A person wearing a blue uniform with red trim and white gloves is holding a red sign. The sign has white text on it.

*Your  
Holiday Card  
Concierge*

CHEREE BERRY  
PAPER

# CHEREE BERRY PAPER HOLIDAY CARDS

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Connecting with your friends and distant family  
is more important this year than ever!

From socially distanced themed cards to cards for dog lovers and grandparents, our cards will once again stand out in the sea of holiday mail. We're also layering in more personalization and custom art so that no one on your mailing list will see another card just like yours. And save one to frame and hang! Document your growing family and the milestones that each year presents.



## WHAT MAKES CBP THE RIGHT CHOICE FOR YOUR HOLIDAY CARD?

Your card will be assigned a dedicated designer who will typeset your text and correct/enhance your provided photo(s). See next page for concierge categories!

During the fast and frenzied holiday season, our team of project managers, designers, illustrators, copywriters and production associates is ready to help you select, design and create your CBP holiday card.

**Let's make it the best one yet!**

*P.S. Our business has been built on referrals from our amazing clients. Please pass our name along to friends this holiday season! XO, Cheree*

### Greetings



from our porch  
to yours!

HAPPY HOLIDAYS



# OUR CHRISTMAS CARD CONCIERGE PROGRAM

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The following pages illustrate the three different ways to work with us on your holiday cards. Find the right fit based on your creative vision and ideal budget! Regardless of which category you choose, all of our options are much more high touch and detail oriented than any online holiday card retailer.



**HOLIDAY COLLECTION**



**SEMI-CUSTOM**



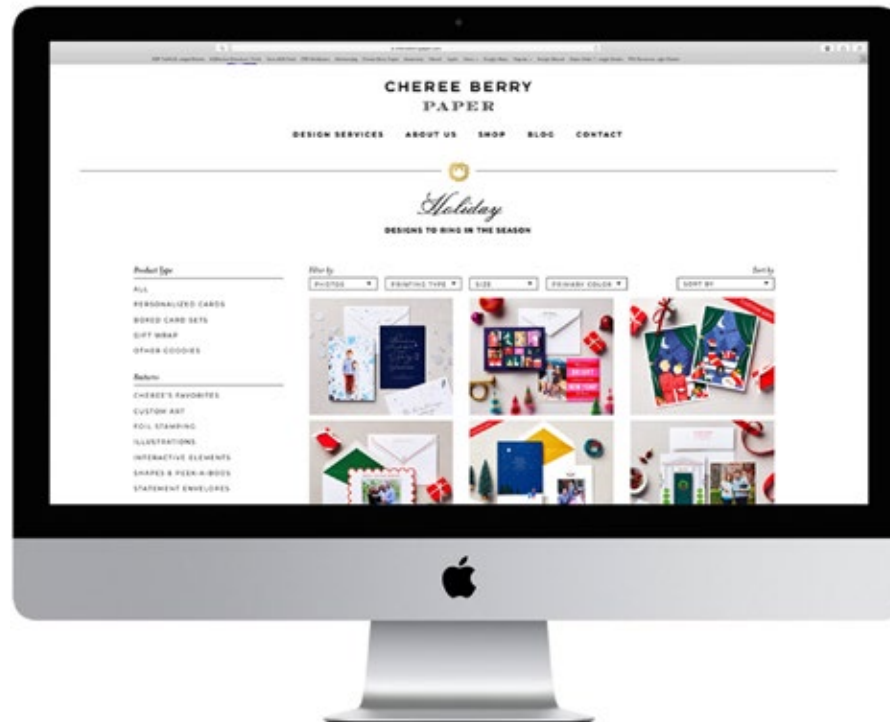
**CUSTOM**

# HOLIDAY COLLECTION



**CHOOSE FROM AN EXISTING SET OF DESIGNS  
IN OUR HOLIDAY COLLECTION**

**PRICING: \$500-\$1,000 FOR A SET OF 100**



Click [here](#) to view our online collection.

