

POPPY + BIRCH

STATIONERY DESIGN





Welcome

WE'RE SO HAPPY YOU'RE HERE! THIS CATALOG IS DESIGNED TO GIVE YOU AN INSIDE LOOK AT WHAT YOU CAN EXPECT WHEN WORKING WITH POPPY + BIRCH. FROM PRODUCTS TO PROCESS, PAPER TO PRICING, WE'LL COVER IT ALL SO YOUR ONLY JOB IS TO GET EXCITED ABOUT YOUR BAD-ASS INVITATIONS! LET'S GET TO KNOW EACH OTHER A LITTLE BIT BETTER...

A bit about us...

POPPY + BIRCH IS A DESIGN STUDIO
ROOTED IN A SIMPLE BELIEF:
LIFE IS TOO SHORT
FOR BORING INVITATIONS!



WE'RE HERE TO SWITCH UP THE GAME WITH UNIQUE MATERIALS AND SHOW-STOPPING DESIGNS THAT ARE UNMISTAKABLY YOU. WITH YOUR VISION AND OUR EYE FOR DETAIL, WE WILL WORK TOGETHER TO CREATE EYE-CATCHING EVENT STATIONERY THAT TELLS YOUR STORY AND EXCITES YOUR GUESTS. OUR SIMPLIFIED DESIGN PROCESS AND ONE-ON-ONE ATTENTION MEANS YOU'LL SPEND LESS TIME STRESSING AND MORE TIME GETTING PUMPED FOR YOUR EVENT!



and all about you



LOST IN A SEA OF MUNDANE INVITATIONS? FEELING UNDERWHELMED BY PASTELS AND STUFFY DESIGN? WE GET IT. YOU AREN'T LOOKING FOR THE TRADITIONAL OR EVERY DAY, YOU WANT EXCITEMENT! STATUS QUO BE DAMNED, YOU'RE THROWING A ONCE IN A LIFETIME EVENT AND YOUR INVITATIONS WILL BE JUST AS SPECTACULAR. YOU WANT TO HAVE FUN WITH THE DESIGN PROCESS, ULTIMATELY CREATING STATIONERY THAT INFORMS AND EXCITES YOUR GUESTS, AND MAYBE LEAVES THEM JUST A BIT SPEECHLESS.

LOOK AT US, ALL ON THE SAME PAGE!
WE WANT ALL THAT FOR YOU AND
MORE, YOU LITTLE REBEL.

Materials

THIS IS WHERE THINGS GET FUN! WHETHER YOUR STYLE IS SIMPLE AND CLEAN OR COMPLETELY UNEXPECTED, WE'LL FIND THE PERFECT MATERIAL TO SHOWCASE YOUR SIGNATURE LOOK.

PAPER

SIMPLE YET SPECTACULAR

WITH WIDE RANGES OF COLORS, TEXTURES AND FINISHES, PAPER IS NOT TO BE OVERLOOKED! HANDMADE PAPERS ADD GORGEOUS TEXTURE TO ANY DESIGN, WHILE BOLD COLORS ADD ENERGY TO YOUR SUITE. WITH SUCH AN ARRAY OF OPTIONS, PAPER IS THE PERFECT BASE FOR YOUR FEARLESS DESIGNS.

ACRYLIC

FOR THE ULTRA-MODERN LOOK

HELLO GORGEOUS! (CAN YOU TELL THIS ONE'S OUR FAVORITE?) NOTHING SAYS MODERN QUITE LIKE AN ACRYLIC INVITATION. SLEEK AND SMOOTH WITH YOUR DESIGN CRISPLY SCREENPRINTED, ACRYLIC IS AN ULTRA-CHIC OPTION WITH VIRTUALLY LIMITLESS COLOR OPTIONS.

AND BEYOND

LET'S GET WILD!

