



Snap moments...  
Scrap forever.

CREATIVE MEMORIES IS BACK  
AND BETTER THAN EVER

CREATIVE  
MEMORIES







# 30 Years of Passion

## STICKIER THAN ADHESIVE

Over 30 years ago, in a friendly Minnesota town, Creative Memories pioneered the memory keeping industry. Propelled by its dedication to offer the highest-quality scrapbook products and unbeatable service, Creative Memories became a global success.

Employing more than 1,100 people at its peak in 2009, the company found itself struggling to survive due to mismanagement. By 2013, it was reduced to fewer than 100 employees. Facing bankruptcy and closure, people started buying up their favorite products fearing they would never have the chance to purchase high-quality albums, papers and tools again. Blog chatter was loud and customers were concerned.

### OUR SIMPLE MISSION

Help people celebrate life's special moments.



# Better than ever:

## TURNING THE PAGES

In 2014, Caleb Hayhoe, chairman of Flowerdale Group Ltd., stepped in to save the former \$400 million company.

Hayhoe, a serial entrepreneur who's involved in eight companies spanning the globe, saw Creative Memories as a unique opportunity. By keeping the best of the "old" and combining sound business sense with modern social selling and e-commerce, Creative Memories has seen more than 40 percent growth annually under Hayhoe.

Today, Creative Memories operates in a 31,000-square-foot space in Saint Cloud, MN, just around the corner from its old stomping grounds. In the new building, you can find those same products, handcrafted by a team that has served generations of album makers.

Life is beautiful. Share it. Remember it. Cherish it.



**CALEB HAYHOE**  
CEO, serial entrepreneur  
...and scrapbooker



**GROWING**  
40% growth annually



**PROFITABLE**  
All markets debt free



**COMMUNITY**  
Modern social selling empowers individual entrepreneurs

## REBUILDING A GLOBAL BRAND with Midwestern sensibilities



While CM continues to circle the globe, millions of high-quality bookcloth albums have been proudly manufactured in the US.





# A unique social selling model:

## 10,000+ ADVISORS AND COUNTING

With a unique hybrid model, Creative Memories put the traditional direct sales sacred cows out to pasture and developed a fresh approach to social selling.

Creative Memories is built on a foundation of more than 10,000 Advisors who are scrapbooking entrepreneurs selling only the highest-quality memory keeping products. Its unique earnings plan features:

- No buying or selling minimums
- Earnings from 10-40%+
- The ability to sell in person, at events, even online



Like their albums, Creative Memories' Advisor plan is built to last, empowering women and men all over the globe.

### WHAT OUR ADVISORS SAY

This business is just so easy to do. Lives can be so complicated now, and this is easy. People need that.  
- Lanita M.

The products basically sell themselves. Our customers love them. Advisors can start as a hobbyist, have a small part time business with a few friends, or have a full-fledged business as I do.  
- Diane W.

I've made fantastic friends, becoming part of their families as they share their stories and photos. I love being included in discussions on new products. Thank you for creating such an easy business plan to work with.  
- Linda H.

# Memories matter:

We asked 1,000 women between 25-44 to share their scrapbook habits, hopes, dreams and wishes...



### Vacations, Babies and Weddings

are the occasions most people said they would want to capture in a scrapbook

but more than **40%** never get around to it



**45%**

are frustrated that their photos are trapped in their phones or computer



Nearly **40%** said they are stressed about their photos yellowing and degrading

**82%** of respondents think it's important to hold their memories in their hands

*Me Time*  
**37%**

like scrapbooking because it provides quiet or alone time



More than **50%** use scrapbooks and photo albums to share moments that matter

More than **60%** ...wish they saved and shared memories more often



WHEN HE WAKES, HE WILL MOVE MOUNTAINS





All CM bookcloth albums are tested and photo-safe.

# Memories come in all sizes:

NOW ANYONE CAN BE A SCRAPBOOK EXPERT

Creative Memories is known around the world for their photo-safe Bookcloth Album Covers.

- Millions of albums sold around the world
- Every album comes with a lifetime guarantee
- Flex-Hinge binding allows albums to lay flat for easy viewing
- Expandable up to 48 pages



## MEGA

The 12x12 is the most popular album size and features 10+ bookcloth colors frequently updated for the latest trends.



## MIDI

Creative Memories releases limited-edition 8x8 album covers three to four times each year that fly off the shelf.



## MINI

Good things come in small packages. These beloved mini albums feature 8 pocket pages. Makes a great gift and allows customers to hold memories in their pocket.

- Cute 2" x 3" pocket pages
- Fits personal photos, messages and credit cards
- Photos-safe album protects photos for a lifetime



# Weddings, Wee-Ones and more...

CREATE A COMPLETE SCRAPBOOK IN AN HOUR

## Fast2Fab™

LOOKING FOR SIMPLE? YOU FOUND IT!

The best-selling Fast2Fab™ Albums concept allows anyone to assemble a complete scrapbook album within hours!

Fast2Fab™ Gift Boxes come complete with:

- A Fast2Fab™ Album, including Predesigned Pages & Protectors
- Scrapbook Embellishments
- Die Cuts & Gems
- Creative Memories Tape Runner adhesive
- Bleed-Resistant, Photo-Safe Pen



More than **60%** of people said they would scrapbook if it was all packaged for them

**TRIED & TESTED**  
All products undergo rigorous testing to ensure durability and photo safety



## ALBUMS OF HOPE

Albums of Hope was started by Laura Townsend in 2011 to lift the spirits of people facing difficult times. Volunteers make mini albums to be distributed to patients and their families. Creative Memories donates more than 5,000 albums each year to Albums of Hope, and a portion of every mini album sale is donated to the charity. To date, more than 10,000 mini Albums of Hope have been distributed.

