

My PAPYRUS Internship



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About Papyrus

Brand Statement

“The word Papyrus (pah·pie·rus) comes from the earliest form of paper crafted from the papyrus plant. PYPYRUS was founded in the family kitchen of Marcel and Margrit Schurman in 1950.

Inspired by a love of fine art, they had a vision for products of uncompromising quality which provided the starting point from which genuine personal connections are made. They presented their products in an inviting gallery setting to encourage engagement with the products and with a friendly helpful staff.”

My Store

The Papyrus location I interned at is located at The Mall at Short Hills, in Short Hills, NJ. The Mall at Short Hills is a high end suburban mall housing stores like Coach, Lululemon, Kate Spade, Tiffany, and Cartier.

This Papyrus location is one of the top performing Papyrus stores in the country, and therefore is a ‘Cherry Blossom’ store. In addition to high sales, the Cherry Blossom stores receive more types of products and have different fixtures from standard Papyrus locations. Cherry Blossom stores also have a graphic designer on staff to handle custom printing appointments and orders. The majority of our clientele consists of wealthy older women.



My Job

While working at Papyrus my job was divided into two main parts: 1) sales associate and 2) graphic designer.

As a sales associate, I had to know all about our products and sell them effectively to our customers. Being friendly, helpful, and positive was key to making sales. One important skill I learned while working as a sales associate is how to add on to a sale. For example, if someone is buying a gift bag, I would always ask if they would like to purchase matching colored tissue; or if someone is buying wrapping paper, ask if they would like to purchase matching ribbon. About half of the time, people actually say yes and buy the add-on item. Doing this helps increase revenue and helps build a relationship with the customer because you are helping them create the perfect gift. While working as a sales associate I also had to keep an eye on the store and make sure all the displays were full and tidy, and all the customers have been greeted and helped. As a graphic designer, I had to know all about the different vendors that we

worked with, their price ranges, and what each vendor had to offer. I had to know how to talk to potential clients about our custom printing, and how to get them to order with us. Besides knowing the vendors, I also had to know about physically printing things, including how to troubleshoot a printer, because we also provided in-house printing services.

Often, I used my skills as a sales associate and my skills as a designer at the same time. I used my sales abilities to sell our

custom printing; and I used my design skills to organize displays and help people design a gift wrapping scheme.

Over the course of my internship I learned so many things that I would not have learned in a classroom. Knowing how to sell products and

interact with clients is so vital to design, yet it is something not everyone is fortunate enough to learn in a real-life hands-on environment. I am so glad I had the opportunity to learn, experience, and hone these skills through my internship at Papyrus.



Sales Associate



Sales & Products
Merchandizing

Sales & Products

The most important part of being a sales associate is actually selling the products and generating sales. In order to sell the products effectively, a sales

associate must know everything there is to know about the products they sell. While working at Papyrus, I got to know the cards really well, because every day I had to make sure all the cards were organized and were filled. Also, every few months, Papyrus sends out a list of the top 100 birthday cards, so we would have to make an extra effort to ensure those cards were displayed prominently and at eye level. I learned these cards quickly and kept an eye out for when they needed to be replenished.

Every summer, Papyrus has an annual card sale. There are cards for 50% off, and even cards for \$1.00. The store has bins filled with cards, and each card in each bin must be scanned in order to have the sale. Scanning for sale cards was a project I worked on for two weeks at the beginning of the summer. There are numerous bins of cards, so it took a long time to get through them all. Though it was tedious, scanning all the cards helped me get to know the cards better; and now if someone asks me for a specific card, I often know exactly what card they are talking about, and where to find it.



Papyrus has a free rewards program called “Perks by Papyrus.” Members receive one free card for every three cards they buy. While ringing people up at the register we are always to ask the customer if they are a member, and if they are not, we are to try and sign them up. There is also another level of membership called “Perks Premier,” with an annual membership

fee of \$9.95. Premier members receive an additional 10% off all purchases (including sale items) for an entire year, with no exclusions. By the end of my internship, I became known as the “Perks Queen” by my supervisor because I was so successful at getting people to sign up for our programs.

Perks
BY PAPYRUS



Merchandizing

Part of being a good sales associate is making sure all the displays look good and are full. Papyrus has certain guidelines that govern the ways in which the cards must be arranged. The cards are organized differently according to what kind of displays they are in, but the general rule for colors of cards is that they should be arranged in an alternating pattern of dark, light, dark, light; then the next row is arranged opposite—so light, dark, light, dark.



If there are two rows, one in front of the other, vertical cards should always be placed in the back row and horizontal cards should always be placed in the front row. If there are just rows cascading down, none directly behind the other, the tall cards should be toward the sides of the rows and the horizontal cards should be toward the middle of the rows.