METAL OR LEATHER OR WOOD, THE WORLD IS YOUR OYSTER! (SEA SHELLS? I MEAN, HEY WHY NOT?) WE ARE ALWAYS OPEN TO NEW MATERIALS AND LOVE TO EXPERIMENT. WANT ENGRAVED FLASKS AS AN INVITATION? DONE. SAVE THE DATES ETCHED ON AGATE SLICES? YES PLEASE! LET YOUR IMAGINATION RUN WILD, WE'LL DO THE REST.



Printing methods

FIND THE PERFECT MATCH FOR YOUR FAVORITE MATERIAL

METHOD	MATERIALS	HOW IT WORKS	WHY WE LOVE IT	PRICING
FLAT PRINT	ALL PAPER TYPES	JUST LIKE YOUR PRINTER AT HOME, ONLY BIGGER. AND BETTER	THIS COST-EFFECTIVE METHOD HAS NO LIMITS IN TERMS OF COLORS OR DESIGNS	BASED ON SIZE AND NUMBER OF PIECES
LETTERPRESS	ALL PAPER TYPES, COTTON PAPER ALLOW FOR DEEPER IMPRESSIONS	A POLYMER PLATE OF YOUR DESIGN IS CREATED AND RUN THROUGH A LETTERPRESS MACHINE, CREATING A DEEP IMPRESSION OF YOUR IMAGE IN THE PAPER.	WITH THE OPTION OF A SINGLE COLOR, MULTIPLE COLORS, OR A BLIND IMPRESSION, THIS TECHNIQUE ADDS GORGEOUS TEXTURE AND DIMENSION TO YOUR PIECES	BASED ON THE NUMBER OF COLORS IN YOUR DESIGN
FOIL PRINTING	ALL PAPER TYPES	SIMILAR TO LETTERPRESS, THIS TECHNIQUE USES A HEATED METAL PLATE TO TRANSFER FOIL TO THE PAPER, CREATING A SLIGHT IMPRESSION ON YOUR PAPER.	BRING ON THE SHINE! THIS IS THE PERFECT OPTION FOR ADDING A TOUCH (OR A TON) OF SPARKLE TO YOUR PIECES. IT IS ALSO GREAT FOR DESIGNING ON DARK PAPERS AND COMES IN LARGE VARIETY OF COLORS	BASED ON THE NUMBER OF COLORS IN YOUR DESIGN
SCREENPRINT	ACRYLIC	PAINT IS PUSHED THROUGH A MESH STENCIL OF YOUR DESIGN ONTO YOUR ACRYLIC PIECES.	CREATES CRISP, CLEAN IMAGES AND CAN BE DONE IN A MULTITUDE OF COLORS!	BASED ON THE NUMBER OF COLORS IN YOUR DESIGN
LASER ENGRAVING/ CUTTING	ACRYLIC, METAL, WOOD, PAPER AND MORE!	YOUR DIGITAL DESIGN IS RECREATED ON YOUR CHOSEN MATERIAL WITH FANCY PANTS LASERS!	FIRST OF ALL BECAUSE, LASERS... BEYOND THAT, THIS TECHNIQUE ALLOWS US TO DESIGN ON ALMOST ANY SURFACE, LETTING YOUR IMAGINATION RUN WILD! THIS TECHNIQUE IS ESPECIALLY GREAT FOR SIGNAGE.	BASED ON THE SIZE AND NUMBER OF PIECES

The process

BRINGING YOUR VISION TO LIFE

OUR DESIGN PROCESS IS SET UP TO KEEP THINGS SIMPLE AND FUN! YOU'LL BE SET UP WITH A PRIVATE ONLINE PORTAL TO KEEP EVERY STEP OF THE PROCESS IN ONE HAPPY LITTLE HOME, RESULTING IN LESS STRESS AND MORE TIME FOR CAKE TASTINGS! (SERIOUSLY, DO AS MANY TASTINGS AS POSSIBLE, THEY ARE THE BEST PART OF EVENT PLANNING)

