

A Presidential Christmas

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APC Custom Ornaments



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APC Contract for Custom Ornaments

A Presidential Christmas is pleased that you are interested in developing a custom ornament. Mary Seeley looks forward to working with you through email: mls42@aol.com or by phone: 800-738-7838. My partner is an expert in the development of ornaments and deals directly with the factory on your behalf.

Our minimum order is 312 pieces individually packed in master cartons of 24. A deeper discount is given for quantities of 500 and 700 pieces or more.

Stage 1: The CLIENT provides digital artwork of the landmark, building, scene, event or logo etc. Send the image to Mary at mls42@aol.com ASAP or by the end of March. 2012 will be an extremely busy year with repeat customers and new prospects. We are already working with a number of interested parties on a first come, first serve basis.

Explicit Instructions are important.

Explicit instructions as to details, coloring, wording and the box at the onset is important and cost effective. Artists in Poland can only create from instructions that we send them:

- A. Purpose:** Is there an anniversary to commemorate and a date for completion? Are you trying to match the design from a greeting card, invitation or painting? Include sample at the onset, not in the middle of the project.
- B. Focus:** What is the key focus of the art? Is there anything unusual in the image? What additional touches are to be included in the scene such as flowers, flags, trees, children, animals ?
- C. Shape:** Do you prefer a specific shape for the ornament: Ball (most popular) two sizes 80mm or 100mm; egg-shaped, rectangular-postcard, molded shape of the building, hot air balloon, artwork on medallion or within a frame. Allow 60-90 days after art is approved for molded ornaments as intricacies in design can cause breakage and delay the completion in a timely fashion.
- D. Color is critical.** It is the first thing you notice and the last thing you forget. In order for the artist to provide you with a perfect product, you need to communicate accurate color to be used on the building, shutters, roof, door, driveway etc. PANTONE is an international language of color. As the color coordinator for your project, Google: myPANTONE; you may have to register to utilize their color charts to identify the right Pantone color for your artwork.
- E. Season** of the year to be depicted: Do you want snow in winter w/no leaves/ or blue skies, spring flowers, green grass?
- F. Message** or dates to be printed on the ornament with correct spelling or abbreviations; I recommend the use of MT Bold Script.
- G. Adornment** Do you like flat painting or highlighting with glitter (crystals also available but adds to the cost)?

Stage 2: The PROTOTYPE will be created by an artist at the factory according to your design specifications. Do your homework! Be specific. A digital image (Pass 1) will be transmitted to you for comments and corrections according to your instructions. This is not the time to introduce NEW ideas or to start over with a different shape. Three passes are included in the initial cost of the prototype. Each additional change will add \$25 to the final cost of the prototype. Process is repeated until final design is approved. Repeated changes invariably increases the cost and prolongs the process.

Stage 3: The COST varies according to the difficulty of the design and the quantity ordered. Minimum order is 312. It is up the factory to quote orders of fewer ornaments for special occasions. The factory has to see the image and complete the prototype before giving a reasonable quote (usual range \$15-\$25). Simplicity and Specifications up front will keep the cost down.

1. **Down payment on Prototype.** Production of a prototype will cost between \$300-\$500 depending upon difficulty. *This is due whether or not you choose to move ahead with the production.* A Presidential Christmas requires a Credit Card/ or check to be on file before the prototype is created.
2. **50% deposit** on the project is required before the painting of your ornaments begin.

Stage 4: MARKETING begins when the final prototype is sent to you for promotion/ pre-sales . A Museum in New Braunfels, TX sold their order of 312 Bandstand ornaments out in 1 week in the middle of July due to their unique marketing plan.

The Process in springtime takes about 4 months depending upon your ability to provide specific information and respond in a timely manner. By July the factory is very busy completing regular orders. Poland has different holidays and vacations that come in to play as well. Starting early will not disappoint you.

As stated earlier, molded ornaments may take longer due to possible breakage of the ornament when expelled from the mold. However some the most beautiful ornaments have been molded ornaments.

Stage 5: PACKAGING - Ornaments will be packaged in a plain white box. Hang tags will be attached stating that the ornament is Made in Poland. This is required by custom inspectors in the US. The ornament will also be identified on the outside of the box with the words: Made in Poland.

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continued

Stage 6: **SHIPPING** is by air from Poland to Tampa, FL where they must clear customs. Client pays 1/2 of the shipping from Poland plus Fed Ex ground to your destination.

Stage 7: **FINAL PAYMENT** of production plus shipping is due upon receipt of the ornaments. A late fee will be added when these terms are abused. We purpose to ship several orders together to cut down on shipping costs for everyone. I must pay for these products before arrival in the states. I appreciate your cooperation and respect for a Small Business Owner to pay invoice on time.

THANK YOU IN ADVANCE for putting your trust in A Presidential Christmas. We take our work seriously and seek to please our customers. Our factory is one of the best in Poland and takes pride in their work. They have been selected to paint for Presidents, Vice Presidents, Museums, Presidential Libraries, National Parks, Hotels, Resorts, National Organizations, Stores and Entrepreneurs.

Many of our clients reorder year after year or plan a series of yearly ornaments to meet their holiday needs. This year we already have prototype art approved for an ornament that will be produced in this month. It is not too early to be thinking of Christmas 2012. We look forward to working with you.

Company _____ Tel _____

Contact _____ Email _____

Address _____

City, State, Zip _____

I have read and agree with the guidelines set forth in this contract to create a Custom ornament.

Signed _____ Date _____