For products that aren't cards, like our summer collection or our newest collection of planners and desk accessories, corporate sends visual guides showing how things should be arranged. Since we are a Cherry Blossom store, a lot of our fixtures are larger and look slightly different, and we receive more products than other stores. When we receive the visual guides, we use them as a guideline and then use our good judgement to create attractive layouts.



Graphic Designer



Printing Types

In-House Printing

Printing Vendors

Vendor Ordering

Printing Types

While working with vendors and looking at all the different sample books, I learned about the different methods of printing.

Engraving:

In engraving, a heavy plate presses the ink into the paper. The result is very crisp and the letters have a raised appearance. On the back of the paper, one can see an indentation where the letters are. Only thick paper can be engraved, and some papers are for engraving only.

Thermography:

In thermography, the letters are raised, but there is no indentation on the back of the paper. Thermography does not use plates; instead, the paper is coated with a material that changes color when heated to produce the print. It has a more plastic-like look and feel.

Letterpress:

Letterpress printing uses special paper that can only be used for letterpress printing. The ink is pressed into the paper, so the letters are indented on the front side of the paper. On the back of the paper, one can see that it is slightly raised where the letters are. Letterpress has a matte appearance and is more dull looking than engraving or thermography.

Blind Embossing:

In blind embossing, plates are pressed into the paper without using any ink. It has the same raised appearance and indent on the back as engraving, but it is more subtle because there is no ink.

Flat Printing:

Flat printing is the standard printing process, and requires no plates or special processes. This is the type of printing done through a standard printer, and is the type of printing that Papyrus does in-house.

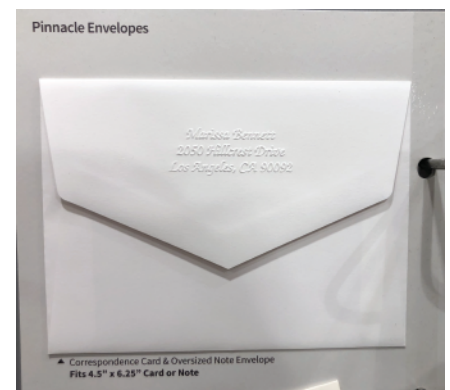
Engraved Invitation front and back



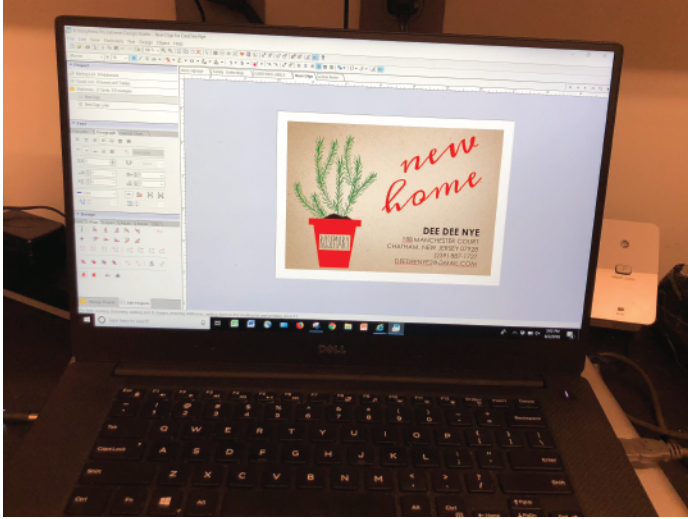
Letterpress Invitation



Blind Embossed Envelope



In-House Printing



When using paper that already has a design on it, it is important to carefully measure the dimensions of the card and the design, so it can be designed around in the computer. Before printing anything final, I was taught to cut a piece of paper to the exact measurements of the card, print it, and then line it up over the card with the design to make sure that everything lined up perfectly.



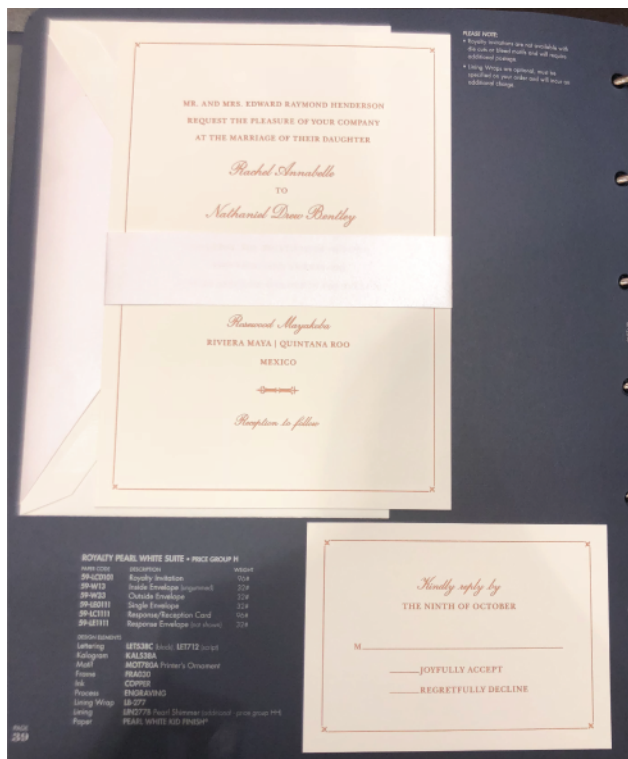
For in-house printing, Papyrus uses a program called "PrintingPress Pro Extreme 10". The program is similar to Adobe Illustrator, but is set up specifically for printing. The program contains the specifications for all the colors and finishes in which we can print. It also has some premade designs that we can use and edit if a customer needs something extremely quickly. Most of the time, our in-house printing orders are for customized stationery. We usually use Crane stationery, which is our highest quality and thickest stationery. Crane paper is made of cotton and is actually the same paper used to make US paper currency.