1	READ OUR CATALOG	YOU ARE SO ON TOP OF THINGS, WELL DONE!
2	CONSULTATION AND BOOKING	WHETHER ONLINE, OVER THE PHONE OR IN PERSON WE'LL SPEND SOME TIME GETTING TO KNOW MORE ABOUT YOU AND YOUR STATIONERY NEEDS. AFTER OUR MEETING, YOU'LL RECEIVE A CUSTOMIZED QUOTE DETAILING ALL YOUR WONDERFUL IDEAS! ONCE THE QUOTE IS APPROVED AND 40% DEPOSIT IS PAID, WE'RE READY TO GET THE PARTY STARTED!
3	INSPIRATION AND MOOD BOARD	WE'LL CREATE A DIGITAL MOOD BOARD OF IMAGES AND SKETCHES DETAILING ALL THE INSPIRATION WE'VE GATHERED AND INSURING OUR DESIGN DIRECTION IS SPOT ON!
4	RECEIVING AND APPROVING PROOFS	DIGITAL MOCK UPS OF ALL YOUR PIECES ARE SENT FOR YOU TO ADMIRE AND DECIDE ON ANY CHANGES BEFORE APPROVAL.
5	PRINTING	ONCE APPROVED, YOUR DESIGNS ARE READY TO BECOME REAL LIFE INVITATIONS! WE'LL MATCH YOUR DESIGN WITH THE BEST PRINTER FOR YOUR PROJECT FROM OUR NETWORK OF PROFESSIONAL PRINTERS.
6	ASSEMBLY AND DELIVERY	ONCE SAFELY BACK IN OUR HANDS, WE WILL ASSEMBLE YOUR INVITATIONS WITH ANY ACCESSORIES YOU HAVE CHOSEN. ONCE COMPLETED, ALL THAT'S LEFT IS TO SIGN, SEAL AND DELIVER! IF YOU CHOOSE TO HAVE US MAIL YOUR PIECES, WE WILL ADHERE POSTAGE AND SEND THEM ON THEIR WAY. OTHERWISE, ALL ITEMS WILL BE METICULOUSLY PACKED AND SHIPPED TO YOUR FRONT DOOR.

Timelines

WHEN TO START YOUR ORDER

LIKE ALL GOOD THINGS, CUSTOM INVITATIONS TAKE TIME. BELOW ARE TIMELINES TO HELP YOU WORK OUR PROCESS INTO YOUR EVENT PLANNING

DELIVERY:
WHEN TO SEND
OUT YOUR
STATIONERY



SAVE THE DATES
6-8 MONTHS PRIOR



FORMAL INVITATIONS
(LOCAL EVENT)
8-10 WEEKS PRIOR



FORMAL INVITATION
(DESTINATION EVENT)
12-16 WEEKS



THANK YOU CARDS
BY 6 WEEKS
POST EVENT

PRODUCTION:
FROM DESIGN
TO DOORSTEP



10-12 WEEKS



10-12 WEEKS



16-20 WEEKS

DON'T PANIC, BUT YOU'LL NEED TO DO A LITTLE MATH...
DELIVERY DATE - PRODUCTION TIME= START DATE!

Offerings

WE DON'T BELIEVE IN "ONE-SIZE-FITS-ALL",
IT'S JUST NOT OUR STYLE.

HAVING A DESINATION WEDDING? LET'S CREATE A
MAP OF THE AREA WITH POINTS OF INTEREST, SO
GUESTS CAN START DAYDREAMING ABOUT THE
TRIP. PLANNING TO KEEP THE PARTY GOING? WHY
NOT INCLUDE A DETAIL CARD LETTING GUESTS
KNOW WHERE THEY CAN MEET YOU TO KEEP
DANCING ALL NIGHT LONG!

