



# Infinite Designs<sup>®</sup>

by InScribe<sup>®</sup>



Emma's Turning One!  
*Emma Lee Whitman*

Join us to celebrate Emma's Birthday  
Saturday, January 20th  
at 2 o'clock in the evening  
825 Elliott Street, Raleigh  
RSVP to Grace Whitman  
805.555.7415



You are cordially invited on a  
*Sunset Dinner Cruise*  
to celebrate the engagement of  
**Mitchell & Lucas Lorenzen**  
starts Friday, July 23rd, at 5:30 p.m.  
Pier 43, San Francisco



*Rehearsal*  
**DINNER**  
HONORING  
**JANE + DEAN**

FRIDAY, MAY 12TH AT 8:00 PM  
ABIGAIL'S RESTAURANT  
KANDRIA STREET, FRAMINGHAM  
RSVP TO BETHANY BY MAY 1ST

# Five Great Reasons to Sell Invitations

## 1. Your customers are buying invitations.

Every woman that sets foot in your store is buying invitations somewhere. Why shouldn't she buy them from you? If you add invitations and introduce them to your customers, you'll start building your business in 60-90 days as people see what you have to offer - and tell their friends. Because everything is printed in store, you can offer instant fulfillment - with no shipping charges!

## 2. Our system makes it easy.

Our Infinite Designs Workstation (IDW) is a self-service invitation kiosk that's easy for you and your customers to use. It's fun for them to flip through the huge library of designs, and even more exciting to see their custom invitation come to life on the screen. Our Print Manager software walks your staff through printing step by step.

## 3. You don't need a lot of space.

Space isn't an issue with IDW - our kiosk lets you offer over 1,000 designs in a miniscule 2 x 2 footprint. There's no backstock either, all you

have to carry is blanks; then just print designs as they are ordered. Our optional workstation fits in a 3 x 1 1/2 foot space and holds all of your blanks plus your printer and computer. We've built a compact invitation solution sized to fit any store.

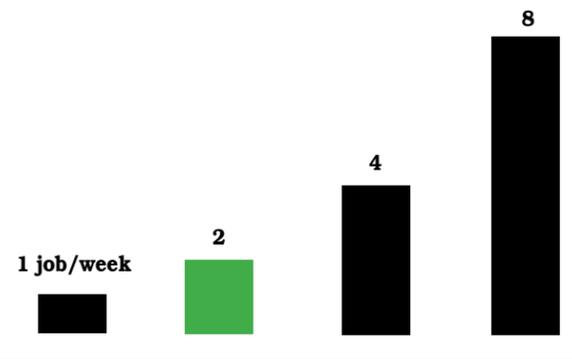
## 4. Great profit margins = fast payback.

For as little as \$1,000 down and monthly payments of around \$318, you can get IDW in your store and try it for 90 days. With margins of up to 66 percent, you only have to sell two invitation jobs a week to recoup your capital investment in six months. At that rate, your invitation business will generate \$12,000 in annual revenue.

## 5. It's easy to get started - and it's guaranteed.

We have a complete solution - just visit InScribe at a trade show, call 800-346-3461 or email sales@inscribe.com. We'll help you get started and answer any other questions you might have, because we're here to help all of our IDW dealers succeed.

# Personalized Invitation Profits



<b>Annual Revenue</b>	\$5,980	\$11,960	\$23,920	\$47,840
<b>Annual Profit</b>	\$4,030	\$8,060	\$16,120	\$32,240
<b>Months to Pay Back</b>	12	6	3	1.5
<b>\$3600 Capital Investment</b>				

You set your profit goal : \_\_\_\_\_

### Invitations are...

- **a high dollar value sale.** The average is \$115 and profit is 66%. (This chart is based on (50) 5x7 invitations per job, and (50) thank you notes sold with every other invitation job.)
- **a life cycle business** from baby shower to baptism to first birthday to sweet 16 to graduation to bridal shower, and every milestone along the way.
- **a traffic builder,** as people come back to pick up their invitations and keep coming back for the next event.
- **a planned purchase.** You will typically start building your business in 60-90 days.

