

# Express Program



Your key to  
a successful  
program



**Coordinator** *guide*

[www.originalworks.com](http://www.originalworks.com)

518.584.9278

Customer Service: [cs@originalworks.com](mailto:cs@originalworks.com)

General: [info@originalworks.com](mailto:info@originalworks.com)

Finance: [finance@originalworks.com](mailto:finance@originalworks.com)

2024-2025  
**Original  
Works**

# Getting started

*Welcome!* As the Coordinator of your program, you play an important role. To have the most successful program, please read this guide and keep it handy for reference.

Supply Box  
Artwork Instructions  
Prepaid Postage Label  
Coordinator Care Center  
Program Promotion  
Ordering Process  
Product Distribution  
Additional Orders  
Customer Service  
Shipping Form D  
Shipping Form C  
Shipping Form F (Fix-It)  
Blank Order Form

## Supply *box*

Your supply box has arrived! This box contains what you need to run a successful program.

1. Review the contents. If you are missing anything, reach out to our Customer Service Team right away.

What's inside?

- **Program Checklist** to keep you on track
  - **Art Instructions.** Share with anyone involved in the creation process
  - **Art Paper-** This can be found in reams of 250 sheets, and/or individual packed sheets
  - **Pre-Stuffed Family Packets-** Product brochure & order form
2. Your schedule and a copy of your Pricing Letter were emailed to you. If you do not have them, please contact your Account Manager or our Customer Service Team.



# ART

# Instructions

## CHOOSE THESE!

For the best results please choose from the following list of mediums

- Markers
- Tempera or Acrylic Paints
- Crayons (press hard)
- Paper Collages
- Photos
- Bold Intense Watercolors
- Black Marker for outlining

## DO NOT use these!

We can NOT process artwork that has any of the following

- Glitter - of ANY kind
- Abrasives (sand, salt, etc.)
- 3D materials
- Scratch art/Scratch board
- Copyright/trademark items\*
- STICKY/MESSY artwork\*\*
- Fluorescent, neon & metallic\*\*\*
- Colored or lead pencil \*\*\*\*



## PAPER

For the best results please use the provided art paper.

- Size: all paper should be: 8 1/2" x 11"
- Recommended weight: 60-70#
- Construction paper - often does not reproduce true to color. Blues can look purple, blacks can look grey or green etc. *Use with caution.*



## copyright/trademark items\*

Due to existing copyright laws we cannot accept copyright images. This includes but is not limited to: images, logos, brand names, emojis, video, cartoon & anime characters, stickers, magazine and newspaper prints. **If you are unsure we recommend you do another project.**



## STICKY/MESSY artwork\*\*

We cannot process artwork that is sticky, or comes off on your hands.

- Chalks, Oil Pastels & Cray Pas - MUST be sprayed **and** cannot be sticky or come off on your hands when touched.



## Fluorescent, neon & metallic\*\*\*

These mediums do NOT reproduce true to color. To avoid unhappy families, please avoid using them.

## Colored or lead pencil \*\*\*\*



Pencil drawings are usually VERY light and do not reproduce well. Although we won't return them, we recommend using a different medium for the project.



## Try This!

**Rub your hand across the artwork.**

If residue comes off on your hand we will not be able to process it. Please re-spray the artwork with a fixative.



## Try This!

**Hold the artwork across the room. Can it be seen clearly?**

Yes - Great! Your art will reproduce well.  
No - Darken areas that are too light to be seen. Outline details with marker.

# ART Tips

Please review these tips to create artwork that will reproduce well.

## Create art that sells!

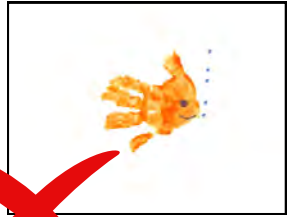
- Skin tones must be heavily covered and as opaque as possible
- Recolor & repaint any lightly colored areas
- Erase unwanted marks, pencil lines and smudges
- Trim excess paper that hangs over the edge of the paper
- Consider using a black marker to outline details
- Have artists sign and date their masterpiece (use our Signature Template to avoid the edge)



Fill the entire art paper.



VS



Secure all pieces of collages to ensure they don't fall off.