# HOLIDAY COLLECTION



1. Order a card from our holiday collection on our [website](#). You will submit your photo(s) and greeting online. Online chat and email support is available. *Note, some cards include custom illustrations of your home, kids or pets!*
2. Our talented designers will create your digital proof by typesetting your greeting and performing slight retouching on your photos if necessary.
3. Your dedicated project manager will send you a digital proof to approve for printing.
4. Upon print approval, your card will travel to some of the best printers in the country to ensure high quality results!
5. Our production team will check each card for quality and your cards will be shipped to you upon completion!

*Choosing between 2-3 cards? We can place your photos in 2-3 collection cards for an additional \$30.*



# SEMI-CUSTOM



## CREATE YOUR OWN CARD USING OUR EXISTING DESIGN ASSETS

PRICING: STARTS AT \$1,500 FOR A SET OF 100



The client loved the Delightfully Decorated collection design.



But, they wanted a traditional color palette and an interesting envelope flap.



We modified the color and created a unique, hard-angled envelope and card shape. Then, we topped it off with a custom postage stamp!

# SEMI-CUSTOM



1. Once you express interest in a semi-custom design, you will have access to a private library of our past holiday card designs and visual assets.
2. After you browse these assets, we'll arrange a 30-minute design call with our team to help determine creative direction.
3. Next step will be a proposal and timeline for your review. With your approval, we'll get started on designs.
4. We will send 1-2 digital design options and work with you to create the perfect semi-custom card.
5. Upon print approval, your card will travel to some of the best printers in the country to ensure high quality results!
6. Our production team will check each card for quality and your cards will be shipped to you upon completion! Our team is also ready to stuff, stamp and mail your cards on your behalf should you so choose!



# CUSTOM CONCIERGE PROGRAM



## CONCEPT AND CREATE YOUR HOLIDAY CARD FROM SCRATCH

PRICING: STARTS AT \$3,000 FOR A SET OF 100



Click [here](#) to view our custom gallery.

# CUSTOM CONCIERGE PROGRAM



1. Have a design consultation in-person or via phone with our team! We'll get to know you and your family, discuss photography and design preferences, and ask questions to help us determine creative direction.
2. Next step will be a proposal and timeline for your review. With your approval, we'll get started on the sketch phase of our process.
3. Our designers will now put pen to paper (literally!). You will receive 2-3 hand sketches that will outline different approaches for your cards this year. Sketches will outline the format of the card, illustration style, copy call outs and printing techniques.
4. We will then set up a time to receive your feedback on sketches and move to the computer design phase of the process. Our team will present you with a full design proof for your review.
5. We will work through any revisions you have until the card is approved to print! Upon print approval, your card will travel to some of the best printers in the country to ensure high quality results!
6. Our production team will check each card for quality and your cards will be shipped to you upon completion! Our team is also ready to stuff, stamp and mail your cards on your behalf should you so choose!

# THE HOLIDAY ROAD MAP

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	HOLIDAY COLLECTION \$	SEMI-CUSTOM \$\$	CUSTOM CONCIERGE \$\$\$
<b>Design Process</b>			
<b>Consultation Call</b>	N/A	30 minutes	45 minutes
<b>Dedicated CBP Project Manager</b>	Included	Included	Included
<b>Average # of Graphic Designer Hours</b>	1 hour	3-4 hours	6+ hours
<b># of Upfront Design Proofs</b>	1 proof	1-2 proofs	2-3 sketches + 1 design proof
<b>Revision Rounds</b>	0 rounds	1-2 rounds	2-3 rounds
<b>Printing &amp; Production Process</b>			
<b>Custom Postage Design or USPS Suggestions</b>	\$25 charge	Included	Included
<b>Computer Calligraphy for Your Address List</b>	\$1.50 per piece	Included	Included
<b>Printed Return Address on Envelope</b>	Included	Included	Included
<b>Envelope Stuffing and Mailing</b>	Additional charge	Additional charge	Additional charge
<b>Overall Timing from Start to Delivery</b>	10-15 business days	15-20 business days	3-6 weeks





## CONTACT INFORMATION

We can't wait to work with you this holiday season!

Please contact your Cheree Berry Paper account manager or email [hohoho@chereeberry.com](mailto:hohoho@chereeberry.com) for more information.



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