ABC's

of

Personalization

A Training Handbook
for Customers of

solarX EYEWEAR

polarX Ornament and Gift

Thank you for your recent Solar Giant purchase.

Here at **The Solar Giant** we are dedicated to helping your business be successful and profitable! We strongly believe that a **'personalized touch'** adds value for the end consumer and adds profit for our retailers. With the help of this book, we hope to make it easy and fun for your staff to personalize like a pro! If you have any questions regarding this handbook, or with any of our products in the **PolarX**, **Gift Giant** and **SolarX** brands please feel free to contact your sales representative for further assistance.

Thank you,

The Solar Giant

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Introduction

Personalizing using the 'ball and stick' style of lettering, as recommended in this handbook, starts with the basic lettering you learned in grade school with added dots to the ends and the intersections of each letter. It's best to use straight lines in your letters instead of curvy lines. Your names will be more legible and it will make a more standardized look. Probably the largest challenge for a beginner is the spacing. Take some time to practice on paper to see how much room you need for popular names. Remember that it is not just the number of letters in a name but also the roundness of the letters that takes up space. The best way to gain confidence in personalizing is practice. Try to relax and enjoy personalizing, after all, you have been printing for years and remember if you do make a mistake, it is correctable.

Suggested Supply list

- ◆ Ultra-fine permanent marker
- ◆ Personalization Paint Pens
- ◆ Paper Towels
- ◆ Nail Polish Remover
- ◆ Cotton Swabs or Q-tips
- ◆ Goo Gone
- ◆ Practice Pages (card stock paper weight)
- ◆ Windex

It's as easy as A B C . . .

Prepare the piggy banks and the ornaments before beginning to personalize. Use clean paper towels and Windex on the piggy banks and just paper towels on the ornaments. This will remove any grease or dust that may have settled on the product through handling in the store. Spray the Windex on a paper towel and gently wipe the area to be lettered. It will not hurt the area with the painted design as long as you don't scrub too hard.
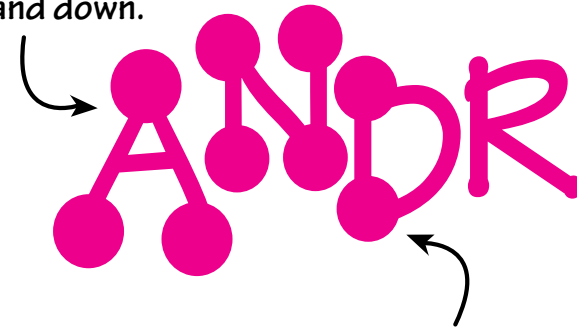
Step A: Identify the spot where you will be writing the name. Analyze how much space you have and how many letters you need to fit the space. This will give you an idea of how close together to space your letters and what size to make them.

Step B: If you are using a paint pen for piggy banks, shake the pen well with the cap on before each use. On the card stock paper, test your pen to make sure the paint is flowing. If you need to bring more paint down onto the tip, tilt your pen at a 45 degree angle (so as not to crush the tip) and gently press down on it causing the tip to retract up the barrel. At the same time, roll the tip of the pen as you pull it across the surface of the paper. Repeat this motion until the paint begins to flow.

Step C: Write your letters, staggering them up and down as you go. This allows you to fit more letters into a small space and also prevents you from having to keep your letters perfectly straight. Add balls on each letters before writing the next letter for the best results and spacing.

For paint pens; please allow 2-3 minutes for your letters to dry and then go back and add the highlights by making a small **"C"** on the left side of each ball.

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Stagger your letters up and down.

ANDR

Add the balls to each letter before forming the next letter to insure correct spacing and to avoid dragging your hand through wet paint.

ANDREW

SAMANTHA

When personalizing piggy banks you may add white highlights to letters after allowing the first coat to dry for a few moments.

5

A B C D E

F G H I J

K L M N O

P Q R S

T U V W

X Y Z

A B C D E
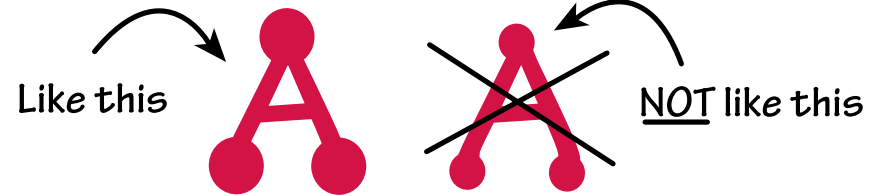
F G H I J

K L M N O

P Q R S

T U V W

X Y Z

Tricks, Tips and Troubleshooting for Personalizing

#1 Above all else . . . be confident! Spend a bit of time practicing and you will see how easy it is to personalize using paint pens or markers. Your customers will be more at ease and accepting of your work if you come across with confidence.

#2 As you are just learning, you may feel more at ease if the customer is not standing over you watching you personalize. Tell them that it will take some time to personalize and a few minutes to thoroughly dry. Then let them know when they can return to your area to pick up their finished item. Suggest that they wander around, do a bit more shopping, find some wrapping paper if it is a gift or tell them where they can sit and wait.

