

Vintage Christmas Planner

Demonstrator Information

November, 2010



This Christmas you can gift this beautiful Vintage Christmas matching set! The Old-fashioned feel will warm your heart and bring out the true feeling of Christmas! Create these four cards and matching Vintage Christmas box to give to all of your loved ones!

Class Highlights

- Project: 4 standard-sized cards and matching Vintage Christmas box
- CAN Supply Cost (this assumes 10% shipping, 13% tax and 20% demonstrator discount): \$14.26
- Suggested CAN class price: \$25 \$30
- US Cost per set (this assumes 10% shipping, 7% tax and 20% demonstrator discount): \$10.43
- Suggested US class price: \$20 \$25
- Time Estimate: to complete the entire project it will take approximately 1 ½ -2 hours, to run a class with this planner you should give yourself approximately 2 - 2 ½ hours
- Level of Difficulty: 1- this project involves simple stamping, cutting, and matching Vintage Christmas box assembly
- Featured Products: Welcome Christmas stamp set, Four the Holidays stamp set, Deck the Halls DP, Victoria %" Crochet Trim, Antique Brads, Champagne Glass Glitter

Thank you so much for purchasing this class planner. I really appreciate your support of my Class Planning Service for Stampin' Up! Demonstrators. I respectfully request that you:

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Table of Contents

Class Highlights	
Time Estimate	
Project Level of Difficulty	3
Supply List	4
Featured Products – Benefit Statements	5
Quantities & Cardstock Cutting Directions for a Class	6
Cost Analysis & Suggested Class Pricing	14
Quantity of Consumables to Order	15
Running a Product Based Class	15
Shopping Checklist – Canadian & US Dollars	16
Customer Cutting Guide & Step-by-Step Tutorial	17
Suggestions for Setting Up & Running Your Class	17
A Final Note	17

Class Policies

These classes were created for Stampin' Up! demonstrators to offer to their own customer base. The pdf tutorials are not to be sold on their own – supplies MUST be included unless the tutorial is being used as an incentive for your customers to place an online order of \$50 or more. In that case, the Class-to-Go handout may be emailed to your customers.

When putting together classes-to-go or class kits by mail please do not sell them to other Stampin' Up! demonstrators. I would ask therefore that you would PROMINENTLY place a disclaimer either at the top of your post, or near your "buy now" button that says "This class kit is not available for purchase to other Stampin' Up! demonstrators. If you are a demonstrator and are interested in this class, please email me @ _ for more information". And then, when you are contacted, please forward them to Demo to Demo.

I would also ask that you please do not discount the class kits below the lowest suggested price. Discounting the Classes-to-Go, undermines their VALUE, and hurts my business and the business of your fellow Stampin' Up! demonstrators who are also offering this Class-Kit-to-Go.

Time Estimate

Project Prep Time

It will take you about 1 ½ - 2 hours to create your sample (including cutting). When preparing for a class of 10 people, give yourself about 1 ½ - 2 hours to cut the materials.

Class Time

Plan for about 2 - 2 ½ hours for a class of 10 people. This will allow for any explanations or demonstration of products, tips and techniques, as well as assembly of the projects by your customers.

Project Level of Difficulty

Level 1: This project is quite simple to make – it involves simple stamping and assembly of the 4 standard-sized cards and Vintage Christmas box.

I strongly urge you to make your own sample of the projects ahead of time so that you can email me if you have any questions, and so that you can be prepared to answer any questions that your customers may have. I also encourage you to carefully read through ALL the directions for each project BEFORE you actually sit down and make the project.

Supply List

Use this handy checklist to keep track of what you have, what you can borrow and what you need to order.

Item #	Description	Qty PER	Have	Borrow	Order
		Project			
	Stamp Set				
118736	Welcome Christmas	1			
116921	Four the Holidays	1			
	Cardstock & Other				
120953	Crumb Cake 8 ½" x 11" CS	5 ¾ sheets			
101650	Very Vanilla 8 ½" x 11" CS	1 sheet			
119685	Cherry Cobbler 8 ½" x 11" CS	2 sheets			
120810	Deck the Halls DP	¹ / ₁₂ package			
107300	Very Vanilla medium envelopes	4			
	Ink				
119670	Early Espresso Classic ink	1			
121030	Crumb Cake Classic ink	1			
	Adhesive				
104294	Sticky Strip	~88 ½"			
104332	SNAIL Adhesive	~70"			
104430	Stampin' Dimensionals	12			
101055	Crystal Effects	*			
103683	Mini glue dots	2			
	Ribbon & other				
118481	Victoria ¾" Crochet Trim	50 ½"			
117273	Antique Brads	⅓ package			
119741	Metallic brads	6			
120997	Champagne Glass Glitter	*			
	Punches & Other Tools				
104152/104154	Paper cutter with scoring blade	1			
102787	Grid paper	1			
103579	Paper snips	1			
105826	Mat Pack	1			
116631	Paper-piercing tool	1			
102300	Bone folder	1			
101049	Stamp-a-ma-jig	1			
102642/101022	Stampin' Scrub/Mist refill	1			
120906	2 ½" circle punch *	1			
101610	Stamping sponges	1			
	Non SU				
	Pencil and ruler	1			

