

W  
PAPER CO.



*Semi-Custom Collection*

# ORDERING GUIDE

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# Welcome

## WOO HOO!

You're engaged! What an exciting time.

Here at Winter Paper Co., we're ready to help make your wedding day one of a kind. If you're reading this, it's because you're looking for one of a kind wedding stationery, but you don't want to blow the budget on fully customized options. You already know that wedding paper products are your guests' first impression of your wedding. Give your guests something to look forward to, by making your invitations that "sneak peek" into what's to come!

Our specialty is using mixed media to create professional quality, hand-crafted invitations. That hand-made feel, and ability to work in a wide variety of mediums is what sets our paper products apart from the rest.

We offer a variety of paper selections, lots of printing options & plenty of color choices, accessories and upgrades - setting the stage for a truly unique wedding stationery suite. Compile that with a one-of-a-kind graphic design, and you'll have wedding stationery that's truly YOU.

We look forward to creating for you!

*Autumn*

Lead Designer & Owner  
Winter Paper Co.

# Timeline

## 12+ MONTHS BEFORE THE WEDDING

Start doing research on wedding stationers and calligraphers. It's smart to already have an idea for wording on Save the Dates and invitations, as well as quantities you might need to order. Find a few images that you really love for stationery! If you want to book a calligrapher, go ahead and lock them in now, as they book up quickly!

## 12 MONTHS BEFORE

Begin designing your save the dates.

## 8 MONTHS BEFORE

Mail your save the dates to your guests and begin designing your wedding invitations.

## 3 MONTHS BEFORE

Start designing day-of items, like menus, programs, signage, escort cards, etc., as well as to design your thank you cards.

## 2-3 MONTHS BEFORE

You should be mailing the finished invitations to your guests at this time. If you're planning a destination wedding, you can mail even earlier - it's whatever you're comfortable with.

## 5 WEEKS BEFORE

This is the due date for your response cards to be mailed back to you. This gives about 2 weeks of time to follow up on tardy responses before your final guest count is due to caterers. This should be adjusted based on your own vendor's timelines & contract requirements.

## 1 MONTH BEFORE

Menu cards & programs sent to print once final counts are known.

## 2 WEEKS BEFORE

Final guest list due for final formatting on escort cards & place cards.

## WITHIN 3 MONTHS OF RECEIVING GIFTS

Mail your thank you notes to guests

# Tips

## 01 QUANTITY

The quantity of invitations you need is NOT the same as the number of guests you're inviting! You need to figure out how many households you're inviting. Most households contain 2 people at a minimum, which means your number of invitations needed is typically about half of your guest count.

## 02 PROOFING

During the proofing process, have a few sets of eyes look at your stationery. Often times, you've looked at it so much, you can't see any errors. A fresh set of eyes can really catch those minor errors.

## 03 POSTAGE

Postage is determined by weight, shape, and size. If your envelope is extra thick, includes items like wax seals or belly band, is a square shape, over 1oz., or is oversized, it WILL cost extra to mail. How much extra? You ALWAYS need to go to the post office and have them tell you. Unfortunately, no two Post Offices are the same, and you'll often get different answers at different offices. So always take a sample in and have them assess & tell you how much postage you'll need. YES, this means ordering postage AFTER a suite is received and fully assembled. So add time into your timeline for that!

## 04 ENVELOPES

Our envelopes will all come pre-gummed or with sticky adhesive already added. For the pre-gummed envelopes, you can get a damp sponge and dampen the gum, instead of having to lick each one.

## 05 RSVP DATE

Know when your final head counts are due to vendors. Make your response due date well before that time frame. You need to build time into the schedule to call and follow up with any guests who haven't responded, in order to meet necessary deadlines. This applies to not only food catering, but also your stationer! We'll need seating chart information with plenty of time to design & print, so get it finished early!



# Process

## ORDER FORM CONTRACT + DEPOSIT

Use this document to guide you through our online order form. Once that's completed, it will automatically send you through the contracting process, and request that you pay a deposit. We accept all major credit cards. If you've requested additional embellishments, the pricing of those items will be addressed during the contract review.

A contract is required to utilize any of our design services. Once the contract is signed and retainer is paid (50% down for semi-custom), we'll begin to update the design you selected! This retainer payment locks you into our design schedule.

## CONSULTATION + DISCOVERY

Once our contract is approved and deposit is paid, we'll set up a consultation to review your order, to make sure we're on the same page. We'll also activate your online portal as well, which digitally stores all your information, drafts and proofs.

