

Creative Memories

Go-To Glossary of Terms

As you begin your exciting Advisor journey, you may encounter terms or abbreviations that are new to you — this handy cheat sheet will help familiarize you with some of the most common Creative Memories (“CM”) terminology so you’re in-the-know.

COMMON PRODUCTS & ABBREVIATIONS

- **Border Maker Cartridges (“BMC”)**: Cartridges made for use with the Border Maker System.
- **Buy-it-All Bundle (“BIA”)**: Discounted bundle that includes most products in a new collection.
- **Cardstock (“CS”)**: Solid-color milled paper with a paper weight of 45# to 80#.
- **Circle Cutter (“CC”)**: Cuts and/or draws circles of various sizes, from as little as 3” to 11-3/4” in diameter, just by twisting the sizing dial.
- **Custom Cutting System (“CCS”)**: Cuts shapes using 3 interchangeable blades and acrylic patterns. Products are sold separately.
- **Die Cuts**: Paper embellishments that have been cut out by a die into a shape.
- **Fast2Fab™ (“F2F”)**: Type of album or refill pages that are pre-designed with full-page designs.
- **Laser Cuts**: Intricate embellishments that have designs in them cut out by lasers. Can be laser-cut papers, mats, borders or embellishments.
- **Original Border Maker System (“OBMS”)**: Creates 12x12 border cutouts using interchangeable cartridges. System includes the Housing Unit, Guide arm and 1 cartridge.
- **Photo Trimmer (“PT”)**: Trimmer designed for cutting photos up to 8x10 size.
- **Repositionable Tape Runner (“Repo”)**: Adhesive that lays down tiny translucent dots that securely hold photos or papers in place, yet can be removed at any time with no tearing.
- **Tape Runner / Tape Runner Refill (“TRR”)**: Dispenses small white adhesive tabs. Case is refillable.
- **12-inch Trimmer**: Cuts paper and cardstock like butter. Interchangeable blades are sold separately.
- **Power® Project Folders (“PPF”)**: Clear poly multi-pocket folders (4/pk) to store papers, cardstock, photo mats, stickers and embellishments.

SCRAPBOOKING TERMINOLOGY

- **Create the Best for Your Business (“CTB”)**: Webinar trainings offered several times throughout the year to help Advisors grow their CM business.
- **Crop**: Getting together with a group and scrapbooking.
- **Crotoberfest**: One of two seasons of the year (September-November) when Advisors hold Home Office (“HO”)-supported customer crops and CM releases ideas and products to Advisors to help with their Crotoberfest events.
- **Double-Page Spread (“DPS”)**: Two completed coordinating scrapbook pages, side by side. Sometimes called just a “spread.”
- **Layout**: A single completed scrapbook page.
- **National Scrapbook Day (“NSD”)**: Based around National Scrapbook Day, NSD is the other season of the year (March-May) when Advisors hold Home Office-supported customer crops and CM releases ideas and products to Advisors to help with their NSD events.
- **Paper Buffet™**: A fun, fast-paced activity Advisors can choose to do at events in which they hold up individual sheets of paper and whoever grabs it first can purchase that sheet.

- **Project Guidebook:** These are “use-it-all-up” booklets for Quarterly Product Suites, Secret Boxes and some promos. Only available in digital form.
- **Project Playbook:** Include instructions for 6 pages and come as a BONUS in every Buy-It-All Bundle. They can occasionally be purchased in print or digital form.
- **Project Recipe™ (“PR”):** Instructions with measurements and a Cutting Guide to create a double-page spread. Offered free to Advisors for

every monthly collection, and for purchase in kits for NSD and Croptoberfest (creating two double-page spreads).

- **Sketches:** Like a blueprint for creating a layout; there are no specific cuts or measurements, it’s a template that you can follow and make your own.
- **Virtual Crop (“VC”):** Getting together virtually with a group and scrapbooking. CM holds VCs the second weekend of every month in the Virtual Crop Group.

PHOTO-SAFE TERMS & WHERE YOU’LL SEE THEM

- **Acid-free (all products):** Papers and photos will not discolor or disintegrate more quickly than they would naturally.
- **Bleed-resistant (pages, paper, cardstock, pens, adhesive):** Color of products will not transfer to other products; adhesive will not bleed through the material it has been adhered to.
- **Buffered (pages, paper, cardstock):** Treated with calcium carbonate to combat the acids found in memorabilia and normal air pollution.
- **Lignin-free (all products):** Will not turn yellow and brittle over time.
- **PAT-tested (all products):** Products have passed the Photographic Activity Test (PAT) — an international standard — that tests the chemical interactions between photographs and their storage enclosures to ensure they are safe.
- **Stain-resistant (bookcloth albums):** Can withstand exposure to real-life substances (e.g., cola, coffee, peanut butter, etc.); material can be wiped clean.

Abbreviation Recap

- BIA:** Buy-it-All
- BMC:** Border Maker Cartridge
- CC:** Circle Cutter
- CCS:** Custom Cutting System
- CM:** Creative Memories
- CS:** Cardstock
- DPS:** Double-Page Spread
- HO:** Home Office
- F2F:** Fast2Fab™
- NSD:** National Scrapbook Day
- OBMS:** Original Border Maker System
- PR:** Project Recipe™
- PT:** Photo Trimmer
- Repo:** Repositionable Tape Runner
- TRR:** Tape Runner Refill
- PPF:** Power® Project Folders
- VC:** Virtual Crop

Are You Connected Yet?

There are several CM-managed Facebook Groups that we encourage you to join to connect with other Advisors!

Advisors in North America:

www.Facebook.com/Groups/CMGroupAdvisors/

Advisors in Canada:

www.Facebook.com/Groups/CMCanadaAdvisors

Advisors in Australia:

www.Facebook.com/Groups/CMAustraliaAdvisors

All Advisors: We also have a group focused on growing your business that all 3 countries are encouraged to join called the CM Achievements Planning Group: www.Facebook.com/Groups/CMEventsPlanning

And you’ll want to be sure to join the Virtual Crop Facebook Group to join fellow scrapbookers from around the world to complete sketch challenges during the monthly VCs: www.Facebook.com/Groups/CreativeMemoriesVirtualCrop/