# Display Options



## Wall Mount or Countertop Workstation

## Countertop Display



18 x 24



12 x 36

## Posters



## Tower Workstation



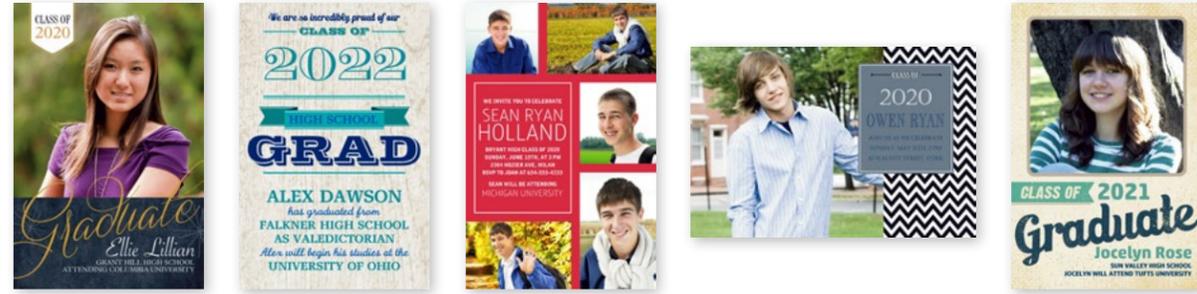
## Social Media Support



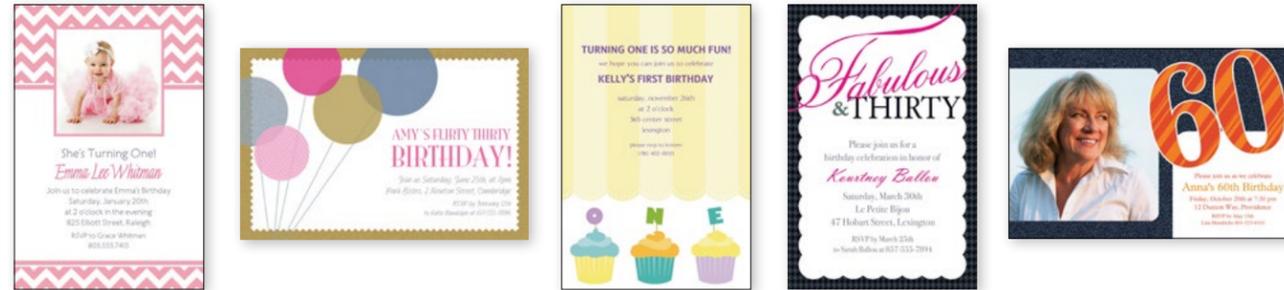
## Print Station

# Personalized Invitations

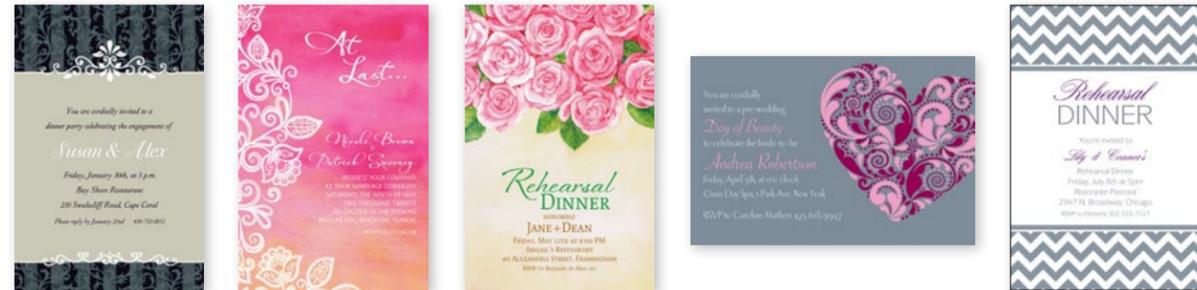
## Graduation



## Birthday



## Wedding



## Bridal Shower



## InFinite Designs Department

- Over 1,000 designs for every occasion, including Wedding, Birthday, Milestone Birthday, Baby, Religious, Graduation, Holiday, Theme, Sports, Anniversary and Floral
- Includes photo and non-photo designs