## DESIGNS DRAFTS + PROOFING

It is your responsibility to spell check closely the event dates & times, and give us all your changes at one time to avoid additional fees. We always suggest having another set of eyes look at your stationery each round - it's easier for someone outside of the project to quickly notice things which need updating!

ROUGH DRAFT	This is the first round of proofs, with all the information that you input into the order form.
FIRST DRAFT	Review text edits, layouts, and coloration
SECOND DRAFT	Sometimes not even needed, but this addresses any outstanding edits you want to see. After this draft, an additional \$45/per round of edits will apply to your final invoice.

## PRINT APPROVAL + FINAL PAYMENT

Once you feel great about your draft, we will send a print approval form for one final review, and your final invoice. Product is not ordered or printed until the final invoice is paid and you've completed the print approval form. But once that form is completed and your bill is paid, your art is off to the printer, and we will not be able to make any updates after that point in time.

## PRINTING + PRODUCTION

The timing listed below relates to invitation suite only:

LETTERPRESS FOILING LASER ENGRAVING + THERMOGRAPHY	3-4 Weeks for Printing upon approval
WHITE INK + DIGITAL	7 Days for Printing upon approval

## SHIPPING

Once invites are finished at the printer & cut, we'll package up your invitation pieces, and mail them USPS priority mail. It's your responsibility to assemble the pieces, stuff them into the envelope, weigh them, add appropriate postage, and postmark them.

# Pieces

All suites come with the following options:

## 3 PIECE SUITE:

- Invitation Card
- Invitation Envelope
- Details Card

## 4 PIECE SUITE:

- Invitation Card
- Invitation Envelope
- Response Card
- Response Envelope

## 5 PIECE SUITE:

- Invitation
- Invitation Envelope
- Response Card
- Response Envelope
- Details Card



*Each card in your suite serves a specific purpose. Although this page will list our standard sizing, please make note of how the semi-custom suite you're looking at might be different.*

## INVITATION CARD

The main card in your suite, which sets the tone of the entire event for the guests, and communicates the important details like who, what, when, and where. A typical size of a Winter Paper Co. invitation card is usually 5" x 7" but some of our semi-custom suites feature unique sizes.

## INVITATION ENVELOPE

The envelope which contains the entire invitation suite. This is addressed to your guest, and your return address typically appears on the back flap. The size of this envelope (for a Winter Paper Co. Invite) is typically an A7, or 5.25" x 7.25."

## DETAILS CARD

This card can be used to talk about additional events throughout the weekend, such as rehearsal dinners, welcome receptions or brunches. It's also a great spot for a map of the area, transportation, parking, or accommodations information. If you're selecting a 3 piece suite, you can use the details card as a non-mailable option, in lieu of a response card, and have guests reply via a wedding website. Our typical size for these is 5.5 x 4.25, but can vary from suite to suite.

## RESPONSE CARD

This is the card with which guests can mail back to you, and respond if they are able to attend. This is a great place to ask for dietary restrictions, menu selections, etc. Our typical size for these is 3.5" x 5," but can vary from suite to suite.

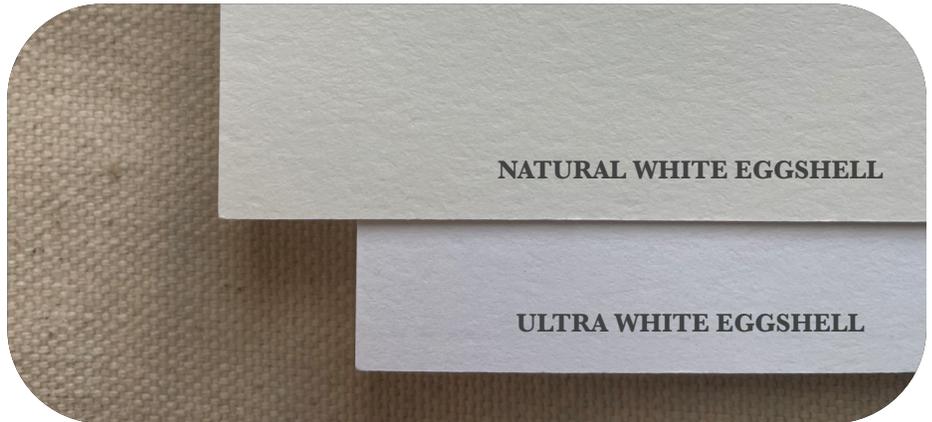
## RESPONSE CARD ENVELOPE

If your guests are required to mail back their response card, you need to supply a pre-paid postage envelope. Your address would appear on the front of these cards, so all the responses come back to you directly. The smallest size this can be is an A1 envelope size, or 3.625" x 5.125"

# Paper

## PREMIUM CARD STOCKS

Our basic stock paper options are anything but basic! Our semi-custom stationery collection is typically printed on our 120# Reich Savoy Eggshell Ultra White or Natural. Industry standards for card stock are usually 80# weight, so we're using a quality paper that feels very luxurious - as our base line. Our colored invitations feature 110# solid colored stock. Quality paper is important to us.

