

## Placing Orders

**Standard Production Times:** Production time is now listed with each product's option information. Seasonal fluctuations and size of order might affect lead times. Production time begins the day after your order is considered production ready. See Production Ready Order section for requirements.

**Production Ready Order:** We consider an order production ready when we have received the following information: artwork, ad copy layout, typestyle and size, item numbers and description, colour of imprint and colour of item, quantity, shipping method, ship address and ship date, approval of proof (if proof is requested or required), approval of credit or cash with order, special instructions, and mail lists for individual mail orders.

**Early Pricing:** In order to qualify for early pricing the order must be production ready by July 1, 2010. To determine if early pricing is available see individual product pricing.

**Catalogue Price Increases:** As we finalized pricing for this catalogue every effort was made to identify and project material costs from our suppliers. These increases are included in our current pricing. However, due to the volatility of crude oil prices, and the associated impact on raw material costs, we reserve the right to change catalogue prices, at any time, without notice if necessary. If this is required, we will do everything we can to announce the changes ahead of time. We understand and regret the inconvenience this may cause you and your customers.

**Acknowledgements:** Will be sent on all faxed/mailed orders, confirming style and ship date. We cannot be responsible for orders not received. Call factory for: automated acknowledgements, invoices or if you do not want acknowledgements sent.

**Samples:** Available on all products upon request. Samples will be shipped best way. If specific shipping method is required please provide shipping account information. Please specify calendar year of sample on purchase order. Style-Rite® diary samples will be 2010, not 2011.

**Cancellations:** No cancellations without approval. Cancellations must be submitted in writing. You will be charged \$34.63(X), plus all costs incurred before cancellation request is received at the factory.

**Return Policy:** Unauthorized returns will not be accepted. Any complaint must be registered within 30 days of shipment.

### Quantity

**Less than Minimum:** \$41.55(G). On multiple ad orders, less than minimum charge will be applied to each ad if quantity of imprint is less than minimum. Absolute minimum is half of the minimum catalogue quantity shown.

**Overruns & Underruns** of 4% are understood to be acceptable per trade custom.

### Ad Copy

We will keep your ad electronically for one year.

**Imprint:** Repeat Orders (refers to ad copy only): provide last year's order number as well as a copy of last year's ad; note any changes. New Orders: provide ad copy and any logo art. If your order does not reference last year's order number we will treat it as a new order and re-set your ad.

**Typestyle & Ad Layout:** Typesetters will use their professional judgment on typestyle and ad composition unless you specify a particular layout and/or typestyle. If you request "as close as possible to type shown," we will match or select a similar typestyle. Requests for exact type may need to be treated as artwork.

### Artwork

**Artwork Supplied as Hard Copy:** All keylines or hard copy will be electronically reproduced. Send sharp, high-contrast, colour-separated or black-and-white artwork that needs no touch-up. Physical artwork will

be kept until the order is produced. Artwork returned upon request; otherwise it will be discarded.

**Artwork that is Unacceptable:** Please refrain from sending the following types of materials as artwork: film, faxes, business cards, photocopies, wearables, magnets, printed materials such as Yellow Pages, stationery, magazine pages or Web-based artwork.

## Electronic Art

**Email Artwork:** Send artwork via email within 24 hours of sending the order. Please include purchase order number. If sending multiple files such as fonts, logos and layout, we recommend that the files be compressed as .zip or .sitx. Artwork can also be transferred directly to us via the art transfer system. Both email and website are limited to 10mb attachment size. Please contact customer service for information.

**FTP Artwork:** For large files an FTP site is available by request only. Please contact your account executive for information.

**Customer Supplied Disks:** We accept the following disk formats for sending ad files: 100 or 250 Mb Zip Disk, CD-ROM and DVD.

If you need more information, please contact the factory. Software or hardware updates may have occurred since this list was compiled, contact factory for any update information.