## Theme



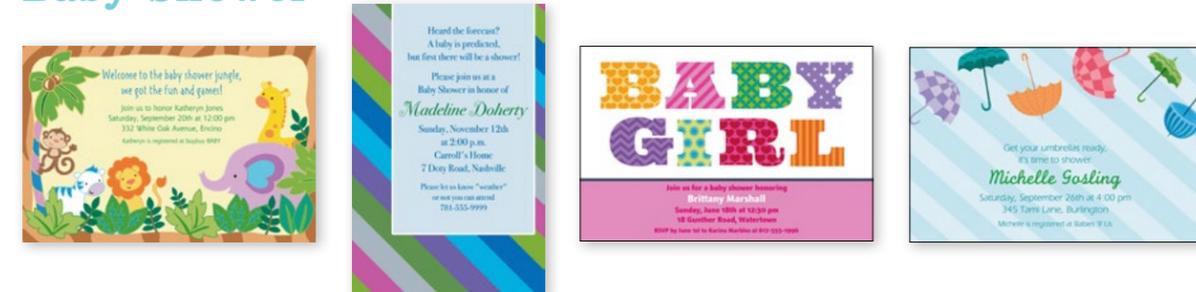
## Anniversary



## Holiday



## Baby Shower



## Religious



# More Party Invitations



## Party Invitations Department

- Over 750 designs available via annual subscription. Occasions include Wedding, Birthday, Milestone Birthday, Baby, Religious, Graduation, Holiday, Theme, Sports, Anniversary and Floral.
- Includes photo and non-photo designs

# Party Banners



## Party Banners Department

- Over 450 banner designs included. 750 additional available via annual subscription. Occasions include Wedding, Birthday, Milestone Birthday, Baby, Religious, Graduation, Holiday, Theme, Sports, Anniversary and Floral.
- Includes photo and non-photo banners
- 72" x 13" banners can be printed on standard or premium paper

# IDW Products

(displayed on kiosk)



- |   |  |  |
|---|--|--|
| <b>1) 6 x 9 Invitations</b> (5.7 x 8.5)<br>Matte and Textured | <b>5) 3 x 5 Thank You Notes</b> (3.3 x 5)<br>Matte and Textured              | <b>9) 3.5 x 2.3 Enclosure Card</b><br>Matte and Glossy<br>(4/sheet)        |
| <b>2) 5 x 7 Fold Card</b> (4.6 x 7)<br>Matte and Glossy       | <b>6) 3 x 5 Mini Invitations<br/>or Response Cards</b><br>Matte and Textured | <b>10) 2.25 x 1.5 Favor Tag</b><br>(hole punch in corner)<br>(9/sheet)     |
| <b>3) 5 x 7 Invitations</b><br>Matte, Textured<br>and Glossy  | <b>7) 2.25 x 1.5 Return Address Label<br/>or Favor Sticker</b><br>(9/sheet)  | <b>11) 2 x 1.25 Return Address Label<br/>or Favor Sticker</b><br>(9/sheet) |
| <b>4) 4 x 6 Invitations</b><br>Matte and Glossy               | <b>8) 3.5 x 2.3 Favor Sticker</b><br>(9/sheet)                               |  |

Sample kit included in IDW package

# Paper Packs

<b>Infinite Designs Starter Paper Pack</b>	<b>Packs</b>	<b>Cost</b>
1) 6x9 Cards w/ env.	2 (200 cards)	137.80
3) 5x7 Cards w/ env.	2 (200 cards)	116.60
4) 4x6 Cards (2/sheet) w/ env.	1 (200 cards)	95.40
5) 3x5 Fold Cards (2/sheet) w/ env.	1 (200 cards)	84.80
<b>Total</b>		<b>434.60</b>

<b>Accessories Starter Paper Pack</b>	<b>Packs</b>	<b>Cost</b>
6) 3x5 Cards (2/sheet) w/ env.	1 (200 cards)	84.80
9) Enclosure Cards (4/sheet)	1 (400 cards)	63.60
10) Small Tags (9/sheet)	1 (100 sheets)	95.40
8) Large Stickers (4/sheet)	1 (100 sheets)	63.60
11) Small Stickers (9/sheet)	1 (100 sheets)	63.60
7) Extra Small Stickers (9/sheet)	1 (100 sheets)	63.60
<b>Total</b>		<b>434.60</b>

<b>Banner Paper Starter Pack</b>	<b>Packs</b>	<b>Cost</b>
Standard (indoor) banner paper (each roll yields six 72" x 13" banners)	1 (4 rolls/pack; yields 24 banners)	108.12
Premium (outdoor) banner paper (each roll yields four 72" x 13" banners)	1 (4 rolls/pack; yields 16 banners)	212.00
<b>Total</b>		<b>320.12</b>

Subject to change.

