

Inspirations[®]

Product Guide



Thank you for joining us in offering Inspirations[®] to your customers. Following are some guidelines to help you with their invitation orders. We will explain each product that makes up the invitation ensemble and how to use your catalog and order form to properly submit the order to McPhersons.

Invitations & Announcements

Invitations inform guests that they are invited to attend the wedding, reception, or other social event. It contains a description of the event, the person or persons being honored and the date, time and place of the event.



Announcements notify family and friends that a wedding or other important social event has taken place. They are usually mailed out shortly after the ceremony or event and sometimes include an invitation to a reception or celebration in honor of the event.

Invitations & Enclosures

The Invitation /Announcement Ensemble contains many coordinating elements:

- *Invitation or announcement*
- *Inner & outer envelopes (included)*
- *Liner inner envelopes*
- *Reception cards*
- *Respond cards and envelopes*
- *Informal notes*
- *Return address printing on outer envelopes and informal note envelopes.*



Ordering Invitations

Your customer will need to decide on:

- Quantity (quantities of 25)
- Ink color (black ink included in price, color inks carry a \$6.90 charge)
- Lettering Style (combination lettering styles also available – page 94)
- Wording (wording suggestions pages 87-91)

In some cases they may also need to decide on an optional design or monogram, quotation, and additional printing of their names on the invitation. Invitations include 14 lines of wording. Additional line and other charges on invitations may be found on page 86.

Your customer may also choose to have their return address printed on their outer envelope flaps (includes only two lines) and to have color lined envelopes at an additional charge. Pricing for these options are listed in the specific invitation pricing grid below the image.

Invitation order with verse selection →

Invitation with numbered verse

| | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------|-------------------------------------------------------|
| Quantity 125 | Item No. RYW1505-402 | Lettering Style AMZ | Ink ROSEW | Proof Fax to: sjones24@hotmail.com Email to: |
| Design Number | Verse # W12 | Front Copy: Name(s), Verse or Monogram Kimberly and Anton Monogram Style: | | |
| <input type="checkbox"/> Follow wording exactly <input type="checkbox"/> Paragraph Form Extra Blank Envelopes: Outside <u>25</u> | | | | |
| 1. | Kimberly Marie | | | |
| 2. | Anton Spencer | | | |
| 3. | Mr. and Mrs. Bryon S. Ulman | | | |
| 4. | Mr. and Mrs. Edgar Todd Stavos | | | |
| 5. | Saturday, the twenty-third of July | | | |
| 6. | two thousand and eleven | | | |
| 7. | three o'clock in the afternoon | | | |
| 8. | Lakewood United Methodist Church | | | |
| 9. | 1156 Cape Horn Street | | | |
| 10. | Lake Wells, Florida | | | |
| 11. | | | | |
| 12. | | | | |
| 13. | | | | |
| 14. | | | | |
| 15. | | | | |
| 16. | | | | |
| 17. | Corner Copy (if applicable) www.stavoswedding.com | | | |
| 18. | | | | |
| 19. | | | | |
| 20. | | | | |

If your customer selects one of the numbered verses offered in the catalog, you need only provide the pertinent wedding details. Please pay close attention to the spelling of names and numbers in addresses. Please note that this particular invitation (page 6) also features the bride and groom first names printed elsewhere from the verse on the card. The first names are entered in the appropriate box above the verse copy on the order form. If the customer selects two fonts then list the main verse font first and the second font below it. Only the names both verse & first names will be set in the second font.

Order with custom wording →

Invitation with custom wording

| | | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|
| Quantity 125 | Item No. RYW1505-402 | Lettering Style AMZ | Ink ROSEW | Proof Fax to: sjones24@hotmail.com Email to: |
| Design Number | Verse # | Front Copy: Name(s), Verse or Monogram Kimberly and Anton Monogram Style: _____ | | |
| <input checked="" type="checkbox"/> Follow wording exactly <input type="checkbox"/> Paragraph Form Extra Blank Envelopes: Outside <u>25</u> | | | | |
| 1. | Kimberly Marie Ulman | | | |
| 2. | and Anton Spencer Stavos | | | |
| 3. | along with their parents | | | |
| 4. | Bryon and Sally Ulman | | | |
| 5. | and Ed and Susan Stavos | | | |
| 6. | request the honour of your presence | | | |
| 7. | as they exchange wedding vows before God | | | |
| 8. | on Saturday, the twenty-third of July | | | |
| 9. | two thousand and eleven | | | |
| 10. | at three o'clock in the afternoon | | | |
| 11. | Lakewood UMC Church | | | |
| 12. | 1156 Cape Horn Street | | | |
| 13. | Lake Wells, Florida 34609 | | | |
| 14. | | | | |
| 15. | | | | |
| 16. | | | | |
| 17. | Corner Copy (if applicable) www.stavoswedding.com | | | |
| 18. | | | | |
| 19. | | | | |
| 20. | | | | |

If your customer wishes to use their own custom wording, please type the entire verse on the order form. In this case, our typesetters would usually spell out “United Methodist Church” rather than UMC Church. It is best to be sure that you type the customer’s wording exactly as they wish it to appear on the invitation and check the box “follow wording exactly” in the appropriate box above the copy.