I received hands-on experience with physically using a printer and troubleshooting when the printer wasn't working. I learned little tricks to make sure everything prints perfectly, like feeding the paper a certain way so that the ink doesn't smudge when it comes out, and feeding thicker papers one by one into the printer so that they don't get stuck and cause a jam. Little things can make a big difference in the final product.

Printing Vendors

Besides doing in-house printing, Papyrus partners with outside vendors for custom printing. Our two most popular vendors are Crane & Co. and Kramer Drive.



Crane & Co.

Crane & Co. is the highest-quality paper that Papyrus sells. They offer engraving, embossing, thermography, and letterpress printing techniques. Crane designs are classic and timeless. Their designs are somewhat customizable. Usually, customization is limited depending on the type of paper the client wants to use. The envelope liners, fonts, and colors are all customizable to some degree. Crane is the most expensive vendor that we work with, but our clients love their designs.

Kramer Drive

Kramer Drive offers the fastest turnaround time of any vendor. Usually, orders come back in 1 ½ to 2 weeks. However, with a rush fee of \$50, an order from Kramer Drive can be guaranteed to be completed within a week. Kramer Drive is reasonably priced and offers numerous customization options. The colors and images on any of their samples can be changed to suit the client's needs. We can also create artwork and send it to Kramer Drive avoiding additional artwork fees. Kramer Drive mostly does flat printing with some engraving. Our clients love how both the high level of customization available and the fast turnaround time.



Vendor Ordering

When working with a vendor, the first step is giving the client a price quote. In order to understand how to do this, my supervisor had me pick out one of Crane's designs and go through the entire process for someone ordering invitations, and to quote everything. Once the client approves the artwork and pricing, we filled out a price quote form and sent it to Crane for an official price quote, ensuring that everything is correct for the customer. Once everything was finalized with the customer, we sent in the order form.



Price Quote		
Vendor/Album: <u>Crane</u>		Vendor/Album
Page Number/Suite Name: <u>50, Navy Suite</u>		Page Number
Printing Process: <u>Engraving</u>		Printing Process
Quantity	Item Description	Price
75	Invitations (color)	\$364
75	inside envelope set	\$72
75	outside envelope printed	\$230
75	liner	\$72
75	Response card labor	\$513
75	Response card	\$316
75	All digital engraving \$143 (add to print)	
Promotion Discount: <u>None</u>		Prom
Expiration Date: Subtotal		Expirat
Tax		
Shipping		Pricing subj
Total		Notes:

For 75 invitations from this Crane "Navy Suite" the final cost was over \$1,700. The paper was extra thick, and the invitation was engraved with 24 karat gold, making this one of the more expensive invitation sets.