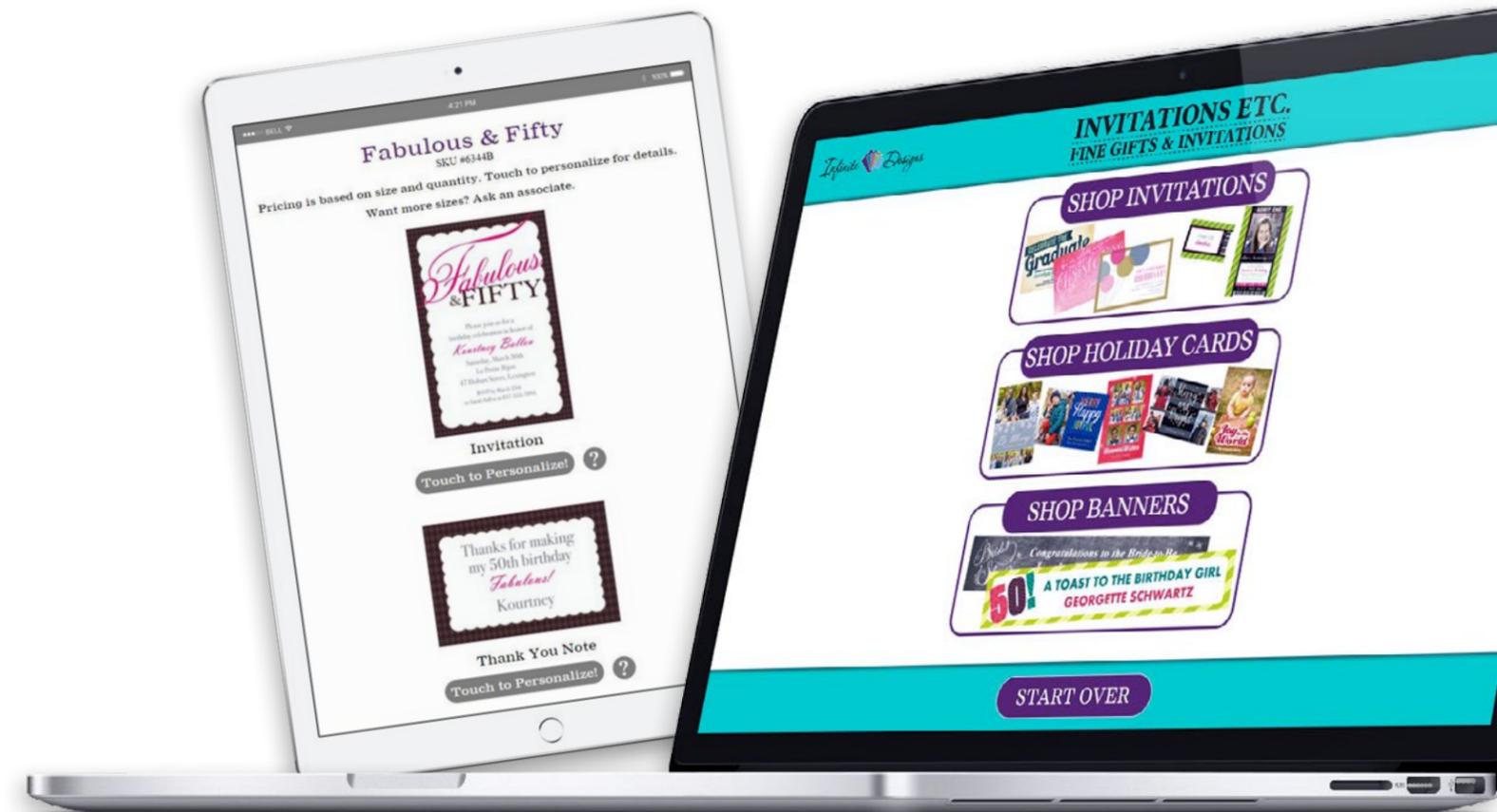
# IDW Product Pricing

<b>Designs</b>	<b>Pack cost</b>	<b>Cost per unit</b>	<b>Suggested retail w/ text</b>
6x9 Card w./ env.	68.90	0.69	1.95
5x7 Card w./ env.	58.30	0.58	1.65
4x6 Card w./ env.	95.40	0.95	1.30
3x5 Card w./ env.	84.80	0.85	1.20
5x7 Fold Card w./ env.	84.80	0.85	2.10
3x5 Fold Card w./ env.	84.80	0.85	1.20
Placecards	58.30	0.58	1.20
Enclosure Cards	63.60	0.64	2.10
Small Tags	95.40	0.95	2.80
Large Stickers	63.60	0.64	2.10
Small Stickers	63.60	0.64	2.10
Extra Small Stickers	63.60	0.64	2.10
Proof Paper	12.75	0.13	
<b>Glossy</b>			
5x7 Glossy w/ env.	100 sheets 79.50	0.80	2.05
4x6 Glossy w/ env.	100 sheets 127.50	0.64	1.60
5x7 Glossy Fold Cards w/ env.	100 sheets 84.80	0.85	2.20
Enclosure Cards	100 sheets 95.40	0.95	3.10
<b>Textured</b>			
6x9 Textured	100 sheets 90.10	0.90	2.35
5x7 Textured	100 sheets 79.50	0.80	2.05
3x5 Textured	100 sheets 116.60	0.58	1.50
3x5 Folded Textured	100 sheets 116.60	0.58	1.50
<b>Banners</b>			
6 Foot Banners - Standard	4 rolls 106.12	4.51	20.50
6 Foot Banners - Premium	4 rolls 212.00	13.25	31.50

# Online IDW

**Your own online IDW (Infinite Designs Workstation) website allows your customers to design their invitation online, and pick it up in your store.**

- Allow your customers to design their invitations at home, or from their mobile device – all on a dedicated online IDW website, tailored with your store name, pricing and information!
- Refer customers to your online IDW with ease from your website, email and social media.
- Instantly create an online presence that actually generates excitement and revenue while expanding your store traffic.



Subject to change.

## Additional information for InScribe invitation dealers

### 10. Internet Connection

An internet connection is required for PIP and/or IDW to contact InScribe's central servers to customize invitations and/or gifts. It is also needed to receive automatic software updates from InScribe, and to use the Support button in Print Manager.