## Completing the project

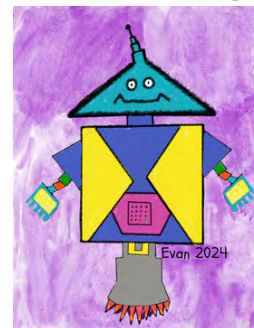
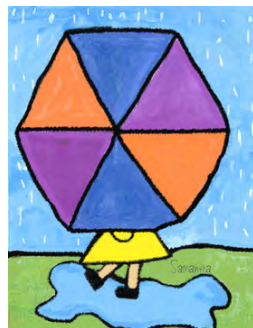
- **Identify the artwork**
  - Using pencil- write the artist's first and last name, teacher & grade on the **BACK** of the artwork
  - Applying labels? Apply the label to the **BACK-TOP** of the artwork after the project is completed.
- **Artwork orientation**
  - Using pencil - place a "T" on the **BACK- TOP** of the artwork to ensure proper orientation



Add 1" border to keep details from the edge. Erase guide lines.  
**Cropping can occur during reproduction!**



VS



Use bright, vibrant colors! Pencil and lightly colored art will not reproduce or will appear washed out on products

# Prepaid postage label



Your prepaid UPS return service label may arrive printed in your supply box. If it is not in your box, you will receive an email that has your label. Please print the label and securely tape it to the box when you send your artwork and orders.

Can't find it? Contact our Customer Service Team

## Coordinator care

The Coordinator Care Center is available 24-7 and has everything you need to run your program.

From important documents, forms and lesson plans to FAQ's, videos and program promotion ideas, it's all available online for you to access anytime!

Visit: [www.originalworks.com/customer-care/express-program-toolbox](http://www.originalworks.com/customer-care/express-program-toolbox) **Password: CCC2425**

## Program promotion

While students are busy creating their masterpieces, it's time to start promoting your program. The more excitement you can build with the students, staff, and families, the more your profits will grow!

### PROMOTE!

#### Look What's Coming Letter

Send home copies of the letter and share it on your website & social media. Copies are at the back of this guide and in the Coordinator Care Center

#### Tell Everyone

Announce the program in your school newsletter, on your website and/or social media sites.

#### Get Excited!

Talk about the program. When students are excited about the program, they are more likely to share and talk about it with their families.



## eMarketing Tools

### We've made promoting your program easy!

Visit the Coordinator Care Center online for ideas, templates, graphics and much more!

Checkout these tabs:

- ★ eMarketing Kit/Promotion
- ★ Image & Video Library
- ★ Social Media Promotion

[www.originalworks.com/customer-care/express-program-toolbox/](http://www.originalworks.com/customer-care/express-program-toolbox/)

**Password: CCC2425**


# Ordering process

Once students have completed their masterpieces, it's time to start the ordering process.

## 1. Artwork

- Check the back of the artwork for student name/teacher/grade.
- Mark the orientation. Place a "T" on the back to indicate the TOP of the artwork.
- Be sure to follow the art instructions. We don't like to return unprocessed pieces!

## 2. Pricing Letter

- When you confirmed your program this was emailed to you. It is an important document that provides families with the pricing you've chosen for your program.
- Missing it? Contact your Account Manager or Customer Service
- Print and Copy  *use brightly colored paper so parents notice!*

## 3. Prepare Packets

- Add the completed artwork and Pricing Letter to the pre-stuffed packets found in your supply box.
- For easy distribution, place the art in the back with student name facing out.

## 4. Send packets home

- It's important to stay on schedule!

**Please note:** This is NOT an online program. If parents wish to order online, although we do not encourage it, they may reach out to our Customer Service Team for instructions.

## 5. Collect Orders

- Families return completed order form, artwork & payment.

## 6. Prepare orders for shipment

- Tape the WHITE order form on the back of each corresponding artwork
- Keep the YELLOW order form for your records
- Multiple orders should be combined onto 1 form. Orders will be packed and shipped together.
- Please **do not** put the artwork back in individual bags. Recycle or reuse them
- Organize artwork in folders by class & grade (your finished products will then be packed the same way for easy distribution)

## 7. Shipping Form D

- Complete the Form and return with your orders

## 8. Shipment

- Using your prepaid UPS label, send the artwork/orders & Shipping Form D.
- Take the package to a UPS Shipping Center

 *for safe travels, put all of the artwork folders into a large plastic bag*

## Important Dates

Send Packets Home:

Order Deadline:

Send Orders to OW:

- ! Stay on schedule. If your orders arrive AFTER the scheduled date, order processing will be delayed until the next slot becomes available. We cannot guarantee delivery dates for late arriving orders.

- *Recruit some help with this!*
- *Let older students put their own artwork into the packets.*

## Shipping Costs

Completed orders ship free to the school when orders reach \$300 or more in wholesale value. For orders less than \$300 a \$25 shipping fee applies.

## Payment

- Families make all payments for orders to your school/organization. Payment should not be made directly to Original Works
- We recommend you deposit all the monies collected.
- Payment is due upon receipt of invoice.
- Your invoice will be emailed to the billing contact listed on your confirmation.

### How to pay your invoice:

- ★ Checks or eChecks from the school/organization, made payable to Original Works
- ★ Credit Card- Please call: 518.584.9278

# Product distribution

*Celebrate!* This is the most exciting time! Your keepsakes have arrived and it's time to distribute.