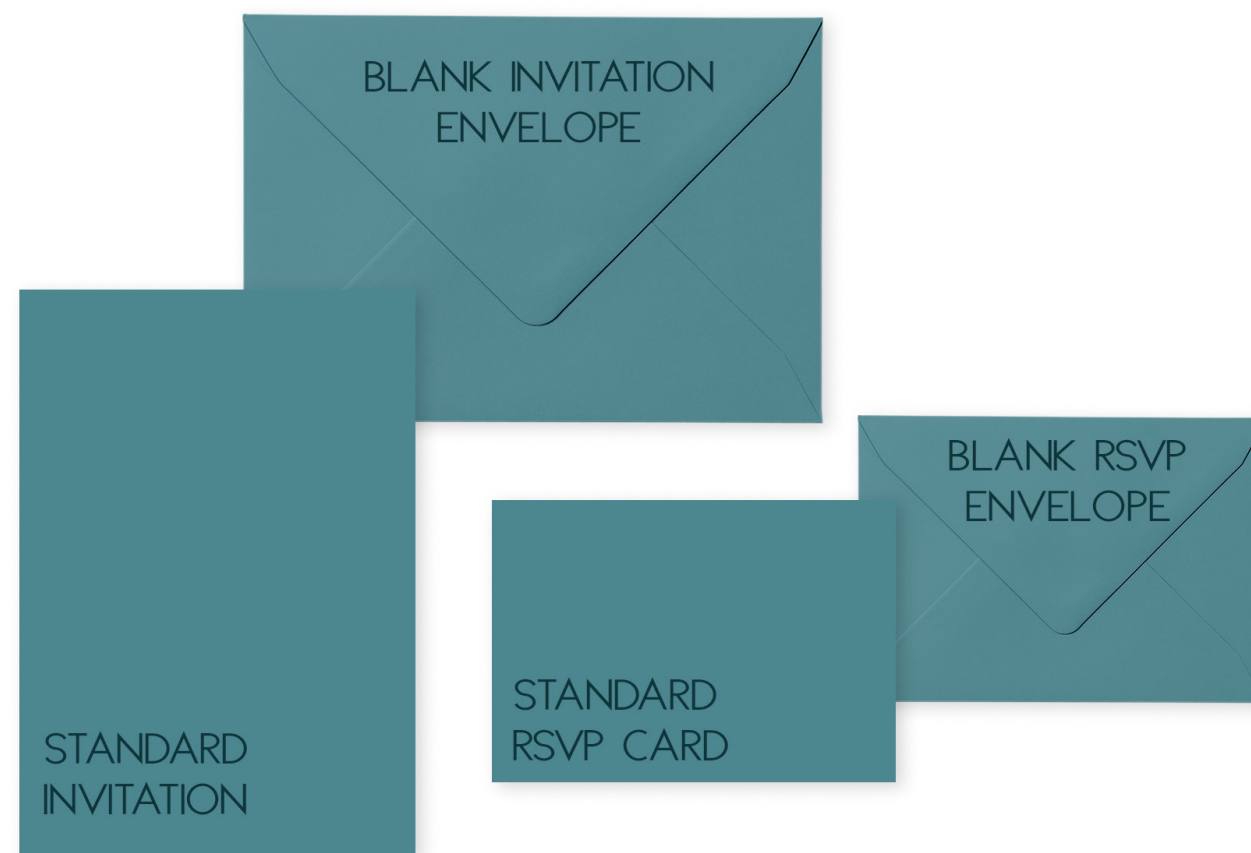
BECAUSE EVERY EVENT IS DIFFERENT, WE KEEP
OUR OFFERINGS COMPLETELY CUSTOMIZABLE, SO
YOU CAN ADD AS MANY OR AS FEW PIECES AS YOU
NEED.

NOT SURE WHAT TO INCLUDE? HERE ARE SOME
EXAMPLES FROM BASIC SUITES TO THE WHOLE
SHEBANG!