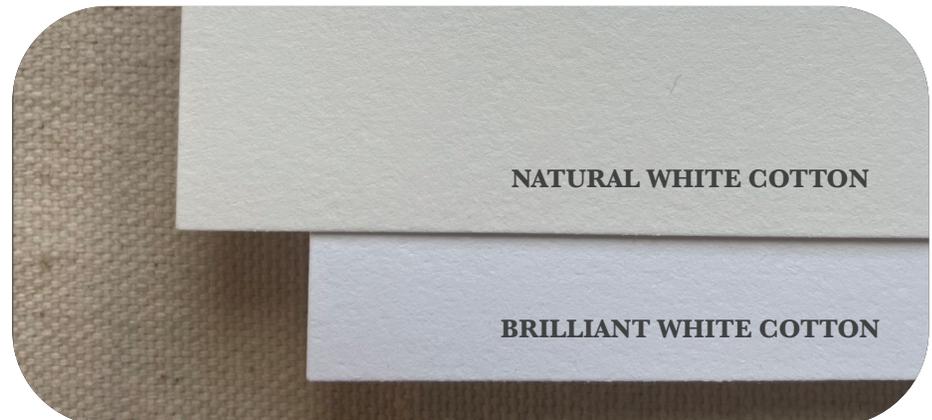


## DOUBLE THICK STOCK

We also offer double thicknesses in the same card stock options as our 120# premium card stocks, as an upgrade. 236# Reich Savoy Eggshell Ultra White or Natural is incredibly stout, and can be digitally printed, letterpressed, or foiled. Edge painting is only available with double thick paper. (See page 9 for more information about edge painting.)

## PREMIUM COTTON PAPER

Perfect for any kind of printing, but especially preferred for letterpress and deckled edging, premium cotton paper is the ultimate choice with its wonderful delicate texture, but a nice, quality card stock. 118# brilliant white or natural white are our cotton options.



# CUSTOM PAPER EDGING

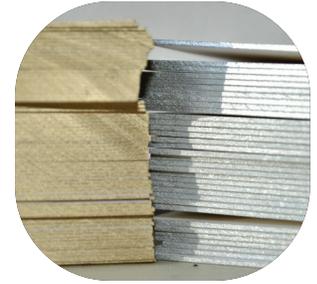
In addition to picking styles of paper to print on, you also have options on how the paper is finished. A straight cut edge is the classic presentation that you'll see in most instances. Deckled edging is a process where the edges of the paper are ripped to resemble the look of hand-made paper. And edge painting is a unique process where double thick paper is painted only on the edges to reveal a color accent. Specialty paper edging does require specific papers to be used in each instance, and does cost additional - let us know if you're interested in these options when we're first getting started, so we can properly price your suite.



**STANDARD EDGING**



**DECKLED EDGING**



**EDGE PAINTING**

# PAPER ALTERNATIVES

We frequently use alternatives to stock paper in our designs. Some of our semi-custom designs already feature these alternatives, and are priced accordingly. If you'd like to explore using an alternative to paper, such as vellum, leather, acrylic, hand made paper or wood, and our semi-custom suites aren't exactly what you need, you'll want to inquire about our fully customized invitations.