### PRODUCTION REQUIREMENTS:

To produce your ad the following needs to be contained on a disk or in email:

- All necessary fonts, if not converted to outlines or curves
- All artwork
- Colourbreaks
- Hard copy of ALL files
- Submitted scans must be at actual size (100%), and high resolution. See Preferred File Formats below.

All jobs sent on disk or emailed must include a hard copy of all files and directories. Your order will be put on hold until a hard copy or approval to do a proof is received.

## Preferred File Formats

### Preferred applications:

- Adobe® InDesign® · Adobe® Illustrator® · Adobe® Photoshop®

### Acceptable File Formats:

- QuarkXPress®
- Freehand® MX – saved as EPS
- CorelDRAW® – exported as EPS with fonts converted to curves and embedded images included
- Press Quality PDF – PDFx compliant PDFs are acceptable. PDFs must be created at the correct size. We cannot alter your PDF. Contact Norwood for more detailed instructions if needed.
- Photos – saved as Tiff format, CMYK, scanned at 300ppi at actual size. We prefer photos supplied in CMYK colour. If you are working with CMYK images, please contact your sales rep. for our press colour profile to achieve the best quality colour reproduction. We can also accept RGB images but please note that they will be changed to our CMYK colour profile.
- Line Art – should be created in a vector art program such as Illustrator® or CorelDRAW®. However, if this is not possible, submit bitmaps scanned at a minimum of 800ppi.
- Any variations outside the specified file formats will incur additional charges.
- We are a MAC-based prepress facility with capabilities to also work with PC-based files.

### Special Notes

**Use of Bleed:** Bleed is required when a page element such as a picture extends in the trimmed edge of the finished page. Our standard bleed is .125".

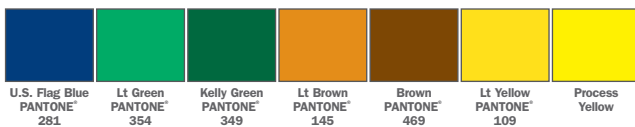
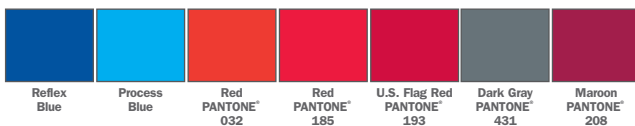
**Use of trap:** Trap is the slight overlapping of colour that prevents gaps from appearing along the edges of an object because of misalignment or movement on-press. Our standard trap amount is .35 pts., and should be applied on page layout and art documents wherever colours touch.

**Use of Lines:** No hairline rules. No rules thinner than .0048" or .34 pt.

**Black-and-White Photo Reproduction (Halftones):** Available on offset imprinted items only. \$30.47(G) charge for each halftone reproduced in the ad. There may be additional charges to touch up photo. No charge for repeat halftones. If not sending electronic artwork, send original photos only. See Artwork for details about electronic ads.

**Standard Imprint Colour:** black, unless indicated on catalogue page. The standard colour is included in the price of the calendar. Other colours must be specified. If the colour is shown below, a \$24.93(G) wash-up charge is incurred. If the colour is not shown below, a \$33.24(G) Pantone® ink match charge plus an \$24.93(G) wash-up charge is incurred. For 3 colours or more, contact the factory.

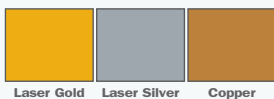
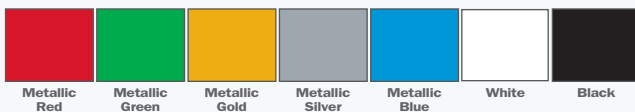
### Optional Colours



Optional Imprint Colours (Extra Charge) — Swatches are process colours, not exact PANTONE® colours.  
 The colours shown on this page and throughout this catalogue are not intended to match the PANTONE® Colour Standards.  
 For accurate PANTONE® Colour Standards, refer to the current edition of the PANTONE Colour Formula Guide.  
 PANTONE® is a registered trademark of Pantone, Inc.

