

CONNECTIONS NEWSLETTER, SEPTEMBER 2020



Each year the PIA MidAmerica Graphic Excellence Awards (GraphEx) competition recognizes our industry's outstanding technical achievements in innovation and print production. This year H&H walked away with three top awards from hundreds of entries.

Graphic Excellence Awards



PIA MidAmerica hosts the annual Graphic Excellence Awards (GraphEx) competition to recognize our industry's outstanding technical achievements in innovation and print production. Hundreds of entries are submitted each year in an array of categories including brochures, magazines, calendars, campaigns, packaging and much more. Independent judges select the extraordinary pieces in the competition to be recognized for Best of Show, Best of Division, Specialty, Best of Category awards and Awards of Recognition.

This year H&H submitted three entries and in March all three entries achieved the Best Of Category awards!

This then allowed our entries to advance to the regional competition for even higher awards and two of the three achieved Specialty Award status, which is a huge accomplishment beating out hundreds of other submissions. The Torn Edge Designer Block made it to the top six in the 4-state region in the Best of Digital category receiving an Honorable Mention tie.

The third entry, the Edge Collection: Matted Prints with Wrap & Box, received the Best Of Finishing Award which was the number one piece selected in the region.

The PIA Mid-America Graphex Awards 2020; Honoring Excellence in Graphic Communication was held on July 23, 2020 in Kansas City, Missouri. H&H is honored to have received these awards at this year's gala!



mage by. Cleative300

From our Edge Collection, the **Edge Matted Prints with Wrap & Box** received the Best Use Of Finishing Award in the Specialty Category, which was the number one piece selected in the region. Our entry featured a collection of 5"x7" photographic prints with 8"x10" white mats. The wrap and box are coordinated with fabric and leather. The box featured a lifting ribbon inside to easily remove wrap and includes a wood easel.



Image by: Michael Anthony

Our Edge Collection garnered an additional award, for the **Edge Torn Edge Designer Block**, which made it to the top six in the 4-state region in the Best of Digital category receiving an Honorable Mention tie. Our custom-constructed entry featured a silk-wrapped block for 12"x18" float-mounted Giclée print. on LexJet-Sunset Cotton Etching Paper.

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(these links may not work on mobile devices)



25% off of Framed Prints

- Includes Framed Photographic Prints, Designer Frame Collection, and Solo and Trio Torn Edge Print Frames, *(Classic Modern not included)*
- No size limit
- No limit on quantity

Use coupon code: MSFRMPRINT25

upcoming specials October 25% off Classic Modern Framed Torn Edge Prints 30% off Jewelry November

25% off all press and slimline cards (including foil cards) 25% off Calendars

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featured products



Images by: CreativeSoul

Sneak Preview - Our Classic Modern just got a new look We have improved our Classic Modern - with new sizes, new frame selections and new suede color accent option! Watch for our announcement coming this month!

Give your customers something fresh with our Classic Modern framed torn edge prints. Your image is printed on our beautiful watercolor paper and then given hand-torn edges for a fine art look. Mounted in a deep float-style frame with glass, a white-on-white mat and an optional choice of a suede underlay accent, Your image truly is the focal point! Comes complete with black backer paper and hanger.

Our rich-looking suede underlay truly elevates this product to a new level. Adding a suede accent underlay to your Classic Modern frame provides the perfect contrast and separation for the torn edge print and a subtle touch of color to accent your image. Suede colors include: Bronze, Burgundy, Coal, Doe, Gull Grey, Marine Blue, Pewter and Sunset! Pair that with our new framing options, and just watch the magic happen. Your customers are going to be blown away by how beautiful this product is.



Suede accent underlay colors



Bronze





Burg

Doe





Pewter

Here are all the details!

Gull Grey

- Printed on 285 GSM Cotton Etching Paper.
- Prints feature a 1" white border with hand torn edges.
- Frames are 2.125" deep and 1" wide.

acrylic prints and blocks now available

We are pleased to add acrylic prints and blocks to our product line. These popular facemounted prints, fused to acrylic, give photographic quality and continuous-tone to our acrylic products. Vivid color, with depth and intricate details provide an amazing modern look that radiates beauty and style and offers an elegant option to display your images.



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n-vu

SELLING REMOTELY WITH DUAL-VU





WITH CASEY DITTMER, MEREDITH RYNCARZ, MICHAEL ANTHONY

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schools & sports

NEW LOWER MINIMUM ORDER CHARGES!

It's nice to have parents calling you to order more. But without the benefit of sending in hundreds of orders, the cost of the reorders and late orders can really add up. That is why we have lowered the cost of reorders placed in hhschools and hhsports to \$5.50.

- 1. Open the project you placed the original package order from and enter in the reorder.
- When checking out, on the package order screen, check the reorder box.
 Submit the order within 365 days of the original order.

When we get the order we will change the \$10.00 minimum order to \$5.50. And don't forget, ship-to-home fees count toward the order minimum. So, if you reorder a single memory mate with ship-to-home, you can expect a 51° order minimum charge on your invoice. Instead of \$5.01.

So finally, instead of making complicated reorder processes to assure you don't lose money or make parents angry, you now can look forward to those calls from parents wanting to give you more money! To stay up-to-date on improvements like this and more, be sure to join our hhschools users facebook group.

Join the Community



Ready to run a contactless picture day?

Picture Day is right around the corner. Do you have a bulletproof plan to run a contactless picture day that keeps everyone safe and fosters a good experience? This fall we are going to have to make some adjustments. But that doesn't mean you should have to make the hard choice between risking virus spread and bad business. Watch this video where Jeff Edwards walks you through how you can be prepared for this fall.





magic crop for hhschools

In order to be a profitable school photographer, you need to take a photo every minute during your photo shoot - and get paid for it. But, when we talk to school photographers, we often hear the problem comes when it's time to process all the thousands of those photos, because it ultimately keeps you from photographing more. Which, in turn, makes you feel nervous about taking on more work.

We understand cropping can be one of the most time consuming post-processing tasks. This is why we make post processing simple. Here's how we do it:

- 1. Follow your normal image match and culling process in hhschools. Then, when you're done, start the magic crop.
- 2. Let our AI magically crop all of your images while you work on the rest of the project.3. When you're done, behold the magical cropping and submit the order.

You can stop spending hours sitting at your computer cropping images and answering calls from impatient parents and instead spend your time the way you want.

Get Magic Crop Today

hhschools event shoot list

Have you printed an event shoot list from hhschools recently?

Well, if you're thinking about how to run a contactless picture day this fall, then you should. In hhschools 3.8.3 we have updated the event shoot list to make your picture day run faster.

This report allows you to use one of the most efficient workflows in hhschools. It allows you to use the data collected from the school or league to print out a sheet list with barcodes that you can scan. Now, these barcodes let you time-sync scan or post-shoot scan to match the image to the proper data. Not ready to invest in a scanner? Don't worry. You can still use this shoot list to track images and data. Simply record the sequence or JPG number next to the appropriate name. Then match the name with the images when you get back to the studio.

Watch this video to learn more



facebook school & sports group

Are you on facebook? Join the hhschools user community. This is a safe place where a community of school and sports photographers who partner with H&H can help one another by sharing the best ideas on how to use hhschools software to save time and help grow your business.



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