^{*}It is hard to determine how much Crystal Effects and Champagne Glass Glitter you will use per person. You should have plenty left over once both supplies are purchased for this class.

^{*}As of November 3rd 2010, this products in not available due to quality issues. You can substitute a Circle Scissors Plus and glass mat, a Coluzzle or any other circle cutting system. If you do not have any of these products, look for a house hold item that is 2 ½" in diameter and cut around that item.

Featured Products - Benefit Statements

As you are demonstrating the class projects to your customers, be sure to really talk up the products and current Stampin' Up! promotions (or promotions that you may choose to offer) to generate excitement and build that "I need to buy it so I can go home and make more" feeling. The main products featured in this month's class are the Welcome Christmas stamp set, Four the Holidays stamp set, Deck the Halls DP, Victoria %" Crochet Trim, Antique Brads and Champagne Glass Glitter.

Welcome Christmas: "This stamp set has such a vintage feel to it, that you will find that you just can't get enough of it!"

Four the Holidays: "With four greetings to choose from this stamp set will last you through the entire holiday season!"

Deck the Halls DP: "The beautiful patterns of this collection of designer paper will give your projects an oldworld vintage feel!"

Victoria %" Crochet Trim: "With two different patterns to choose from, our Crochet Trim adds the perfect touch to any project, and with 5 yards on every roll, it will go a long way in your paper crafting!"

Antique brads: "The intricate detail and antique finish to these brads makes them look like vintage metal buttons!"

Champagne Glass glitter: "You'll find that this vintage-looking glitter has a beautiful sparkle and shine. Over time you'll also notice that the finish will slightly tarnish, giving an aged look to your projects. Best of all, you'll find that a little goes a long way!"

Quantities & Cardstock Cutting Directions for a Class

The following section provides instructions for cutting your CS for your classes. Each diagram below shows you the MAXIMUM number of pieces OF A SINGLE DIMENSION you can get PER sheet of CS. Before you start cutting, determine how many pieces you need in TOTAL - you can figure this out by multiplying the quantities in the left hand column, shown in the bold font, by your total number of class participants. So for example, let's assume you have 10 participants. As per the table below, you need FOUR 4 1/2" x 11" pieces of Crumb Cake CS PER participant. That means we need a total of 40 pieces. Looking at the column on the right I can see that 1 sheet of CS yields 2 pieces, so $40 \div 2 = 20$. This tells me I need to cut 20 sheets of CS. Therefore you will repeat each step for the desired number of sheets for CS.

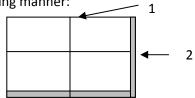
Dimensions & Cutting Instructions Quantity & Description Crumb Cake 8 ½" x 11" CS Cutting the 4 1/4" x 11" pieces for cards 1-4 One sheet of CS will yield two 4 1/4" x 11" pieces when Four 4 ¼" x 11" pieces for all of the card bases cut in the following manner: **Three** 8 ½" x 11" for the printable templates per **One** $6 \frac{1}{16}$ x $6 \frac{1}{2}$ piece for the box per person **←** 1 1. Cut the 8 ½" x 11" sheet of CS in half at 4 ¼" to create two 4 ¼" x 11" pieces. For each person you will need three 8 ½" x 11" pieces of CS for the printable templates. Cutting the 6 1/16" x 6 1/2" pieces for box One sheet of CS will yield one piece when cut in the following manner: 1 1. Cut a 6 ½" x 8 ½" strip and trim this strip into a $6 \frac{1}{16}$ " x 6 ½" piece.