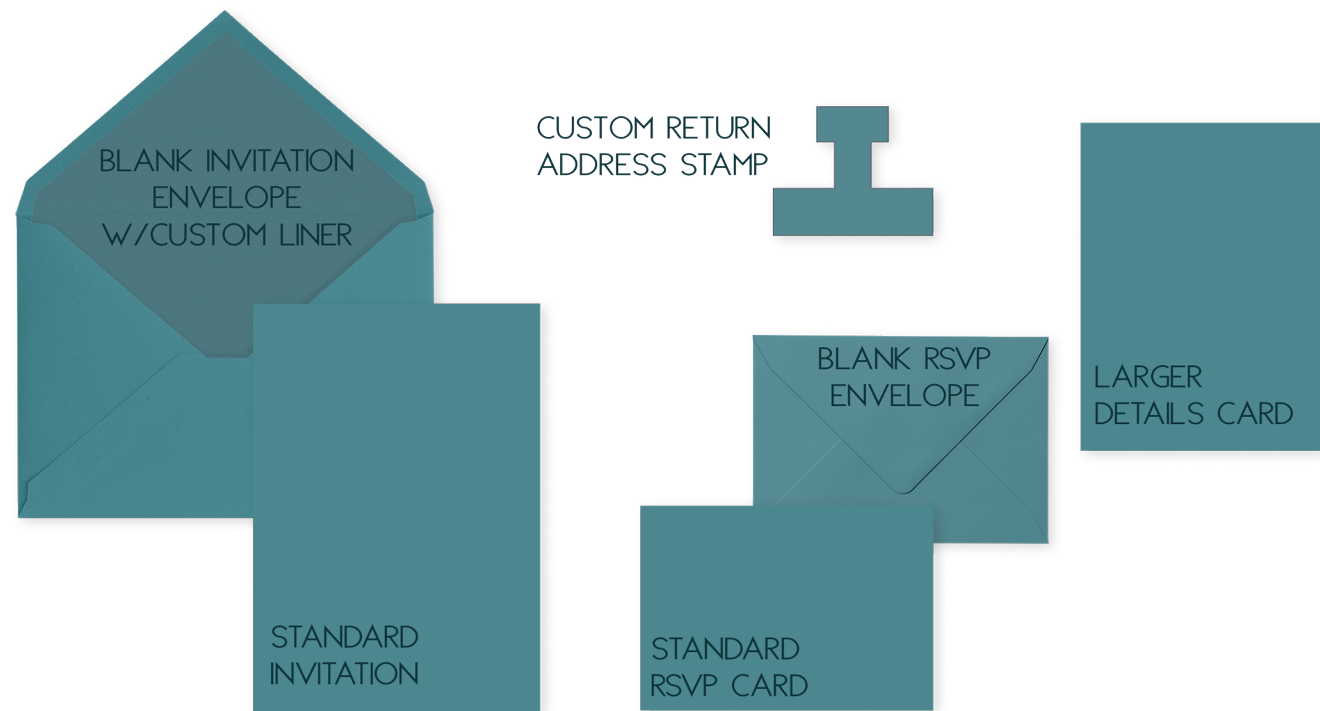
Basic Suite

THIS SUITE IS PERFECT FOR SIMPLE OR STRAIGHT FORWARD EVENTS
SUCH AS BIRTHDAYS, GRADUATIONS OR SHOWERS.



