

# Table Talk.

Diploma Frame Table Tips



A Division of Herff Jones

**A Handy  
“How-To” Guide**

## Did You Know?

It's not unusual for stores to double or even triple their diploma frame profits for a given season — just by setting up a diploma frame table!



And there are plenty of opportunities to take advantage of:

- ◆ Summer graduations
- ◆ Grad Fairs and Senior Salutes
- ◆ Alumni weekends
- ◆ Homecoming weekends
- ◆ Winter graduations
- ◆ and of course... Spring commencement!

This “how-to” guide makes it easy to organize everything that needs to be done for an effective frame table. Why not see for yourself how profitable it can be?

## First Things First

Date(s) of event: \_\_\_\_\_

\_\_\_\_\_

Time of event: \_\_\_\_\_

Duration of event: \_\_\_\_\_

Number of graduates / alumni, etc.  
(as applicable): \_\_\_\_\_

Most favorable table location: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Six Weeks Prior

- ❑ Check your inventory and call Framing Success for any additional frames needed [1-800-200-2044]. This is also a great time to order any of the following complimentary supplies you may need:
  - ◆ Posters to advertise your frame sale
  - ◆ Brochures
  - ◆ Table Event Kit, includes the following supplies:
    - Festive Balloons
    - Poster for advertising on campus
    - Table Cover (fits 6', 8' tables or trim to fit)
    - Brochure Holder
    - Price Cards
    - Easels to display sample frames upright
  - ◆ Price Cards for display samples
  - ◆ Sample diplomas for frame samples
- ❑ Make sure display samples are polished and in good condition.



## Some Ideas for Greeting Customers

**To graduates:** “Congratulations! Have you thought about framing that hard-earned diploma of yours?”

**To parents:** “Hi! Would you be interested in the perfect graduation gift?”

“We have custom-embossed diploma frames available for purchase today. It takes just a few minutes at home to insert the diploma into the frame.”

## Three Weeks Prior

- Put up posters to advertise your frame sale
- Schedule worker(s) for your table

## Things You'll Need

- Table
- Chair(s)
- Nametag(s)
- Tablecloth or tablecover of some kind (master cartons can be stored out of view behind the tablecover)
- Plenty of diploma frames!
- Plenty of Framing Success Brochures
- Display samples  
Here's what you'll need to "showcase" your frame samples:
  - ◆ Sample diplomas to insert into frames
  - ◆ Easels (An upright angle will be more effective than frames laid flat on a table)
  - ◆ Price cards for display samples



## Payment Processing Items

- Cash box or register (unless sending customers to the store for frame & payment)
- Credit card imprinter, if applicable
- Any paperwork your store requires
- Tally sheet for items sold
- Price list by size and moulding, including discounted prices for event, if applicable
- Calculator (remember to include sales tax)
- Paper, pens, paper clips and stapler
- Order forms, if frame stock depletes

## Don't Forget

- Sunblock (if you're lucky)
- Beverages and snacks (if you're like us!)

## Frequently Asked Questions

### What if I don't have my diploma yet?

There's no need to wait for your diploma because you insert it in the frame yourself (instructions are provided). Best of all, it only takes a few minutes!

### What kind of wood is it?

Framing Success offers Forest Stewardship Council (FSC) certified hardwood mouldings from well-managed forests. For more information about their certified mouldings, call 1-800-200-2044.

### Will it fit my diploma?

The frames are produced to fit each current diploma size. If your degree was earned at an earlier date, please call Framing Success to verify that the document dimensions haven't changed.

### Would I be framing my own diploma?

Yes, it's easy to insert your diploma in the frame. It just takes a few minutes following the instructions provided.

### Is it real glass?

Yes, it's real glass. Frames with non-glare or conservation glass are available directly from Framing Success for an additional charge and delivery time.

### Will my diploma turn yellow?

No. Framing Success frames offer the very best in document protection. They use only True Museum-Quality Preservation matboard providing the ultimate protection from damaging pollutants and harmful contaminants.

### Is this the only mat color available?

Each school specifies their own mat color. Other mat colors may be available through Framing Success at an additional charge.

### What does the Level Best™ hanging system do?

Level Best™ allows for fast and easy frame height adjustments.

### Can I get other frames that match?

Yes, matching frames are available for all of your other documents or diplomas. Framing Success provides frames for over 2,000 colleges, universities and professional organizations.

### Can I buy just the mat?

Sorry, we can't sell just the unframed mat. The licensing agreement with the school is for fully-framed products only.

## Frequently Asked Questions (continued...)

### Do I have to buy it today?

No, frames are also available by mail, phone, the bookstore's website or at [www.framingsuccess.com](http://www.framingsuccess.com). However, if you buy today, you will save shipping and handling charges.

### Maybe I'll just wait and buy it later...

Frames aren't guaranteed to be in stock at the bookstore after graduation. If you wait, you may have to place an order and incur shipping and handling charges.

### What if I don't want to carry it around today? Can you ship it to me?

Note to table staff: Please ask about your store's shipping procedure. Some stores may ship frames directly to customers. Others may prefer that customers be given a Framing Success brochure to order by phone, mail or online.

### Are frames available with embossing for "School of Law" or other specific schools?

All frames available for your school are listed on the brochure. If you would like additional lines of embossing, please call Framing Success to place a special order.

### Why are they so expensive?

Framing Success diploma frames are usually less expensive than typical custom framing. Plus, custom framing doesn't include an officially licensed, custom-embossed, museum-quality preservation mat!

### Can I return it? What's your refund policy?

Note to table staff: Your store's return policy applies to the frames you sell. A 30-day money-back guarantee is offered for all frames ordered directly from Framing Success.

### What if there's also another company selling custom-embossed frames?

As the original innovator of custom-embossed diploma frames, Framing Success provides unrivaled quality, selection and service. They offer FSC certified hardwood mouldings and provide officially licensed collegiate products.



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[www.framingsuccess.com](http://www.framingsuccess.com)