

PRODUCT KNOWLEDGE

Knowing the products you can offer a customer is a vital part of successful sales and service. You can guide the customers to the items they want and add on sales for your company while providing your customers with the care they deserve. Product knowledge will take you a long way in being helpful to the customer and help improve your business.

Invitations and 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, 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.

Envelopes

- Most invitations and announcements come with two envelopes. Double envelopes are not only for appearance. Each envelope has a function. For the sake of economy, or because of the irregular size of some stock, you will find some invitations come with a single envelope only. If so, it is noted next to the invitation or announcement.
 - Inner envelopes keep all the components of the invitation ensemble together during mailing. For an additional charge, the customer can choose to add color to line the inside of the envelope. Available colors are listed with each invitation. These can also be addressed to each recipient in the household.
 - Outer envelopes are addressed to the recipient(s) If desired, they can elect to have us print the return address on the back of the envelopes for a minimal charge.
 - Variable Data - Custom Envelope Addressing offers addressing and personalization to each of the envelopes in your stationery ensemble. Our newest technology allows us to download your guest list and professionally print each name and address in a lettering style and ink color to coordinate with your order on outer, inner, informal and thank-you envelopes.

Print areas include:

Front of Inner Envelope - 5 Lines

Front of Outer Envelope - 5 Lines



Reception Cards

- The reception card informs guests of other festivities connected with the invitation. It should include the time and place, and any other information needed.
- Anytime the reception is at a different location , a separate reception card should be included with the invitation.



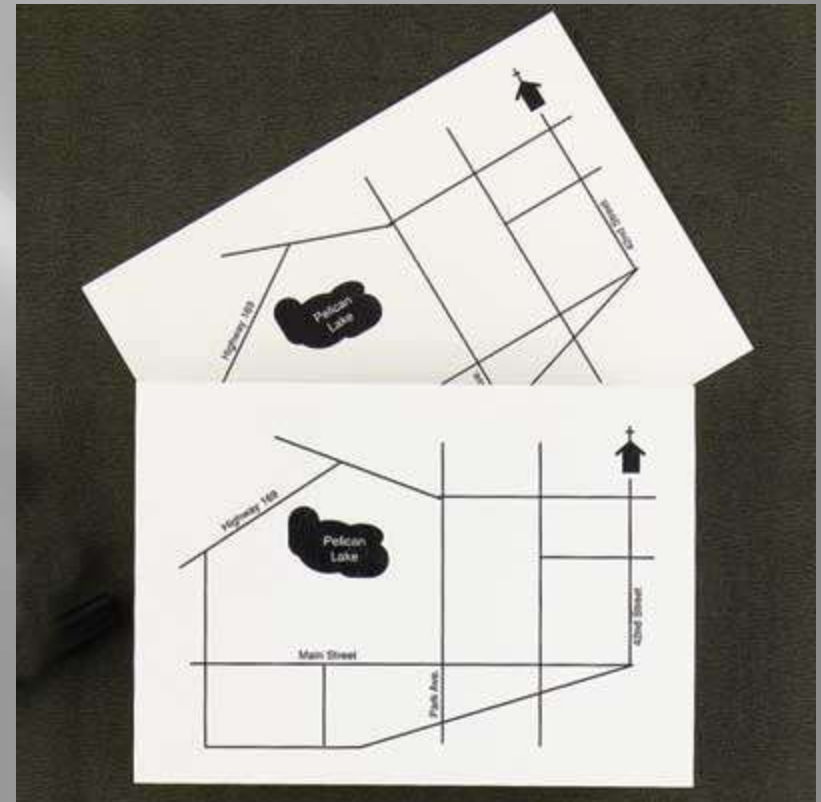
Respond Cards



- Respond cards provide the guests with a way to inform the couple whether guests will be attending the celebration. They should contain the request for a response, the date the response is needed, a place for the names of the responding individuals and a means of indicating the number of persons attending the event. Sometimes it may also contain a choice of entrée.
- Respond cards include printed return envelopes. Social etiquette recommends affixing a stamp to each respond envelope.
- Respond dates are usually 2 weeks before the event date. Another guideline is to set a respond date that is 1 week before the date set by the caterer or reception location for a final head count.

Map, Direction or Accommodation Cards

- ▣ These enclosures can provide essential information to out-of-town guests. You can draw a map to be printed on them or have us type out directions or accommodation information. You can use plain cards that coordinate with your invitation color or use a matching reception card for your direction and accommodation cards.



Seal-n-Sends

- Seal-n-Send invitations are an economical option in wedding invitations. They are designed to fold in on themselves so they do not require an envelope. Clear plain seals are included to seal them closed. Decorative seals can be ordered at an additional cost to add an extra touch to the outside of the seal-n-send.
- Additionally, they include a perforated respond postcard for the guests to return.



Sep-N-Sends



- Another money-saving option for brides is the sep-n-send invitation. The invitation, respond card, and reception cards are set up and printed on micro-perfed stock
- After printing, the 3 parts can be separated and sent out just like a regular invitation ensemble. Standard envelopes are included along with respond envelopes for returning the respond card.

Thank You Notes



- ▣ This is a folded note that is printed with the words “Thank you” on the front. These are used for the purpose of sending a note of thanks to someone for a gift received or a service rendered.

Informal Notes

- ▣ Informal notes are folded note cards that are used for any type of correspondence, including expressions of thanks for gifts. They usually contain a single line of copy or a monogram featuring the bride and groom's names on the front. They usually match the invitation ensemble.
- ▣ They are more versatile than conventional Thank You notes because they can be used any type of correspondence

