Su hijo o hija realizarán su propio trabajo artístico en la escuela. Entonces ustedes tendrán la oportunidad de ordenar una gran variedad de útiles productos, todos ellos elaborados profesionalmente, en los que aparecerá el trabajo artístico de sus hijos.

5 Estupendas Razones para Participar:

- * **Adquirir** obsequios y recuerdos personalizados.
- * **Celebrar** la creatividad de sus hijos.
- * **Productos** divertidos por menos de \$10.
- * **Apoyar** a la escuela.
- * Nuestros productos están hechos en Estados Unidos.



☐ Si usted NO desea que su hijo participe en esta iniciativa complete el siguiente talon y devuélvaselo al maestro (a)

Nombre del niño _____ Maestro (a) _____ Firm del representante _____

Visiten www.originalworks.com para obtener información adicional acerca del programa y los productos.

Original Works ART GUIDELINES

Follow These Tips for a Successful Program

ART TIPS FOR THE BEST RESULTS!

1. **Markers.** Use bold, bright colors. No fluorescents.
2. **Tempera Paints.** Intense colors reproduce best.
3. **Crayons.** Press hard for rich color.
4. **Water Color Paints.** Bright bold colors look great. Go easy on the water.
5. **Paper Collages.** Glue everything well so pieces are secure.
6. **Art Paper.** For best results use the provided art paper.

SOME DO'S



- Fill all of the space edge-to-edge.
- Use our paper for the best results.



- When creating handprint art, fill the entire sheet of paper.



- Keep important details like names or dates, at least 1" from the edge.



- Bold colors & wide borders add fun & interest.

On the Back of the Artwork, please don't forget to ...

Write each child's name, your school name, class & grade. Also mark the top with a "T" on the back in pencil to ensure proper orientation of the artwork.

Different Paper Can Cause Problems

If you don't wish to use the free, high-quality art paper that we provide, please note the following:

- **Construction paper does not always reproduce true to color.** Blues will be purple, blacks will be green, reds could be pink, etc.
- **Artwork created on paper that is too large or small will not reproduce correctly.** It will be returned with instructions to correct and resubmit for processing.
- If you must use your own paper, or need extra paper to complete your program, please use 8½" x 11" 60-70 lb. paper.

Please Avoid ...

- **Fluorescent Colors.** They do not reproduce with the vivid brightness of other media like markers or paint. Pinks may reproduce as purples and vice versa, orange could reproduce as brown, etc.
- **Metallic Art Media.** Paints, markers, stickers, paper, etc. are often not true to color on final reproductions. Gold will be dull yellow. Bronze and copper will be tinged green.
- **Chalk and Oil pastels.** They are messy and can smudge, making details fuzzy and less defined. If you choose to use these media, they **MUST be sprayed with a fixative** such as **Krylon #1311 Matte Fixative** or we will need to return the artwork unprocessed.



- **Playing on the Edge.** Names, dates, etc. should be placed at least 1" from the edge of the artwork, or they may be trimmed from the image and lost during reproduction. This is especially true with full-bleed products (Magnets, Mouse Pads, Tiles, Key Chains, etc.) where the image actually wraps around the edge of the product.

At Your Own Risk. If you choose to submit artwork using any of the above, please be advised that you do so at **your own risk**. Refunds will not be provided, and reruns will be done at your cost.

Prohibited Items (to avoid family disappointment)

Glitter, abrasives, copyright material, trademarked material or 3D objects such as cotton balls, google eyes and foam cutouts cannot be used on artwork submitted for this program.

- **Glitter.** Whether sprinkled on, or incorporated into glue, paint, inks or gel pens, the product may not reproduce correctly and causes machine issues. No glitter please.
- **Abrasives.** Sand, salt, globs of glue and paste can create scratches on our equipment. Please save abrasives for a different art project.
- **Trademark/copyrighted images.** This would include copyrighted cartoon characters (i.e., Princess Elsa, Sponge Bob, etc.) trademarked logos (Nike, Coca-Cola, etc.) and images cut from magazines and used in artwork collages.

Don't make us do it! Artwork that arrives containing one or more of these media will, unfortunately, have to be returned without being processed.
There are no exceptions to this policy.

Please note: All products are available with vertical and horizontal artwork.

QUESTIONS? CONTACT US AT 800.421.0020 OR CS@ORIGINALWORKS.COM