Cherry Cobbler 8 ½" x 11" CS

- One 3 ¾" x 5" piece for card 1 per person
- One 3 ¾" x 5" piece for card 2 per person
- One 2 ¼" x 4 ¼" piece for card 2 per person
- One 4" x 5 ¼" piece for card 3 per person
- One 1" x 5" piece for card 3 per person
- One 1 ½" x 4" piece for card 4 per person
- One 4" x 5 ¼" piece for card 4 per person
- One 2 %" x 5 %" piece for the box per person
- One 1 ¼" x 5 ¼" piece for the box per person

Cutting the 3 3/4" x 5" pieces for cards 1 and 2

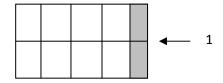
One sheet of CS will yield four pieces when cut in the following manner:



- 1. Cut two 5" x 8 1/2" strips.
- Trim these strips into two $3 \frac{3}{4}$ " x 5" pieces.

Cutting the 2 1/2" x 4 1/4" pieces for card 2

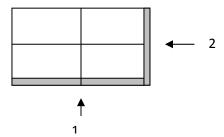
One sheet of CS will yield eight pieces when cut in the following manner:



1. Cut the CS into two 4 ¼" x 11" strips. Trim each of these strips into four 2 ¼" x 4 ¼" pieces.

Cutting the 4" x 5 1/4" pieces for cards 3 and 4

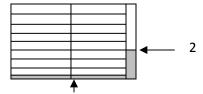
One sheet of CS will yield four pieces when cut in the following manner:



- 1. Cut the CS into two 5 ¼" x 8 ½" strips.
- 2. Trim each of thesestrips into two 4" x 5 ¼" pieces.

Cutting the 1" x 5"pieces for card 3

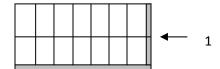
One sheet of CS will yield seventeen pieces when cut in the following manner:



1. Cut the CS into two 5" x 8 ½' pieces. Trim each of these pieces into eight 1" x 5" pieces. From the 1" x 8 ½" remnant cut a 1" x 5" page.

Cutting the 1 ½" x 4"piece for card 4

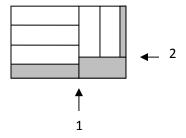
One sheet of CS will yield fourteen pieces when cut in the following manner:



1. Cut the CS into two 4" x 11" strips. Trim each of these strips into seven 1 ½" x 4" pieces.

Cutting the 2 %" x 5 %" piece for the box

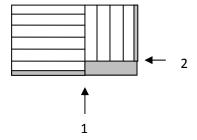
One sheet of CS will yield five pieces when cut in the following manner:



- 1. From the sheet of CS cut a 5 %" x 8 %" piece. Trim this piece into three 2 %" x 5 %" pieces.
- 2. From the 5 1/8" x 8 1/2" remnant, cut a 5 1/8" x 5 1/8" piece. Trim this piece into two 2 %" x 5 %" pieces.

Cutting the 1 1/4" x 5 1/8" piece for the box

One sheet of CS will yield ten pieces when cut in the following manner:



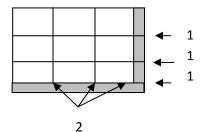
- 1. Cut the CS into a 5 1/8" x 8 1/2" strip. Trim this strip into six 1 ¼" x 5 %" pieces.
- 2. Take the 5 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ " remnant and cut a 5 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ " piece. Cut this piece into four 1 ¼" x 5 ¾" pieces.

Very Vanilla 8 ½" x 11" CS

- One 2 ¾" x 3 ¼" piece for card 1 per person
- One 2" x 4 ¼" piece for card 2 per person
- One 2" x 4" piece for card 3 per person
- One ¾" x 4 ½" piece for card 4 per person
- One 3" x 3" piece for card 4 per person
- One 3" x 3" piece for the box per person
- One 2" x 4" piece for the box per person

Cutting the 2 ¾" x 3 ¼" pieces for card 1

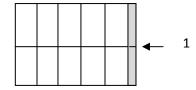
One sheet of CS will yield nine pieces when cut in the following manner:



- 1. Cut the CS into three 2 ¾" x 11" strips.
- 2. Trim each of these strips into three 2 ¾" x 3 ¼" pieces.