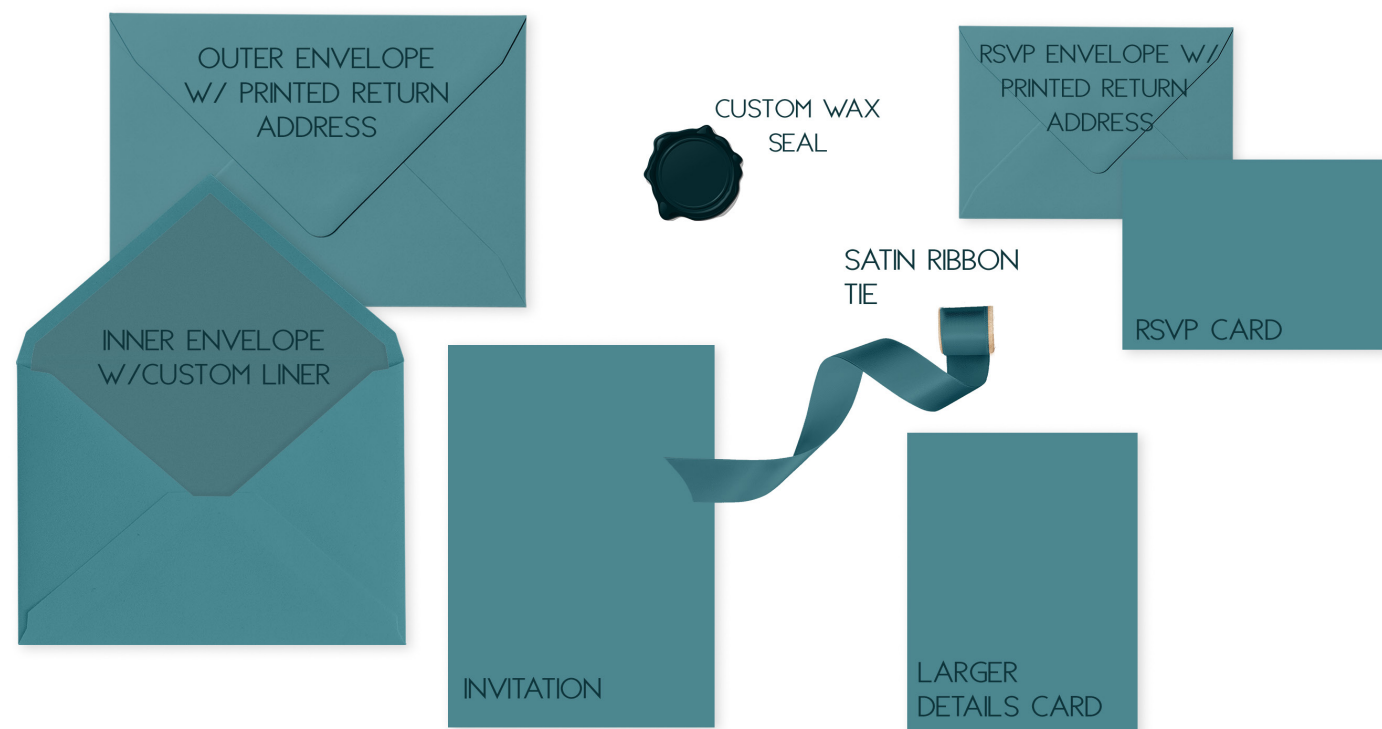
WITH DIGITAL PRINTING, 100 SETS OF THE ABOVE SUITE STARTS AT \$850
(FOR MORE PRICING INFORMATION, SEE OUR FAQs)

A bit more... PERFECT FOR MORE ELABORATE
EVENTS THAT REQUIRE EXTRA INFORMATION



DIGITALLY PRINTED, QTY 100: STARTS AT \$1250

and a bit more... PERFECT FOR ADDING A SPECIAL TOUCH



DIGITALLY PRINTED, QTY 100: STARTS AT \$1750

I want it all PERFECT FOR DESTINATION EVENTS
OR THOSE WHO WANT TO MAKE A BIG IMPRESSION



DIGITALLY PRINTED WITH HAND CALLIGRAPHY, QTY 100: STARTS AT \$2550

Whew, you made it! We know we covered quite a bit, but there are just a few last few things you may want to know

Frequently Asked Questions

DO YOU HAVE ORDER MINIMUMS?

WE REQUIRE A MINIMUM ORDER OF \$350.00 FOR PAPER INVITATIONS AND \$500 FOR UPGRADED MATERIALS.