#3 We can't stress this one enough . . . Don't skimp on the ball of your letters. Make them big and bold. Remember, you are relying on them to add fun and flair to your writing so **BE BOLD**.

#4 As you write letters, keep referring back to your first letter as a guide to keep your letter size consistent.

#5 If spacing is a problem, be sure you are staggering your letters up and down. This allows you to fit the letters tighter together. If you have an especially tight spot, try using the lower case alphabet on the next page. Of course the first letter will still need to be in uppercase. Notice how the letters all fit together to conserve space. (see right)

Make the balls on your letters bold.

Like this **A**   **A** NOT like this

Below are examples of how to maximize your space on an ornament or piggy bank.

Upper Case only, not staggered: *FAIR!*

ELIZABE

Upper Case only and staggered: *BETTER!*

ELIZABET

Upper/ Lower Case only and staggered: *BEST!*

Elizabeth

a b c d e
f g h i j
k l m n
o p q r
s t u v
w x y z
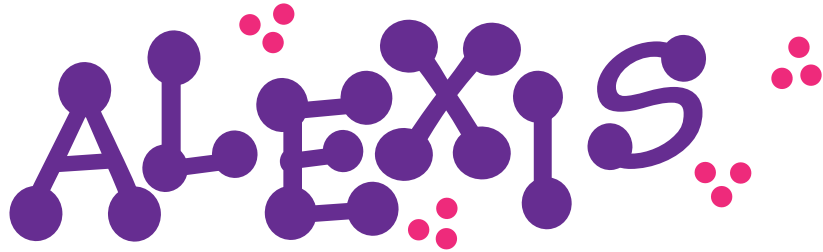
a b c d e
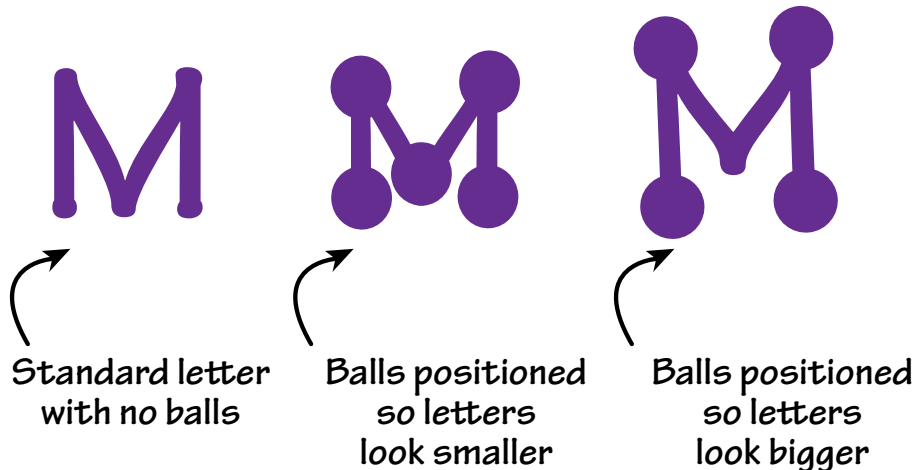f g h i j
k l m n
o p q r
s t u v
w x y z

More About Spacing

If you can see that the name you need to write on an item is going to fill the entire space provided, we suggest that you start as far left as possible to allow plenty of room to write the name. It is better to have some space left at the end of the name than to run out of room and have to squeeze letters in or erase and start again. If you have extra room left and need to balance out the spacing use groupings of three dots to fill in the gaps and make the spacing seem more balanced.

You can make a letter appear smaller or larger depending on where you position the balls.

Standard letter with no balls

Balls positioned so letters look smaller

Balls positioned so letters look bigger

Correcting Mistakes

On Ceramic Products: (Piggy Banks and Ornaments)

If the mistake is not too close to the existing design you can use a chemical product such as Goo-Gone or nail polish remover to remove the mistake using a cotton swab. Wet one end of the q-tip with the paint remover. It is best not to saturate the cotton swab because it could cause the paint remover to run into the painted areas of the item that you wish to remain intact. Using the dampened swab, wipe the area of the mistake and repeat the process several times, taking the paint off in layers until it is completely clean. Allow at least 10 minutes for the surface to completely dry before reapplying the letter.

On Wood Products:

Be sure to prepare the product before personalizing by lightly wiping the area to be lettered with fresh paper towel sprayed with Windex. To remove goofs: Reactivate the lettering paint by going over the goof with the same color pen as the goof, then use goo gone as explained for the ceramic products. If a shadow of color still remains, apply a small amount of Soft Scrub with a q-tip and gently rub using a circular motion until no color remains. Wipe with Windex and allow 10 minutes to completely dry before reapplying the letters.

On Plastic Products: (Specialized Ornaments)

Remove mistakes using goo gone method described for ceramics.

Here are a few practice templates. Since our products are hand-painted the designs will vary slightly so please use this only as a guide for practice purposes. You can use the templates to practice various names.