Printing Projects



In-House Projects

Vendor Projects

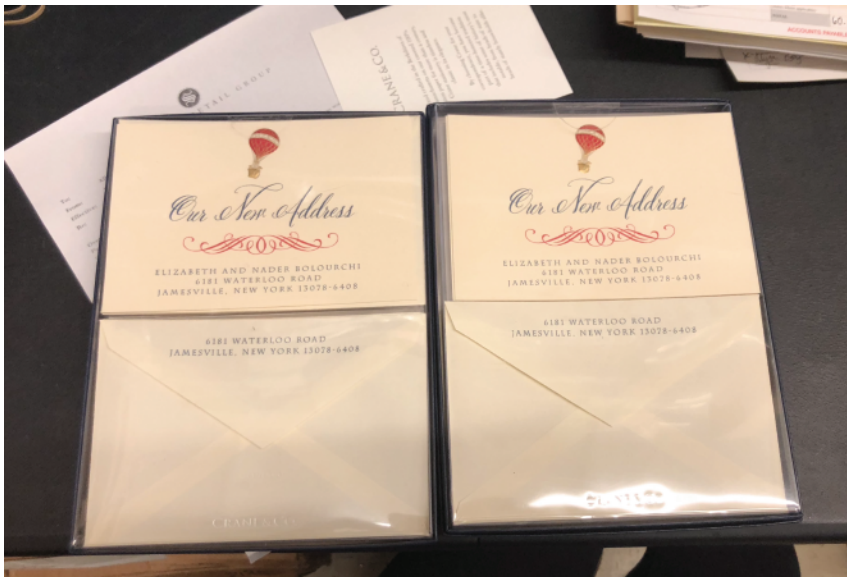
In-House Project #1

For this project, our client wanted to make moving announcement cards to send to her friends and family. She picked out Crane stationary that featured an engraved red hot air balloon, and wanted us to work around that to create a design. We used two ink colors to create the design: dark blue, and a red flourish to tie into the red of the hot air balloon.

Because the stationery had a pre-existing design, we printed a piece of paper the same size as the card and made sure everything lined up properly. Once it was perfect, we printed on the final cards.



Final Card and Envelope



Final Cards and Envelopes in Boxes

When printing this, I had to feed each card individually into the printer one by one because Crane paper is very thick and would otherwise jam the printer. The client also wanted us to print a return address on each envelope. The envelopes did not have to be fed into the printer one by one and printed more quickly. The customer was very happy with the result and said she would definitely come back again.

In-House Project #2



Sample Moving Announcements

Once pricing was discussed, she looked through some of our sample moving announcements and found a design that she liked. I then worked with her to turn it into something she really loved. I changed the wording, the fonts, and the color of the font. I also suggested adding her phone number and email to her the address card. We discussed adding a printed return address to the envelopes and she decided to do that, and to add a green envelope liner to each envelope. The order was ready within two weeks, and our client was very pleased with the turn-around time and the final product.

For this project, a woman came into the store asking about moving announcement cards. I told her that we did not sell fill-ins but we did in-house printing and could create something unique for her. She agreed and we sat down for a consultation; depending on how much it would cost to print each card, she was planning to purchase between 50 and 100 cards. Keeping this in mind, I thought about how to keep the cost down. I told her that the most cost effective thing to do would be to print on our bulk stock paper and envelopes, rather than on our boxed stationery. I also informed her that we had a 30% off promotion going on for custom printing.



Final Card and Envelope

Vendor Project #1



Sample Invitation

For this project, a couple came looking for custom wedding invitations. They had been into the store months before and found a design they liked, and were ready to place an order. The catch was that they needed them within two weeks, meaning we had to place the order with Kramer Drive. We worked to create a design that looked similar to the one that they liked, but using elements from Kramer Drive. We looked through all the Kramer Drive sample books to find similar elements and were able to create a design that was extremely similar to that of their original choice. The couple received their invitations on time and were very happy with the outcome.



Final Invitation

Vendor Project #2



Final Invitation

We then talked about customization options and changing the teal color on the sample to a purple color, and changing the color and size of the words to her liking. She was pleased with that idea, so I provided her with a price quote and delivery timing. Once she was happy with and approved everything, I took down all the information and submitted the order to Kramer Drive. Upon receiving the finished product she was extremely happy with the result.

For this project, our client came into the store wanting to create custom invitations for her mother's 85th birthday party. She needed the invitations quickly so I recommended looking at Kramer Drive. She wanted something sophisticated incorporating the colors gold and purple into the design. After looking through some of the Kramer Drive samples, she found one that she really liked.



Sample Invitation

Results

This summer I worked over 170 hours at Papyrus, and I learned so much more than I ever thought I would. I discovered new ways to use my talents and became a very successful employee.

I became a top salesperson in my store, signing people up for perks and achieving overall high sales numbers. I learned how to interact with customers and help them find what they were looking for, which increased my sales numbers. I became a product knowledge expert, when a customer asked me about an item, I would nearly always know just what they were talking about and where to find it for them.

At Papyrus this summer, I was also able to use my artistic talents in ways I never thought about before. I used my creative eye to organize the cards and create product displays. I also used my creativity when it came to gift wrapping. Customers would often ask for recommendations for gift wrapping, such as what paper or ribbon to use. I was able to use my artistic abilities to suggest

things and create a really unique-looking gift that the customer loved.

While working at Papyrus I also learned a great deal about different types of printing. Without this internship, I would never have had the opportunity to be so involved in printing. I learned all about ink, paper, and printing, and how to talk with clients about all of it. I learned how to guide clients through the different customization options that were available

to them through different printing vendors.

At the end of my internship, my supervisor told me that she would love for me to come back on any breaks I have from school and work for her. She also said that she would keep me in mind for a position if I would still

like to work there after I graduate from college! Overall, my internship at Papyrus this summer was an amazing learning experience and I look forward to coming back and working here during the holidays. As for the future... who knows?!