# Proof

*These are all based on etiquette, but there are also ways to edit this to personalize to your level of formality!  
You can select an option from the list below, or give us your feedback with your more customized wording. These are just examples - there are other options!*

## FORMAL INVITE (NON-CHURCH VENUE)

Mr. And Mrs. John Doe  
Request The Pleasure Of Your Company  
At The Marriage Of Their Daughter  
Katherine Jane  
To  
Daniel Stevens  
Saturday, The Fourteenth Of May  
Two Thousand Twenty-Two  
At Five O'clock In The Evening  
The Ranch At Rock Creek  
Phillipsburg, Montana

## SEMI-FORMAL INVITE (BOTH FAMILIES INVOLVED)

Mr. And Mrs. John Doe  
And Mr. And Mrs. David Stevens  
Invite You To Share In Their Joy  
At The Wedding Celebration Of Their Children  
Katherine Jane  
To  
Daniel Stevens  
Saturday, The Fourteenth Of May  
Two Thousand Twenty-Two  
At Five O'clock In The Evening  
The Ranch At Rock Creek  
Phillipsburg, Montana

## CASUAL INVITE

Together With Their Families  
Katherine & Daniel  
Invite You To Share In Their Joy  
At The Celebration Of Their Wedding  
Saturday, The Fourteenth Of May  
Two Thousand Twenty-Two  
At Five O'clock In The Evening  
The Ranch At Rock Creek  
Phillipsburg, Montana

## FORMAL RSVP (IN A CHURCH)

The Favour Of A Reply Is Requested  
By April 17, 2022  
M \_\_\_\_\_  
Please List The Names Of All Attending  
\_\_\_ Accepts With Pleasure  
\_\_\_ Declines With Regret

## FORMAL RSVP (NON-CHURCH VENUE)

Please Respond By  
The Seventeenth Of April  
M \_\_\_\_\_  
Please List The Names Of All Attending  
\_\_\_ Accepts With Pleasure  
\_\_\_ Declines With Regret

## CASUAL RSVP (VERSION 1)

M \_\_\_\_\_  
Please List The Names Of All Attending  
\_\_\_ No Way We're Missing It!  
\_\_\_ Will Be There In Spirit.  
Please Respond By April 17

## CASUAL RSVP (VERSION 2)

M \_\_\_\_\_  
Please List The Names Of All Attending  
\_\_\_ See You There!  
\_\_\_ Will Be Celebrating From Afar!  
Please Respond By April 17

# Print

## PRINTING STYLES

- DIGITAL PRINTING** This is your basic laser jet printing option, giving you vivid coloring. Most of our semi-custom suites are designed with this printing style in mind.
- WHITE INK** If you've selected a darker envelope or card stock, white ink is always a fun accent.
- LETTERPRESS** Luxurious, vintage, lovely letterpress. This form of printing features de-bossed artwork in any Pantone ink color.
- THERMOGRAPHY** We can take our art, and turn it into a stamp! From there, we can stamp & emboss artwork onto your envelopes.
- FOILING** If you want bling, we can easily create artwork which is printed using metallic foiling - gold, copper, silver & rose gold are our options.
- ENGRAVING** Our laser engraver can etch creative mediums (wood, acrylic, leather, etc.), for a modern twist. Additional postage is always needed for this option.



DIGITAL



WHITE INK



LETTERPRESS



THERMOGRAPHY



FOILING



ENGRAVING

# INK COLORS

Ink colors are absolutely endless. We can use a Pantone color deck to match your dream fabric or paint swatch. Maybe you don't want to take it that far? That's ok too! Below are some ink options that match with envelope colors we offer.



# Embellishments

## ENVELOPE LINERS

Add a colorful, coordinated envelope liner to your suite! Envelope liners tie together all the pieces, and give a delightful surprise to guests when opening your invitation suite. When using envelope liners, we suggest using a strong tape to enclose your invitations, so guests can more easily open the flap.

### PRINTED

Designs which feature paintings or other artwork are digitally printed and then die cut to size.

### SOLID COLOR

Another option is to add a solid colored piece of paper stock, also die cut to size, for a simpler, bolder look.

## BELLY BANDS

Without some sort of wrap around the invitations, your insert cards will slide around inside the envelope. To prevent this and preserve the presentation as guests open your invitations, add a belly band to keep everything tidy. There are lots of options for wrapping your invitations, but the key is to not pick something very thick, or you'll end up with a parcel rate for mailing your invitations.

### TWINE

A thin, sisal like fiber can be wrapped around invitations for a rustic finishing touch to your suite

### THREAD

For a more elegant wrap, thin thread can be wrapped around a suite. Consider adding a wax seal as well, for a completed look.

### RIBBON

All types of ribbon can be used, depending on the style you're looking for - like velvet, silk, or satin. Thicker ribbon typically needs to be ironed flat to avoid the parcel rate.

### LEATHER

Leather latigo stitching or suede is a fun, rustic element. As applies to all belly bands, make sure your leather is very thin, to avoid parcel rate postage.

### PAPER

A card stock wrap can be added to your suite, which can be a solid color or printed. Consider adding thread and a wax seal to really make an impression!