Ordering Enclosures

Your customer will need to decide on:

- Quantity (quantities of 25)
- Ink color (black ink included in price, color inks carry a \$6.90 charge)
- Lettering Style
- Wording (wording suggestions pages 87-91)
- Occasionally a design is offered on enclosures. (pages 78-79)

Reception and Respond cards may be flat or folded. Reception Cards do not have envelopes. Printed Respond Envelopes are included in the price of Respond Cards. Informal notes are folded and usually have only a front imprint of names or monograms (page 94) and blank envelopes are included. The customer may opt to purchase their return address printed on the informal note envelope flaps (includes only two lines).

Ordering Seal-n-Sends and Sep-n-Sends



Seal-n-Sends and Sep-n-Sends can be a lovely and very economical choice for your customer. Seal-n-Sends need no envelopes and have detachable respond cards. Respond and return address printing are included in the price. Clear round seals will be included with Seal-n-Sends or your customer may wish to purchase coordinating envelope seals instead (page 85). Sep-n-Sends have reception and respond cards printed with the invitation on perforated stock. The customer detaches each piece before mailing. Printed respond envelopes are included along with blank inner and outer invitation envelopes. You will fill out the information for both items the same way on the order form as you do invitations. As with invitations, your customer may purchase their return address printed on invitation outer envelopes (limited to 2 lines) or color lined inner envelopes.

Thank You Cards & Programs



Ordering Thank You Cards and Programs



It's easy for your customer to order thank you cards at the time they order their invitations. Our thank you cards (pages 82-83) can be a great convenience with a selection of thank you verses (page 90) and their names printed on the inside of the card. They may also purchase their printed return address on the envelope flaps (limited to 2 lines). They will need to select quantity, lettering style, ink color and verse.



Wedding programs (page 76) are used to show the order of service, wedding participants and ceremony details. Your customer will select quantity, names and marriage service wording, lettering style, and ink color. Wording limited to 60 lines before extra line charges applied and copy must be typed and submitted with order form.

Ordering Napkins, Matchbooks, Place Cards & Imprinted Favors

When ordering personalized napkins and matchbooks (page 77), your customer selects quantity, ink or foil color (Rainbow foil \$3.00 extra), one of three lettering styles and design (pages 78-79). They receive two lines of personalization.

Place cards (page 81) need quantity determined, lettering style, ink color and design (page 77) if applicable.

When ordering bookmark favors, determine quantity, ink color, wording number, design choice, tassel color and provide names and date.

When ordering Thank You ribbon favors (page 81), select quantity, foil color, ribbon color number, verse wording, designs offered on page 81 and provide names and date. Lettering style only as shown.



Helpful tips when filling out order forms

- It is more inexpensive for your customer to order extra invitations and envelopes at the time the invitations are ordered. Extras are ordered in quantities of 25.
- You only need to supply customer specific information when a standard verse wording (pages 87-91) is selected. Double check spelling of names and address numbers since these are very difficult to proof. Be aware that name suffixes (Jr., Sr.) will be spelled out as well as state names, dates and years in invitation wording. “In the evening” is used with weddings that start at 6 p.m. or later – before that time “in the afternoon” is used. If a customer wants exact wording that may be different from these norms, please print entire wording on order form and in special instructions box alert us to “follow exact wording”. Respond card dates are not spelled out as in invitation wording (May 2, 2010). Advise your customer to have a choice that their guests should make (will attend – will not attend) to encourage respond card returns. Be sure to provide the three lines (Name, address, city, state zip) for the included respond envelopes.

More tips 

Helpful tips when filling out order forms

- Encourage your customer to order a proof. The small \$10 charge goes a long way to ensuring satisfaction. Proofs are printed in black & white on paper and faxed or emailed to you in pdf format .
- Be sure you check on the specific invitation page the liner colors available for that invitation. Not all envelopes are available in all colors. Many invitations use additional features to wording such as ribbons, designs, quotations, names and wedding date printed elsewhere on the invitation in addition to the verse. Check the specific invitation ordered to be sure that these further selections and wordings are included on the order form.
- If a customer orders combination lettering and wants the second font applied to other than Bride & Groom names, please make note of the wording lines they wish in the second font in special instructions. Please list the wording font (usually block lettering) first and the second font (usually script) next on your order form (CPG, BIC)

Support Information

In addition to the samples included with your catalog, McPhersons will provide samples of any of the invitations or announcements. Call customer service to order.

Customer service hours: M-F 8:00 to 5:00, Sat 8:00 to noon

Customer service: 800-535-6441

Fax: 800-535-4925

You may also contact customer service at mcphersons.com and chat directly to a representative or leave a call-back message and number.