ALL PAPER INVITATIONS HAVE A MINIMUM ORDER OF 25 PIECES. MINIMUMS ON UPGRADED MATERIALS ARE TBD DEPENDENT ON THE ITEM AND PRINTING OPTION CHOSEN.

HOW DOES PRICING WORK?

OUR PRICING IS SPLIT INTO 3 SECTIONS: DESIGN, PRINTING AND ASSEMBLY. DESIGN FEES COVER ALL THE CREATIVE WORK REQUIRED ON YOUR ONE-OF-A-KIND PIECES. PRINTING PRICING IS DETERMINED BY THE NUMBER OF PIECES NEEDED AND THE MATERIALS YOU CHOOSE. LASTLY, ASSEMBLY PRICING COVERS THE TIME IT TAKES TO DILIGENTLY PUT TOGETHER YOUR SUITES AND SAFELY DELIVER THEM TO YOUR GUESTS. .

HOW DO I SECURE MY DATE?

YOU CAN SECURE YOUR DATE WITH THREE EASY STEPS

1. FILL OUT OUR ONLINE BOOKING QUESTIONNAIRE AT POPPYANDBIRCHCA.COM
2. SIGN OUR EVENT STATIONERY AGREEMENT
3. PAY YOUR 40% DEPOSIT.

ONCE COMPLETE, YOU ARE OFFICIALLY BOOKED AND THE DESIGN PROCESS BEGINS!

WHAT ARE YOUR “STANDARD” INVITATION SIZES?

IN GENERAL, MOST INVITATIONS WE CREATE ARE 5”X7” FOR RECTANGULAR DESIGNS AND 6”X6” FOR SQUARE. THAT BEING SAID, WE ARE HAPPY TO DESIGN TO ANY SIZE!

SQUARES AND RECTANGLES DON’T DO IT FOR ME, CAN I GET CUSTOM SHAPED STATIONERY?

ABSOLUTELY! WE’RE HAPPY TO CREATE A UNIQUE DIE CUT FOR YOUR PROJECT AT AN ADDITIONAL COST.

I LIKE TO BE A LITTLE MORE HANDS-ON, AM I ABLE TO ASSEMBLE AND MAIL MY INVITATIONS MYSELF?

OF COURSE! IF YOU’D RATHER TAKE FINISHING TOUCHES INTO YOUR HANDS, WE ARE HAPPY TO LOVINGLY PACK YOUR PRINTED PIECES AND ACCESSORIES AND SEND THEM ALONG TO YOU.

DO YOU WORK WITH CALLIGRAPHERS?

OF COURSE! WE HAVE A NETWORK OF INCREDIBLY TALENTED CALLIGRAPHERS WE LOVE TO WORK WITH. WE ARE ALSO HAPPY TO WORK WITH THE CALLIGRAPHER OF YOUR CHOICE. CALLIGRAPHY IS SUBJECT TO AVAILABILITY. WE RECOMMEND LETTING US KNOW AT THE BEGINNING OF THE DESIGN PROCESS IF YOU WANT TO HAVE CALLIGRAPHY INCLUDED. THIS WILL GIVE US THE BEST CHANCE OF GETTING YOU BOOKED WITH THE PERFECT ARTIST.

DO I HAVE TO ORDER INVITATIONS IN ORDER TO HAVE DAY-OF ITEMS CREATED?

NOPE! WE ARE HAPPY TO CREATE DAY OF ITEMS FOR YOU, JUST KEEP IN MIND THE SAME MINIMUMS WILL APPLY.