**Foil:** The standard colour is included in the price of the calendar. Other colours must be specified. If ordering a non-standard colour, a foil change charge of \$24.93(G) will be incurred.

### Optional Hotstamped Foil Colours



Note: Colours shown represent hue only. All those with a metallic finish are noted. Laser foil colours have a special prismatic effect which can't be replicated with offset printing. Samples are available in the sample kit or upon request.

See page 43 for Stick Up calendar foil colours

**Product/Colour Variance:** Due to the nature of the materials and the variance in manufactured products, we cannot guarantee exact matches within orders or on repeat orders.

### Ad Copy Proofs

- Emailed or faxed proof: free of charge
- Mailed paper proof: \$13.85(G) each
- Full colour mailed proofs: \$48.48(G) each
- Virtual calendar and ad proof: \$34.63(G) each

### Personalization

**General Information:** Personalization is available if noted in the option information for each item. Electronic or typewritten lists of names should be received at the factory no later than September 15 to guarantee pre-holiday delivery. Orders will not be produced until complete list is received. Fax copies are not acceptable. Call factory for production schedule.

**Personalization Charges:** See product information pages.

**When Supplying Names:** Please submit your list of names using an Excel spreadsheet, formatted as follows:

First & Last Name
JOHN LINCOLN
JILL JOHNSON

**Note:** We will not proofread lists of names supplied electronically; therefore, we cannot be responsible for errors. Supply names exactly as you want them to appear on the calendars, in the correct format.

**Note:** Personalization specifics, such as fonts, for Style-Rite® planners and diaries are found on product information pages.

### Good Value Calendars® Personalization

Personalization available on spiral appointments with a black ad only.

### Triumph® Personalization

**Standard Typestyle:** Palatino Bold in all upper case as shown:

**RAYMOND T. JONES**

You can also specify a font of your choice. If we don't have your requested font, the factory will contact you to suggest alternatives, or provide instructions for sending your font to us. If you choose Small Caps or Brush Script, your list or file must be supplied in upper/lower case. If not specified, the standard typestyle will be used.

**More information about personalization:** We suggest that you add to your personalization list a number of calendars that read, "Created Especially for...A Special Friend." You will receive a personalization charge for each calendar imprinted with "A Special Friend" unless the quantity meets the minimum ad copy requirements.

**If the order quantity exceeds the personalization quantity:** please specify what we are to do with the balance. If personalized and non-personalized ad copy is wanted, there will be a copy change charge. See specific styles. The minimum calendar quantity for each must be met, or a \$41.55(G) less-than-minimum charge will apply. We will not add, delete or change names on lists already produced.

#### Personalization Examples:

**Pro-Rite Corporation**  
 Tools - Dies - Jigs - Fixtures - Special Machines & Products  
**Phone (862) 953-2211 • FAX (862) 953-5630**  
 5299 Valley Drive — Brighton, Vermont

*Created Especially for...*

**RAYMOND T. JONES**

Pro-Rite Corporation  
 Tools - Dies - Jigs - Fixtures - Special Machines & Products  
 Phone (862) 953-2211 • FAX (862) 953-5630  
 5299 Valley Drive — Brighton, Vermont

#### Personalized Ad Set-Up

## Shipping/Mailing

**Imprinting Envelopes:** \$22.16(G) set-up (5 lines) plus \$0.08(G) each running for one-colour (black) imprinting. For other colours, see Optional Imprint Colours on page 117.

**Shipping Labels:** Computer-generated shipping labels, under your name, will be provided at no charge.

**Drop Shipments:** Shipments to multiple locations and/or attention lines on a single order: domestic locations (including Canada) - \$13.85(G); international locations - \$27.70(G).

**Carrier Delays:** We cannot be responsible for carrier delays.

**Freight Charges:** are added to customer invoice at published rates.

**Shipping Information:** Unless an order specifically states that we should not ship before a certain date, we reserve the right to ship as early as our production permits.