### FABRIC

Thin fabrics can be cut or ripped to wrap invites also!

## VELLUM OVERLAY

Vellum is a thin, translucent piece of paper. We can print onto the vellum, and you attach these pieces on top of an invitation with a eyelet, or leave it loose as a traditional, protectant layer for your printed suite.

## INVITATION JACKETS

Wrapping an invitation can also involve a larger piece of paper or mixed media. Jackets are typically tri-fold, and can be made of fun elements like vellum or paper, (which can be custom printed), or even seed paper or thin leather.

## POCKET ENVELOPES

When a pocket envelope is opened, the invitation is usually adhered to one side, and the pocket contains the additional loose pieces, like response cards and details cards. Pockets are usually sealed with a belly band or a wax seal. Pocket envelopes are available in a variety of colors, and can be landscape or portrait orientation. Only a few of our semi- custom suites are formatted to fit pocket envelopes already. If this is an option you want to add to a suite that isn't formatted for pocket envelopes, you'll end up needing to look at a custom invitation suite.

## MONOGRAM TAGS

These are small tags which are added to belly bands. They can be die cut into a variety of shapes, such as square, circular, rectangular, etc. They can be digitally printed monograms, letterpress motifs - you dream it, we can add it.

## WAX SEALS

Wax seals add an elegant, timeless look to your envelopes or belly bands. We can create customized pre-made seals, or supply the stamp, and you'll can create your own, at home. How you plan on using the seals will determine if you need to melt your own wax and stamp your own, or if purchasing pre-made seals is best.



**ENVELOPE LINER**



**THREAD BELLY BAND**



**REBIBON BELLY BAND**



**SUEDE BELLY BAND**



**LEATHER WRAP**



**POCKET ENVELOPE**



**JACKET**



**MONOGRAM TAG**

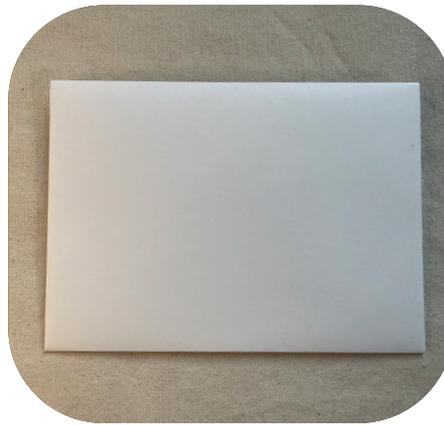


**WAX SEALS**

# Envelopes

## WHAT'S INCLUDED

You'll receive envelopes based on the number of invitation pieces you're ordering. Envelopes are always blank, and you have the opportunity to add custom printing or embellishments to each suite. Consider ordering extra envelopes for an additional fee, especially if you're printing them at home, or sending them out for calligraphy.



**BLANK FRONT**



**BLANK BACK**

## ENVELOPE COLORS

Keep in mind that suites designed with specific envelope sizes & styles cannot be substituted for another style - only color. If you're interested in a different flap type of envelope than what's offered with the suite, you've entered fully custom stationery territory. Please note that the colors below are only available in euro-flap options. Square flaps have different color options from what's shown below.



# ADDRESSING OPTIONS

## RETURN ADDRESS

A return address on the back flap of the main outer envelope is always encouraged. A lot of suites include decorative motifs in addition to the address, or you can keep it simple with just the basics. Darker envelopes require white ink printing.

## GUEST ADDRESS

We'll send you a spreadsheet, and you'll need to fill in all the pertinent guest list information. We do not edit the spreadsheet - we format it JUST as we receive it, so make sure of spelling, capitalization, abbreviations, and numbers! We'll format & send a proof for printing approval.

## WRAP LABEL

An alternative to white ink printing on a dark envelopes is adding a wrap label! These custom wrap labels are a fun way to add a modern touch to your envelopes. In the front, these wraps contain the mailing information for your guests, and the back is the return address & helps seal the envelope closed.

## SMALL LABEL

Want to seal the back of your envelope in a customized way but don't want to splurge on wax seals or return address printing? Small print labels are a cute way to seal an envelope & also communicate your return address.

## RESPONSE CARD ADDRESSING

We can format & print your mailing address to the front of each envelope, so there's no need for hand writing your own address onto each one, or struggling with very small envelopes in your printer.

## POSTCARD ADDRESSES

If you're mailing postcards to guests, we can format the addresses onto the post cards - whether it's just a single return address, or even variable printing, with all the guests names & addresses.