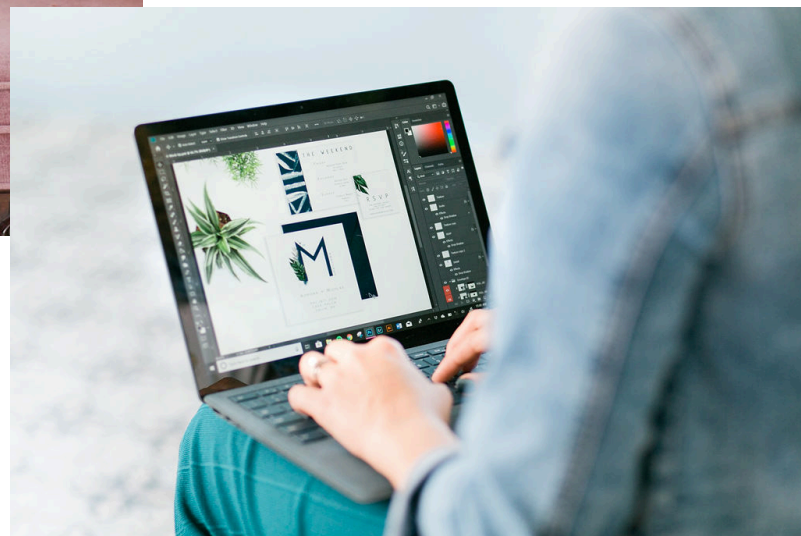
SO GLAD I DON’T HAVE TO DEAL WITH MAILING, BUT WILL I STILL GET TO SEE A PHYSICAL COPY OF MY SUITE?

ABSOLUTELY! A FULL SET OF YOUR SUITE WILL BE SAFELY BOXED AND MAILED TO YOU SO YOU HAVE A PRISTINE SET AS A KEEPSAKE.

Meet your designer



HEY THERE PARTY PEOPLE! MY NAME IS COLLETTE AND I AM THE OWNER, BUYER, OFFICE ASSISTANT, GRAPHIC DESIGNER AND INTERN OF POPPY + BIRCH. THIS ONE-WOMAN SHOW HAS GROWN FROM A LIFELONG LOVE OF ALL THINGS DESIGN. FROM INTERIOR, TO GRAPHIC, TO FLORAL, I'VE WORN MANY A DESIGN HAT, BUT NONE HAVE CAPTURED MY HEART QUITE LIKE DESIGNING EVENT STATIONERY. DURING MY OWN WEDDING PLANNING, I FOUND MYSELF COMPLETELY UNINSPIRED BY PAGE UPON PAGE OF DESIGNS THAT JUST DIDN'T FEEL LIKE ME. TURNS OUT, I WASN'T ALONE. AFTER CONFIDING IN OTHER ENGAGED FRIENDS, THEY TOO WERE LESS THAN IMPRESSED WITH WHAT WAS AVAILABLE. I ENDED UP CREATING MY OWN AND SEVERAL FRIENDS' WEDDING INVITATIONS AND FELL IN LOVE WITH THE PROCESS OF HELPING OTHERS SEE THEIR WILD IDEAS BECOME REALITY. THIS EXPERIENCE BROUGHT POPPY + BIRCH TO LIFE WITH ONE SOLE PURPOSE, TO CREATE PRODUCTS THAT STAND OUT FROM THE CROWD— JUST LIKE YOU.



FOR ME, IT'S ALL IN THE Details



I BELIEVE ALL DESIGN IS MADE BETTER WITH YOU. FINDING THOSE LITTLE DETAILS AND BITS OF PERSONALITY THAT MAKE YOU YOU INSPIRES AND DRIVES WHAT I DO. WHEN YOUR GUESTS RECEIVE THEIR INVITATIONS, I WANT THEM TO KNOW THEY ARE FROM YOU BEFORE THEY'VE EVEN READ THE NAME. THIS DAY HOLDS A SPECIAL MEANING AND YOU DESERVE TO SHINE THROUGH EVERY ASPECT OF IT!



Contact us
WE CAN'T WAIT TO HEAR FROM YOU



INFO@POPPYANDBIRCHCA.COM
POPPYANDBIRCHCA.COM
310.845.6828