The Support button allows InScribe's Customer Support team to connect directly to your computer to troubleshoot and solve issues with your system.

Your system will also report sales data back to InScribe. Information derived from sales reporting is critical to the development of all InScribe and Paparté products.

### 11. Customer Support

When you call InScribe, you will be directed to a Customer support representative who can take your supply order, resolve account issues or assist with technical or user support questions.

After the first 90 days, we encourage all invitation dealers to enroll in the Support Program for an annual fee.

### 12. Success Builder Program

Your Success Builder specialist will notify you when your system has shipped, set up training when needed, make sure your system is up and running and assist you if any issues arise. To get started:

- Prepare your network, display and printing spaces.
- Set up your system by following the instructions and/or guides. Call 800-346-3461 for assistance.
- Begin running ads and promotions once system is up and running.

### 13. Paper Codes and Counter

To maintain the highest product quality standards, it is essential that InScribe and Paparté artwork be printed only on InScribe and Paparté paper, respectively. To ensure this, a paper code is issued with each paper or supply order. The paper code enables you to print the quantity of invitations or gifts purchased. This is regulated by a small counter attached to the system.

### 14. Ink Cartridges

To ensure the quality of your printing and color calibration, InScribe urges you to use only InScribe recommended ink cartridges.

### 15. Perfect Print Return Policy

Our Perfect Print Return Policy includes misprints and proofs, and applies to all Infinite Blanks except banner paper, transfer paper, InScribe samples, paper used for store signage and any Paparté products.

### 16. Free Ink Program

Free ink sets are issued quarterly. Starter Paper Pack purchases do not count toward the Free Ink Program.