**RETURN ADDRESS**



**GUEST ADDRESS**



**WRAP LABEL**



**SMALL LABEL**



**REPOSENSE ADDRESS**



**POSTCARD ADDRESS**

# Assembly

## 01 DELIVERY!

Your package will arrive with each like piece wrapped together. Do a once-over and make sure everything looks great. We've counted the contents twice, but now's the time to make sure it's all there too. It's time to assemble!

## 02 ONE SAMPLE

Assemble one full suite and take it to the post office, including your belly band and embellishments! You don't have to seal the envelope, but you do want to include all the pieces, to get a realistic quote for postage. Weigh, thickness, and envelope size affect postage, so finish this one just how you plan on doing all the rest.

## 03 STAMP ORDER

Order your postage!

## 04 ADDRESSING

While you're waiting on postage to arrive, it's time to address address your envelopes. If we're addressing the envelopes, you don't need to worry about this step.

## 05 BELLY BANDS

Wrap your main invitation cards with the belly bands. Any embellishments that go along with the belly bands need to get assembled at this point - interior wax seals, monogram tags, etc.

## 06 ADD STAMPS

If you're asking guests to mail the response card back to you, it's YOUR responsibility to add proper postage to those. Now's the time to add proper postage stamps to each of the response postcards or response envelopes.

## 07 NUMBER RSVP CARDS

Number your guest list by households. Add a small number to the back of each response card, so you can track who's returned the cards, if they don't write out their name (P.S. a lot won't! It just happens...) You can nestle these cards within their smaller envelopes during this step.

## 08 INSERT PIECES

Now, begin adding all your pieces within the belly band - insert cards, response cards, etc. Visualize your envelope laid on a table, with the back flap facing up at you, and the flap is open. When you pull your invitations out of the envelope, with your right hand, they should be upright for easy reading. Visualize that placement when assembling & stuffing your envelopes. Need help with this? There's a tutorial video that shows you how this works!

## 09 STUFF!

Now you'll stuff the assembled suites into your envelopes, and seal them closed! If you're adding wax seals to the exterior, this is the time to do that.

## 10 ADD STAMPS

Add your outer postage. We prefer to add postage once everything is sealed - if there's an error made with a wax seal (for example), you aren't wasting postage on a mistake.

## 11 MAIL!

Now it's time to head to the Post Office!

# Post

*We strongly encourage curating your postage collection to match your invitation suite vibe, or to tell a story! Postage is often an overlooked way to fully customize your suite, but it doesn't have to cost more to accent your suite!*

## STYLES OF POSTAGE STAMPS



**VINTAGE**



**USPS POSTAGE**



**HAND CANCEL**

## HOW MUCH POSTAGE?

Once you've assembled a full suite, take it to the Post Office to have them weigh it. Typically, the A7 with just an invitation card on our basic card stock and website response card costs the "Forever" rate to mail. If you begin adding response envelopes, belly bands, or additional insert cards, then these cards can weigh more than the 1 ounce "Forever" rate. In that case, prepare to pay the two ounce postage rate. When adding ribbons or wax seals, your invitations become non-machinable. That simply means they need to bypass certain machines, and require additional postage as well. If your final suite gets thicker than 1/4" you're now in the realm of mailing using parcel post, and each invitation COULD cost you upwards of \$3+ to mail. So thickness is important to consider when creating your design and budget. When adding ribbon, we often iron the bows flat. When creating wax seals, we often make them "flatter" to avoid becoming a package rate. This is why we create samples for your photographer - NO suites you see on Pinterest or the internet were photographed coming straight out of the envelope - they're styled to look pristine. You will not know how much postage to purchase until you fully assemble your finished suite and weigh it, but we can help with suggestions if you'd like to stay within a specific postage budget. Remember, you simply need the postage total to add up to the correct mailing rate - whether that's a single 2 ounce stamp, or 6!

## HAND CANCELLING

When postage is used, it's stamped with a "cancellation" mark so you can't use it again. Whether that's a machine that cancels them, or they're physically hand stamped - they can't be used twice. A machine cancels most postage. If you don't want the machine mark on your envelope, you can ask to hand cancel the stamps and skip this one step. It's the "old fashioned" way of cancelling the stamps. Very few Post Offices allow hand cancelling anymore, so you'll have to butter up your local Postal worker and see if they'll let you! If you're splurging on vintage postage, hand cancelling keeps with the vintage vibe.



PHOTO BY: KATY SHAY PHOTO



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