Cutting the 2" x 4 1/4" pieces for card 2

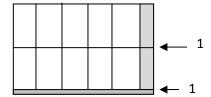
One sheet of CS will yield ten pieces when cut in the following manner:



1. Cut two 4 ¼" x 11" strips. Trim each strip into five 2" x 4 ¼" pieces.

Cutting the 2" x 4" pieces for card 3 and the box

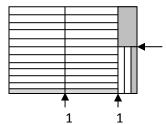
One sheet of CS will yield ten pieces when cut in the following manner:



1. Cut the CS into two 4" x 11" strips. Trim each of these strips into five 2" x 4" pieces.

Cutting the 34" x 4 1/2" pieces for the card 4

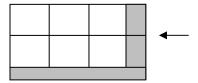
One sheet of CS will yield twenty-four pieces when cut in the following manner:



- 1. Cut two 4 ½" x 8 ½" strips. Trim each of these strips into eleven ¾" x 4 ½" pieces.
- 2. From the 2" x 8 ½" remnant cut a 2" x 4 ½" strip. Trim this strip into two ¾" x 4 ½" pieces.

Cutting the 3" x 3" pieces for card 4 and the box

One sheet of CS will yield six pieces when cut in the following manner:



1. Cut two 3" x 11" strips. Trim each of these strips into three 3" x 3" pieces.

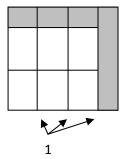
Deck the Halls 12" x 12" DP

Crumb Cake lattice with Cherry Cobbler flowers pattern:

• a 3 ½" x 4 ¾" piece for card 1

Cutting the 3 ½" x 4 ¾" pieces for card 1

One sheet of the Crumb Cake lattice with Cherry Cobbler flowers pattern of DP will yield six pieces when cut in the following manner:



1. Cut the DP into three 3 ½" x 12" strips. Trim each of these strips into two 3 ½" x 4 ¾" pieces.

Cherry Cobbler writing pattern:

• 2" x 4 1/4" piece for card 2

Crumb Cake large flower pattern:

• 3 ½" x 4 ¾" piece for card 2

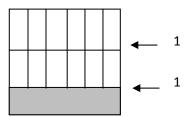
Very Vanilla lattice pattern:

- 1" x 5" piece for card 3
- 2" x 3 ¾" piece for card 4

*Note: One package of DP will have TWO pieces of each of the patterns. So, for the Vanilla lattice DP pattern, if you cut the two sheets as directed in this diagram on the right and the first cutting diagram on the next page, then you will get 18 pieces of each dimension.

Cutting the 2" x 4 1/4" pieces for card 2

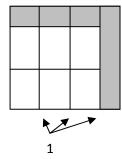
One sheet of the Cherry Cobbler writing pattern will yield twelve pieces when cut in the following manner:



1. Cut two 4 ¼" x 12" strips with the writing running horizontally. Trim each of these strips into six 2" x 4 ¼" pieces.

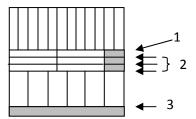
Cutting the 3 ½" x 4 ¾" pieces for card 2

One sheet of the Crumb Cake large flower pattern of DP pattern will yield six pieces when cut in the following manner:



2. Cut CS into three 3 ½" x 12" strips. Trim each of these strips into two 3 ½" x 4 ¾" pieces.

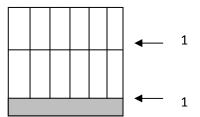
Cutting the 1" x 5" pieces for card 3 and the 2" x 3 34" pieces for card 4 Cut the first piece of the Vanilla Lattice DP patter in the following manner (*):



- 1. Cut one 5" x 12" strip. Trim this strip into twelve 1" x 5" pieces.
- 2. Cut three 1" x 12" strips and trim each strip into two 1" x 5" pieces to yield a total of six 1" x 5"
- 3. Cut a 3 ¾" x 12" strip and trim this strip into six 2" x 3 ¾" pieces

Cutting the 2" x 3 3/4" pieces for card 4

Cut the second sheet of Vanilla lattice DP pattern in the following manner:



1. Cut two 5 ½" x 12" strips. Trim each of these strips into six 2" x 5 1/2" pieces.

Cherry Cobbler swirl pattern:

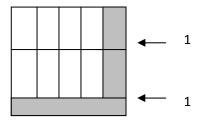
• 2 ½" x 5" piece for card 3

Early Espresso swirl pattern:

- 2 ½" x 3 ¾" piece for card 4
- 2 1/8" x 5 5/8" piece for the box

Cutting the 2 ½" x 5" pieces for card 3

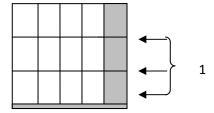
One sheet of the Cherry Cobbler swirl pattern will yield 8 pieces when cut in the following manner:



1. Cut two 5" x 12" strips. Trim each of these strips into four 2" x 5" pieces.

Cutting the 2 1/2" x 3 3/4" pieces for card 4

One sheet of the Early Espresso swirl pattern will yield 12 pieces when cut in the following manner:



1. Cut three 3 ¾"x 12" strips. Trim each of these strips into four 2 ½" x 3 ¾"pieces.

	One sheet of the Cherry Cobbler swirl pattern will yield 10 pieces when cut in the following manner: 1 1. Cut two 5 %" x 12" strips. Trim each of these strips
 Victoria ¾" Crochet Trim One 8" piece for card 1 per person One 6" piece for card 2 per person One 10" piece for card 2 per person One 6 ½" piece for card 3 per person One 8" piece for card 4 per person One 12" piece for the box per person 	into five 2 1/8" x 5 1/8" pieces. Each person will need 50 1/2" of Crochet Trim.

Cost Analysis & Suggested Class Pricing

This is **cost of actual supplies used**, NOT cost of having to order full packages if you don't have any of the product in question. This is a much more accurate assessment of the cost of running the class. Cost per unit factors in 20% discount, 10% shipping and for CAN –13% tax; for US- 7% tax.

Item#	Description	Unit of Measure	Quantity PER person	Cost / unit CAN (\$)	Total Cost CAN	Cost / unit US (\$)	Total Cost US
	Paper & Other						
120953	Crumb Cake 8 ½" x 11" CS	sheet	5 ¾ sheets	0.37	2.13	0.28	1.61
101650	Very Vanilla 8 ½" x 11" CS	sheet	1 sheets	0.24	0.24	0.21	0.21
119685	Cherry Cobbler 8 ½" x 11" CS	sheet	2 sheets	0.37	0.74	0.28	0.56
120808	Deck The Halls DP	package	¹ / ₁₂ pkg	13.04	1.09	9.72	0.81
107300	Very Vanilla medium envelopes	envelope	4	0.21	0.84	0.16	0.64
	Adhesives						
104294	Sticky Strip	inch	~88 ½"	0.0246	2.18	0.0189	1.67
104332	SNAIL Adhesive	inch	~70"	0.0215	1.51	0.0144	1.01
104430	Stampin' Dimensionals	dimensional	12	0.0183	0.22	0.0129	0.15
101055	Crystal Effect	bottle	*	8.29	*	6.11	*
103683	Mini glue dots	dot	2	0.0207	0.04	0.0161	0.03
	Ribbon & Accessories						
118481	Victoria ¾" Crochet Trim	inch	50 ½"	0.0550	2.78	0.0377	1.90
119955	Antique Brads	package	⅓ pkg	7.82	1.56	5.81	1.16
104199	Metallic Brads	package	¹ / ₁₀ pkg	9.33	0.93	6.79	0.68
102023	Champagne Glass Glitter	bottle	*	5.16	*	3.86	*
Total supply cost							10.43
Suggested Class price							\$20 -
							\$25

^{*}It is hard to determine how much Crystal Effect and Champagne Glass Glitter is used per person, but once the product is purchased you will have quite a bit leftover.

When determining my class price, I look at my material cost of each project set, how much time it takes to prepare and run the class, and what kind of per evening rate I would like to earn (I like to aim to earn between \$100 - \$150 in profit per class). I can comfortably fit 10 customers in my studio, so this is my class participant goal. I then divide the total profit I would like to realize by my goal # of class participants. When actually setting the class, price I typically round up the numbers. I also never charge less than \$20 per person.

Quantity of Consumables to Order

To determine the quantity of each consumable you need to order, you will need to multiply the Quantity per person for each item by the total number of participants (use your calculations from the supply checklist). You will then subtract the quantity you have on hand to figure out the units you need to order. You will then do the following: Units to order ÷Units per pkg = # pkgs to order. If you end up with a decimal value in the # pkgs to order, you will always need to round up to the nearest whole number. I have also added a few extra lines where you can write in anything else you might need to order.