### 17. Training

InScribe recommends training for IDW dealers. A comprehensive tutorial and free web training or free training at InScribe's Woburn, MA offices are included with your department purchase.

InScribe also offers on-site training sessions that cover everything from software to selling, and on-site assistance with setting up your system or department. All on-site services require a daily fee plus travel expenses.

### 18. Art Volumes

Art for the Infinite Designs system is published in volumes of 24 or more designs. Volumes are typically theme-based; e.g., Holiday, Birthday, etc. Each design can print in a variety of product sizes.

### 19. Fonts

Dealers receive all fonts used in the merchandising samples on their kiosks.

### 20. Envelopes

We also offer white and ecru envelopes in addition to our standard invitation paper.

### 21. Party Invitations and Banners

Designs in the Party Invitation Package and/or Party Banner Package may not be sold on the Internet as invitations, banners or in any other form. All designs in the Party Invitation Package and/or Party Banner Package are considered Third Party Art, and are subject to the restrictions detailed in the InScribe, Inc. License Agreement.

## Hardware Requirements

### Computer Specifications

Your Windows computer must meet these requirements to run InScribe software.

- 100 GB available hard drive space, including 80 GB that must be available at all times (130 GB additional space required if you choose not to order an external hard drive from InScribe)
- DVD drive
- 8 GB of RAM
- Windows 10\*, Windows 8.1 and Windows 7 with the latest Windows updates installed (Not compatible with Mac OS. Windows XP is no longer supported by Microsoft or InScribe.)
- 2 available USB ports (for InScribe counter and USB hub)

Antivirus software may need to be temporarily disabled while installing InScribe software.

Antivirus and firewall settings may need to be modified to allow InScribe software to run.

Meeting these specifications does not guarantee that the computer will run InScribe software correctly.

### Network Requirements

- You must connect your Windows computer and Kiosk computer(s) to the same network, wired or wirelessly, and connect them to the internet. You must assign your Windows Computer a reserved IP address on your router. You may need a technician to do this.
- Your store must have 4G LTE coverage from major carriers and/or a guest Wi-Fi network that consumers can use to upload photos.

### Browser Specifications

In order for the IDW, PIP and the Print Manager to function, you must have the latest version of the Chrome browser installed.

### Invitation Printers

Inf9000 Mark II Printer. . . \$610 (includes one free set of ink)

Inf9000 Ink cartridges: Cyan, Magenta, Yellow, Black, Light Cyan, Light Magenta, Red, Green (\$12 each)

The following invitation printers are also compatible with InScribe software: Inf9000

### Banner Printers

Ban2000 Printer. . . \$600 (includes one free set of ink)

Ban2000 Ink cartridges: Cyan, Magenta, Yellow, Matte Black, Red, Orange, Photo Black, Gloss Optimizer (\$19.30 each)

The following banner printers are also compatible with InScribe software: Ban1900

### Paparté Printers

Inf6820 Printer. . . \$160 (includes one free set of ink)

Inf6820 XL Ink cartridges: Yellow, Black, Cyan, Magenta (\$12 each), and Black PGBK (\$15)

### Paparté Heat Printer

Sub1430 Printer (for Paparté Heat products only) . . . \$379 (includes one free set of ink)

Sub1430 Ink cartridges: Yellow, Black, Cyan, Magenta, Light Cyan, Light Magenta (\$12 each)

# ***InScribe's Infinite Designs is a success in...***

"I've worked with the InScribe family for over 15 years. InScribe allows us to efficiently offer an enormous selection of invitations without a huge investment in stock. We have the ability to produce invitations for unusual themes, such as mermaid parties, rocket parties and rock around the clock parties, just to name a few. InScribe stays ahead of the curve with their innovative product offerings. They're also responsive to customer needs, and great fun to work with!"

**- Linda Motley, PS the Letter, Forth Worth, TX**

## ***Fine Gift Stores***

"We go to InScribe first for pretty much any event, and 95 percent of the time, we're able to find exactly what the customer wants. People love that you can fill their needs so quickly. They can approve a proof in person, and usually that day, they get to take their invitations home."

**- Kate Strzok, Broadway Paper, Milwaukee, WI**

## ***Fine Stationery Stores***

"InScribe is a natural fit if you're a card store. It sets you apart from other card stores that don't offer invitations on site. If you're going to have invitations, you have to offer a lot of different options. InScribe has kept up with the trends and come out with new designs to help us sell more. Customers love that they can get their invitations so quickly. They like the speed and convenience, and the designs."