## 1. Orders Arrive

- Orders ship based on your confirmed program dates and the arrival of your artwork.
- Orders are organized in the same manner that the artwork/orders were sent to OW.



*Recruit some help with this!  
Offer volunteers the opportunity to purchase items at wholesale prices as a "Thank You"*

## 2. Unprocessed Artwork

- If we were unable to process any artwork it will be in an envelope at the front of Box #1 of your shipment

## 3. Student Order Packages

- Each pack contains the student's original artwork, order form, products ordered & care instructions.
- Ceramic mugs are labeled and packed separately in the same shipping box as the artwork.

# Additional orders

Additional and late orders are common and we encourage you to send them to us for processing.

## 1. Collect Orders

- Late orders include both new and re-orders from families who ordered previously
- If an order was placed already for the artwork, you do not need to send the artwork again. Provide the order form number and description of artwork on Form C.
- If additional order forms are needed, a blank one is provided at the back of the guide & in the Coordinator Care Center. **OW will assign an order # when it arrives.**

## 2. Form C

- Complete and send with orders

## 3. Payment & Fees

- Your first set of additional orders is shipped back to the school for free. Subsequent sets of orders are subject to a nominal \$10 shipping fee.
- Your orders earn the same profit as your primary order!

**!** Delivery dates for additional orders are not guaranteed for specific arrival dates.

# Customer service

Although we thoroughly inspect all orders before shipping, occasionally a less than perfect order gets through. We call this a "Fix-It". If it happens, our Customer Service team is ready to assist!

## 1. What is a "Fix-It"?

- If the order/product meets one or more of the following criteria:
  - ★ Material defect: broken mug, chipped tile, hole in towel etc.
  - ★ Incorrect product: ordered a magnet and received note cards
  - ★ Improper reproduction: artwork is upside down or the wrong image
  - ★ Missing product: you were invoiced for a product but never received it.

## 2. Shipping Form F

- Please complete ALL the information and return to Original Works. We will process your Fix It and ship it back to the school.
- If you do not need to send the artwork, you can email the form to [lawfi@originalworks.com](mailto:lawfi@originalworks.com)

### ★ Do we need to send the original artwork back?


#### ★ YES:

- ★ Color quality issues
- ★ Image blurriness
- ★ Incorrect image


#### ★ NO:

- ★ Item is missing
- ★ Item is damaged
- ★ Incorrect item made

### Customer Service Team

 518.584.9278

 [cs@originalworks.com](mailto:cs@originalworks.com)

 8:00 am- 4:00 pm EST

## 3. What is not a "Fix-It"?

- We produce Artwork "As Is", and do not modify the artwork in anyway.
  - ★ Examples include:
    - ★ We cannot remove pencil lines or ink that has come thru from writing on the back of the art
    - ★ The entire 8 ½" x 11" piece of artwork is captured. This means:
      - ★ If there is a lot of empty or white space on the paper, there will be a lot of empty or white space on the product
      - ★ A small drawing will be a small image. We do not "zoom in" or crop to the image
      - ★ The image on the product is reproduced in proportion with the product it's on.
  - ★ Details missing that were drawn 1" or closer to the edge
  - ★ Images appearing too light or too small on a product



**Please review and follow Art Instructions. We can not be held responsible for redoing products that do not comply with our stated art instructions.**

## 4. Image Retention

- Original Works keeps images on file for a fixed period of time. If you are submitting a Fix-It after the dates shown below, you may be asked to provide the artwork:
  - ★ Fall Programs: March 1
  - ★ Spring Programs: September 1



**For Internal Use**

CODE \_\_\_\_\_

Recv'd By \_\_\_\_\_

Date \_\_\_\_\_



**Shipping Form D**  
Express Program | Orders

**Complete and include this form with your artwork & orders.**

**School/Organization**

School/Organization Name:		School Code:
Shipping Address:		
City:	State:	Zip:
Contact Name:		Phone #:
Weekdays you will be closed:		

**Artwork**

# of Artwork Sent:

**Payment Information**

- Your invoice will be emailed to you at the completion of your program
- Payment is due upon receipt of invoice
- If you require a Purchase Order # on your invoice, please provide the #: \_\_\_\_\_
- Questions on your invoice or about payment? Contact [finance@originalworks.com](mailto:finance@originalworks.com)

*If the total amount of all your orders is less than \$300 wholesale, a \$25 shipping will be added to your invoice.*

**Shipping Information**

- Please do not send artwork in individual bags
- Attach only 1 order form per artwork, taped to the back of the art
- Organize by teacher/grade
- Use the provided prepaid UPS return service label
- Drop off at any UPS shipping center location
- Send to:

Original Works  
54 Caldwell Road  
Stillwater, NY 12170  
518.584.9278

**For Internal Use**

CODE \_\_\_\_\_

Rec'd By \_\_\_\_\_

Date \_\_\_\_\_



# Shipping Form C

Additional Orders

**Complete and include this form with your additional orders**

## School/Organization

School/Organization Name:		School Code:
Shipping Address:		
City:	State:	Zip:
Contact Name:	Phone #:	
Weekdays you will be closed:	# of Artwork Sent:	

## Additional Orders Instructions

- If an order was already placed for the artwork, you do not need to resend it. Complete the information below.
- For artwork that was not previously sent, please send with order form attached.