Item#	Description	Unit of measure	Quan. PER person	x participants	Minus Quan.	= units to	Units per	# pkgs to
				= Quantity Needed	You have	order	pkg	order
	Paper & Other							
120953	Crumb Cake 8 ½" x 11" CS	sheet	5 ¾ sheets				24	
101650	Very Vanilla 8 ½" x 11" CS	sheet	1 sheet				40	
119685	Cherry Cobbler 8 1/2" x 11" CS	sheet	2 sheets				24	
120808	Deck The Halls DP	package	$^{1}/_{12}$ pkg				1	
107300	Very Vanilla medium envelopes	envelope	4				40	
	Adhesives							
104294	Sticky Strip	inch	~88 ½"				360"	
104332	SNAIL Adhesive	inch	~70"				472"	
104430	Stampin' Dimensionals	dimensional	12				300	
101055	Crystal Effect	bottle	*				1	
103683	Mini glue dots	dot	2				300	
	Ribbon & Accessories							
118481	Victoria ¾" Crochet Trim	inch	50 ½"				180"	
119955	Antique Brads	package	⅓ pkg				1	
104199	Metallic Brads	package	¹ / ₁₀ pkg				1	
102023	Champagne Glass Glitter	bottle	*				1	
	Other Things I need to order							

^{*}It is hard to determine how much Crystal Effect and Champagne Glass Glitter is used per person, but once the product is purchased you will have quite a bit leftover.

Running a Product Based Class

If you run this as a product based class or class-kit-to-go, there are a couple ways you can offer this class. You can offer it with the Welcome Christmas and Four the Holidays stamp sets. The suggested supply cost would be at least \$17-\$19 for CAN and at least \$14 - \$16 for US plus the cost of one or both stamp sets.

Shopping Checklist - Canadian & US Dollars

Use this checklist to help you figure out the total cost of your order. Use the totals you calculated in the #pkgs to order on the previous page.

Item#	Description	# pkgs to order	Cost per pkg (CAN) \$	Total Cost (CAN) \$	Cost per pkg (US) \$	Total Cost (US) \$
	Paper & Envelopes					·
120953	Crumb Cake 8 ½" x 11" CS		8.50		6.95	
101650	Very Vanilla 8 ½" x 11" CS		9.25		8.50	
119685	Cherry Cobbler 8 ½" x 11" CS		8.50		6.95	
120808	Deck The Halls DP		12.50		9.95	
107300	Very Vanilla medium envelopes		7.95		6.50	
	Adhesive					
104294	Sticky Strip		8.50		6.95	
104332	SNAIL Adhesive		9.75		6.95	
104430	Stampin' Dimensionals		5.25		3.95	
101055	Crystal Effect		7.95		6.25	
103683	Mini glue dots		5.95		4.95	
	Ribbon & Accessories					
118481	Victoria ¾" Crochet Trim		9.50		6.95	
119955	Antique Brads		7.50		5.95	
104199	Metallic Brads		8.95		6.95	
102023	Champagne Glass Glitter		4.95		3.95	
	Sub-Total					
+ 10% Shipping						
	+ Tax (depends on your rate)					
	- Demonstrator Discount					
	= Grand Total					

Customer Cutting Guide & Step-by-Step Tutorial

You will find a full supply list, a cutting guide specifically created for your customers and the step-by-step photo tutorial in the accompanying Detailed (Class to Go) Customer Handout. The cutting guide in the Detailed Customer Handout was created for your customers so that they can maximize their CS when cutting for only 1 project set. When you are cutting your CS for a class or for your class kits to go, we encourage you to follow the cutting guide provided in this Demonstrator Guide as it will help you get the maximum number of pieces possible from each sheet of CS you cut.

Suggestions for Setting Up & Running Your Class

While customers seem to be attracted to classes involving "matched sets" and coordinating colors, this type of a class can present a challenge when your class size is large because typically more than one project will use the same ink colors or same tools. For small classes, where all class participants can fit around 1 table, I typically have them work on one project at a time as a group. Once everyone has finished the project, we move on to the next one. If you have a larger group and they are seated at multiple tables, there are several things you could do to ensure the class moves at a smooth pace.

- If you are running the class with customers at two tables, you can have one table start with the box while the other table starts with the cards.
- If you are running a large event with customers seated at more than two tables, first see if you are able to borrow multiples of the stamp set and/or ink pads from upline, downline, sidelines or very good customers. If not, then I would encourage you to set up a table with the stamp sets, Early Espresso Classic ink and Stamp-a-ma-jig for the stamping of the greetings and the circle punch. Your customers can then go to the station to stamp and punch and work on the card box assembly and card assembly at their own tables.

A Final Note

I hope you have found this demonstrator guide to be helpful. As part of your class planning package you will receive a blog entry (in notepad format), a marketing flyer, a summary customer handout, the detailed (or class-to-go) customer handout and this demonstrator information. If at any time you have questions, please do not hesitate to email me at andrea@sunnystampin.com.