**Note:** A shipping notice is sent when orders are removed from storage and shipped. Unless indicated otherwise, all truck shipments will go prepaid. If it is necessary to remove an item from storage prior to ship date for any change, a \$69.25(X) charge per style/per drop will apply.

PLEASE SPECIFY ONE OF THESE STORAGE RELEASE/SHIPPING DATES:		
May 1	September 1	November 1
June 1	September 15	November 15
July 1	October 1	December 1
August 1	October 15	

Orders received after November 15 will be shipped off the production line.

**Third Party Freight Billing:** Add \$13.85(x) per order. Insurance must be handled by the consignee. If any selected third party charge gets charged back to Norwood these charges and any associated fees will be billed separately to your account.

## Miscellaneous

**Sizes:** All sizes given in this catalogue are approximations. For the convenience of our customers, actual dimensions have been rounded.

**All prices are in Canadian funds, F.O.B. London, Ontario.**

**Union Label:** not a union shop.

**Right to Refuse:** We may refuse to produce an order when all artwork has been received and it is determined that the subject matter contained therein does not meet acceptable standards.

**Intellectual Property:** NORWOOD, the NORWOOD logo, NORWOOD.COM, AIR-TEX, AUTO CUP ANCHOR DESIGN, BALM ARGENTA, BANDAGE DISPENSER DESIGN, BARLOW, BUDGET BEATER, BUDGET TRAVELER, COASTER WEIGHT, ColourFIC, CUBE PAD, ECON-O-LINE, EVOLUCENT, GOINGGREEN, GOOD VALUE CALENDARS, HEMISPHERE, ICATALOG, ICATALOGUE, INNOVATION & SERVICE, DELIVERED, JAFFA, KOOZIE, LOGO-DOME, MEASUREVIEW, MOOD METERS, myNORWOOD, NORWOOD EDGE, PACESETTER, PILLOWLINE, RCC KOOZIE, SAFETY SEARCH, SALM, SENTRY SAFETY, SigN WAVE, SOUVENIR, SPECTRAColour, STYLE-RITE, SUPERIOR GIFT LINE, SYMPHONY, SYMPHONY DIARIES, TEE OFF, THE ACTION LINE, THE TRIUMPH LINE, TRI-AD PLUS, TRIUMPH, V-LINE, WASHBURN LABORATORIES, and all related trademarks, service marks, logos and trade dress are trademarks, service marks or registered trademarks of Norwood Promotional Products and/or its affiliates or licensors in the United States and other countries and may not be used without written permission. All other trademarks are the property of their respective owners.

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Norwood reserves the right to photograph or show as samples the items produced by Norwood without liability as to trademark, copyright or other proprietary rights, and Customers placing orders with Norwood consent to such use.

**Representations and Warranties:** Norwood will honor its Return Policy for any product that it determines does not meet its standards for quality and workmanship. NORWOOD DISCLAIMS ALL EXPRESS AND IMPLIED REPRESENTATIONS AND WARRANTIES WITH RESPECT TO ITS PRODUCTS INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE ICONS USED IN THIS CATALOGUE WERE DESIGNED BY NORWOOD AND ARE NOT INTENDED TO IMPLY A THIRD-PARTY CERTIFICATION.

## Triumph® | Product Updates Reference Guide



The chart below is not meant to be a complete listing of every update we've made for 2011. For your convenience, we've included only updates that affect item size, ad size, calendar grid size or Pantone® color.

We have slightly modified other aspects of our products (such as fonts or coloring behind dategrids) to keep them current with trends we see in the retail marketplace.

Item #	Name	Updates
3204	American West by Tim Cox	Picture area is framed rather than full bleed.
	Pet Insights Backmount, Insert & Wrap Sheet	Added blank chart for recording pet immunizations.
	Agriculture Insights Insert & Wrap Sheet	Updated information.