## Orders (for artwork on file)

Order Form #:	Artwork description:
Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)	
Order Info. Products & Quantity:	
Order Form #:	Artwork description:
Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)	
Order Info. Products & Quantity:	
Order Form #:	Artwork description:
Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)	
Order Info. Products & Quantity:	

## Payment Information

- Your invoice will be emailed to you after your products ship. Payment is due upon receipt of invoice
- If you require a Purchase Order # on your invoice, please provide the #: \_\_\_\_\_
- Questions on your invoice or about payment? Contact [finance@originalworks.com](mailto:finance@originalworks.com)

*Your first set of additional orders ships to the school free. Any subsequent shipments will be subject to a \$10 shipping fee.*

## Shipping Information

- Sending artwork? Mail to: Original Works, 54 Caldwell Road, Stillwater, NY 12170
- No artwork to mail? Email the completed form to: [lawfi@originalworks.com](mailto:lawfi@originalworks.com)

**For Internal Use**

CODE \_\_\_\_\_

Recv'd By \_\_\_\_\_

Date \_\_\_\_\_



**Shipping Form F**

Fix-It

**Complete and include this form with your additional orders**

**School/Organization**

School/Organization Name:		School Code:
Shipping Address:		
City:	State:	Zip:
Contact Name:		Phone #:
Weekdays you will be closed:		# of Artwork Sent:

**Instructions**

- Complete the information below. Order Form # and Description of art are required from processing

**Fix-It**

Order Form #:	Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:	
Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):	
Student Name/Teacher/Grade:	
Order Form #:	Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:	
Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):	
Student Name/Teacher/Grade:	
Order Form #:	Artwork Orientation: <input type="checkbox"/> Portrait (Vertical) <input type="checkbox"/> Landscape (Horizontal)
Artwork description:	
Products & Quantity & Problem (ie: 1 Grande Mug, Broken Handle):	
Student Name/Teacher/Grade:	

**Shipping Information**

- Sending artwork? Mail to: Original Works, 54 Caldwell Road, Stillwater, NY 12170
- No artwork to mail? Email the completed form to: lawfi@originalworks.com



# Order Form

Office Use Only  V  H

## ★ Instructions:

✪ Pricing information can be found on a separate sheet in your packet.

✪ Original Works does not modify artwork:

★ We *capture the full 8.5" x 11"* artwork and reproduce it proportionally to each product.

★ Artwork that is *too light* or *too small* will appear that way on finished products.

★ Details such as names or dates closer than 1" from the edge may be cut off during production.

✪ Place a "T" on the **back** of the artwork in **pencil** to indicate the TOP.

✪ For more details please visit: [www.originalworks.com/parents](http://www.originalworks.com/parents)

School/Organization

Teacher/Grade

Student Name (First & Last)

City, State

Phone

Email

PRODUCT	Qty.	\$ AMOUNT
15 oz. Ceramic <b>Grande</b> Mug	1	
Key Chain	2	
11 oz. Ceramic Mug	3	
Beverage Hugger	4	
Tree Ornament	5	
Tile/Trivet	6	
Wreath Ornament	7	
Lens Cloth (Single)	8	
Snowflake Ornament	9	
Mini Art Easel	10	
Wind Spinner	11	
Holiday Sweater Ornament	12	
Star Ornament	13	
Mouse Pad	14	
Oven Mitt	15	
Pillowcase	16	
Quilt Block	17	
Kitchen Towel	18	
Jar Opener -6"	19	
Canvas Tote Bag	20	
Magnet	21	
Notecards (Set of 8)	22	
Artwork Print	23	
<b>White</b> Matted Print - 8" x 10"	24	
<b>Black</b> Matted Print - 8" x 10"	25	
Memo Pad	26	
Sketchbook	27	
Mini Magnets (4-pack unlaminated)	28	
12 Month Calendar	29	
<b>Variety</b> Magnet Package (3)	30	
Notecard Bonus Set (24)	31	
<b>Mega</b> Magnet Package (12)	32	
<b>www.originalworks.com</b>	<b>Total Due</b>	\$

**Please submit your artwork with this Order Form. All artwork is returned.**

**Attach only 1 order form per artwork**