**- Steve Eisenman, Card Party, Marlboro, NJ**

## ***Greeting Card Stores***

"IDW is a modern and customer-friendly way to sell invitations. When customers are walking by, IDW gabs their eye. It's very attractive!"

**- Jen Rowles, Argus Printing and Invitation Studio, Wayne, PA**

## ***Fine Stationery Stores***

### **Money Back Guarantee**

InScribe provides a full Money Back Guarantee for a period of ninety days from the shipping date (plus up to seven days for delivery) on any InScribe software and the related printing system and merchandise, excluding pre-printed product for resale and related displays, purchased from InScribe, which is returned in good condition pursuant to the terms in this Guarantee. The Money Back Guarantee includes the full purchase price and all taxes actually paid for one system only, but does not include shipping and any related charges. This Guarantee does not apply to products, materials or merchandise purchased from others. To claim under this Guarantee, Dealer shall, not later than 5:00 p.m. EST on the last business day within the Guarantee Period, obtain from InScribe (in writing, including by fax) a Return Materials Authorization number ("RMA"), and shall return all materials to InScribe in the same condition as delivered to Dealer, ordinary wear and tear excepted, not later than 5:00 p.m. EST on the tenth (10th) business day after issuance of the RMA. The Money Back Guarantee shall be reduced to the extent of any damaged, incomplete or missing parts or merchandise. This Guarantee is governed by the license and other agreements between InScribe and the Dealer. (Rev. 1/15, Eff. 1/1/16 - 7/31/17)

### **Perfect Print Policy**

Infinite Blanks that are unusable or that you are unable to sell may be returned to InScribe for a 50% credit. This includes misprints and proofs, and applies to all Infinite Blanks except banner paper, transfer paper, InScribe samples, paper used for store signage and all Paparté products.

# Here's how we guarantee your success

- 1. We provide clear setup instructions and access to our Customer Support team to make it easy to load your software on the Windows computer you choose.** Your Windows computer must meet these requirements:
  - If you purchase an **external hard drive from InScribe** and use your own computer, it must have Windows 10, 8.1 or 7, the Chrome browser, 2 USB ports, a DVD drive, 8 GB of RAM and 100 GB of available hard drive space, including 80 GB that must be available at all times.
  - If you order a **set of flash drives from InScribe** and use your own computer, it must meet all the requirements listed above, plus have an additional 130 GB of available hard drive space.
  - If you purchase a **laptop computer from InScribe**, it will meet these requirements and come with the software installed.
- 2. We will provide you and your networking team with clear setup instructions and access to our Customer Support team. You must connect your Windows computer and Kiosk computer(s) to the same network, wired or wirelessly, and connect them to the internet.** You must assign your Windows computer a reserved IP address on your router. You may need a technician to do this. **Your store must have 4G LTE coverage from major carriers and/or a guest Wi-Fi network that consumers can use to upload photos.**
3. When new gift products are available, we automatically send Paparté Premier Dealers Starter Kits with free freight and free software. When new invitation and/or banner art is available, we automatically send it to Infinite Designs dealers at a discounted price.
4. We replace any paper that is damaged or unusable. We provide FREE ink for every 20 packs of invitation paper purchased and 50% credit for any invitation that is not perfect through our Perfect Print Return program.
5. We **guarantee every Paparté gift** product to the consumer so you can sell with confidence.
6. Our **top-notch Customer Support** team is here to answer your questions, Monday through Friday, 9 a.m. - 6 p.m. EST. Paparté phone support is FREE. Invitation phone support is free for 90 days.
7. We've covered the details to **make it easy** for you, from pre-tied bows to print stations with supply storage. This lets you market and produce personalized products in your store, and deliver **faster than the internet.**
8. Every system has a 90-day Money Back Guarantee. InScribe assigns a Success Builder specialist to your business during these 90 days to get you up and running.
9. As your partner, your success is our success. We have 30 years of experience, and **we love personalization! Enthusiasm equals success. Are you enthusiastic?**

See additional information on page 12.

**When do you want to set it up?**

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