## Appointment

Item#	Item Name	Page
1052	Horses	23
1053	Birds	23
1101	The Saturday Evening Post Illustrations by Norman Rockwell	14
1104	Native American Art	15
1117	Country Memories by Dave Barnhouse	14
1154	Healthy Kids	25
1251	Gardens	26
1350	Golf	24
1403	Baby's First Year by Sue Dreamer	26
1460	Beautiful Music <b>(NEW)</b>	27
1550	Murphy's Law	24
1552	Monkey Business	25
1600	Motivations	13
1601	Scenic Inspirations	13
1650	Religious Inspirations	28
1652	Living Word	28
1700	Barns	11
1705	Forces of Nature	12
1712	World Scenic	11
1717	Simplicity	12
1722	goinggreen®	10
1746	Canada	10
1800	Wildlife Art	21
1801	North American Wildlife	22
1806	Sportsman	22
1850	Muscle Cars	18
1851	Antique Tractors	19
1854	American Muscle	20
1855	Big Rigs	18
1857	Antique Trucks	20
1858	Antique Cars	17
1859	Exotic Cars	21
1862	Junkyard Classics by Dale Klee	19
1900	American West by Tim Cox	15
1901	Western Art by Roy Lee Ward	16
1902	Visions of the West	16

## Executive

Item#	Item Name	Page
2101	World Scenic	33
2300	World Scenic	33
2400	Dream Builders	32
2509	Jewish Heritage	34
3011	Classic Cars Panoramic <b>(NEW)</b>	34
3106	Wildlife Art	31
3111	Wildlife Art by the Hautman Brothers	30

## Executive

Item#	Item Name	Page
3113	Across Canada	30
3204	American West by Tim Cox	31
3303	Swimsuits	32

## Pocket/Desk

Item#	Item Name	Page
4156	The Saturday Evening Post Illustrations by Norman Rockwell Pocket	36
4160	Canadian Scenic Pocket	36
4252	The Saturday Evening Post Desk	38
4253	Life's Little Instruction Book Desk	38
4257	Econo Desk	39
4261	American West by Tim Cox Desk <b>(NEW)</b>	37
4275	Scenic Moments Large Desk	40
4276	The Saturday Evening Post Illustrations by Norman Rockwell Large Desk	40
4277	Simplicity Large Desk	41
4278	Large Econo Desk	39
4279	The Power of Words Large Desk	41
4301	Memo Desk	42
4303	America's Beauty Desk	42

## Stick Up/Magnet

Item#	Item Name	Page
5323-5326	Stick Up Calendars	44-45
5250	Thank You Calendar Magnet <b>(NEW)</b>	46
5251	Barn Calendar Magnet <b>(NEW)</b>	46
5252	House Calendar Magnet <b>(NEW)</b>	46
5253	Year Calendar Magnet <b>(NEW)</b>	46
5270	6 x 4 Calendar Frame Magnet <b>(NEW)</b>	47
5271	6 x 4 Calendar Cutout Magnet <b>(NEW)</b>	47
5272	Star Frame Calendar Magnet <b>(NEW)</b>	48
5273	Heart Frame Calendar Magnet <b>(NEW)</b>	48
5274	7 x 5 Calendar Frame Magnet <b>(NEW)</b>	49
5275	7 x 5 Calendar Cutout Magnet <b>(NEW)</b>	49
5290	Vertical Calendar Magnet <b>(NEW)</b>	50
5291	Horizontal Calendar Magnet <b>(NEW)</b>	50
5293	Rectangle Calendar Magnet <b>(NEW)</b>	50

## Commercial

Item#	Item Name	Page
6100	Black & White Contractor Memo (13-sheet)	54-55
6101	Yellow & Black Contractor Memo (13-sheet)	54-55
6102	Red & Black Contractor Memo (13-sheet)	54-55
6103	Orange & Black Contractor Memo (13-sheet)	54-55
6104	Blue & Black Contractor Memo (13-sheet)	54-55
6105	Green & Black Contractor Memo (13-sheet)	54-55
6110	goinggreen® Contractor <b>(NEW)</b>	56
6201	Span-A-Year (non-laminated)	53