

# the edge

PHOTO IMAGING



**whcc**  
white house custom colour

## PRODUCT CATALOGUE

We believe that WHCC provides the best Press Printed Products in the photographic and printing industry in the world. As a result, The Edge is now the proud sole Australian distributor for WHCC Press Printed Products, allowing Australian photographers access to their incredible range, without the pitfalls of time differences, long distance and expensive international shipping costs.

The White House collection offers a selection of press printed products of a quality and standard not seen before in this country. Straight forward and easy to order online via Roes, The Edge are proud to be bridging the gap between the USA and Australia, by providing uncomplicated access to these products.

We know the addition of these products in any photographers range will ultimately result in an increase in business and sales, creating something completely custom made and individual to suit your own customers needs.



## PRESS PRINTED ALBUMS

Our line of Albums are handcrafted to be cherished for a lifetime. Built with archival materials and full of customisable features, Albums allow you to give your clients a luxury product they will enjoy for years to come. Our customisation options go beyond the ability to fill every spread with your own layout and design. From the durable cover to the paper itself, you can specially design every Album to make each one unique to its recipient. Our full-page Album spreads are printed on your choice of paper and mounted to a substrate for thick pages that lay flat. Plus, you can choose for your Album to have either White or Black Endleaves and Insert Boards for any paper type.

### Fill with Any Number of Spreads

Whether your Album is short and sweet or the extended version, we offer just the right amount of Album spreads. Design your Albums in any length between 5 and 25 spreads, or up to 30 spreads with Photo Lustre Paper. Our Albums also come in a variety of sizes and formats from 6x6" to 12x12", including vertical and horizontal rectangle sizes.

## PRINTING SURFACES

### Premium Lustre Photo Paper

Our highest quality album paper producing vibrant colours, sharp detail and a slight sheen.

### Smooth Matte Paper

Our premier uncoated matte paper with soft surface texture.

### Photo Lustre Paper

A true photo paper in a semi-gloss finish. Produces excellent skin tones, sharp details and accurate colour.

### Photo Deep Matte

True non-reflective matte paper. Great for skin tones, soft images and black and whites.

### Pearl Gloss-Coated Paper

A champagne, pearlescent base with gloss coating for added protection. Available for album sizes 8x8" and smaller.

Be sure to use our Sizing Templates when preparing your order. These templates are available to download for free from our website and include guidelines for important safe and fold lines and make it easy to prep your products. Make sure you use the correct cover template depending on the number of spreads you have in your final design.

For directions on how to design, prepare and order products, read the 'preparing, designing and ordering' informational PDF that downloads with your templates.

**\*WHCC templates were updated in August 2019. Make sure you are using the current version.**

## COVER SWATCH KIT

Order a WHCC cover Material Swatch Set for just \$34.95 and receive samples of all cover material options (custom photo cover options not included). The Cover Material Swatch Set includes wallet sized samples of each cover option labelled on the back with the Cover Collection and colour.

Contact us to purchase your swatch set.



## COVER MATERIALS

### Standard Covers

#### Fabric Collection

Teal, Tan, Sage, Brown  
Grey, Pink & Blue Fabrics.  
Ruby & Navy Silks.  
Natural Linen



#### Standard Leather Collection

A classic and timeless choice, bonded leather is available with an alligator texture. All other options except Black Alligator are being discontinued.



#### Vintage Leather Collection

Make a beautiful, high-end album with our Vintage Leathers.  
Charcoal, Saddle, Aviator, Camel



#### Leatherette Collection

Make a statement with our imitation leathers.  
Black & Slate



#### Faux Leather Collection

Animal free. Black, Brown, Navy Blue, Red, Purple, Aqua And Lime Green



## Photo Covers

### Lustre Custom Photo Cover

Design a Custom Photo Cover with your own images and design printed on your choice of Lustre or Metallic photographic papers or Fine Art Canvas



## Premium Covers

### Premium Leather Collection

Choose a Premium Leather when only the best will do. They are genuine leathers that we cut from a hide and are the highest quality natural cover material we offer.  
Steel, Fog, White and Black



### Distressed Leather Collection

Genuine leathers with beautiful distressing that we cut from a hide. Every leather features characteristics that are unique to each hide.  
Honey, Coal, Stone + Walnut.



\*For a more tailored look, full Premium and Distressed Leather Album covers have rounded corners.

## Combo Covers

Want to combine a Custom Photo with leather or fabric? A Combo Cover lets you display your custom image on the front with your choice of fabric or leather wrapping around the spine and covering the back. Or, create custom designs for both the front and back cover with fabric or leather just wrapping around the spine. Finish with optional stitching where the material meets the image, including the choice between black or white stitching.



Photo Lustre and Smooth Matte Papers				
Album Size	Standard Cover with 5 Spreads	Photo Cover with 5 Spreads	Premium Cover with 5 Spreads	Additional Spread
5x7	\$114.00	\$133.00	\$152.00	\$11.40
6x6	\$114.00	\$133.00	\$152.00	\$11.40
8x8	\$142.50	\$161.50	\$190.00	\$15.20
8x10	\$156.75	\$175.75	\$204.25	\$18.05
8x12	\$171.00	\$190.00	\$247.00	\$19.00
10x10	\$166.25	\$185.25	\$242.25	\$18.05
12x12	\$190.00	\$209.00	\$304.00	\$19.00

Photo Lustre allows for up to 30 Spreads, all other paper types allow up to 25 Spreads

Premium Lustre and Photo Deep Matte Papers				
Album Size	Standard Cover with 5 Spreads	Photo Cover with 5 Spreads	Premium Cover with 5 Spreads	Additional Spread
5x7	\$133.00	\$152.00	\$171.00	\$15.20
6x6	\$133.00	\$152.00	\$171.00	\$15.20
8x8	\$156.75	\$175.75	\$204.25	\$18.05
8x10	\$180.50	\$199.50	\$228.00	\$22.80
8x12	\$199.50	\$218.50	\$275.50	\$24.70
10x10	\$190.00	\$209.00	\$266.00	\$22.80
12x12	\$218.50	\$237.50	\$332.50	\$24.70

Pearl Paper				
Album Size	Standard Cover with 5 Spreads	Photo Cover with 5 Spreads	Premium Cover with 5 Spreads	Additional Spread
5x7	\$133.00	\$152.00	\$171.00	\$15.20
6x6	\$133.00	\$152.00	\$171.00	\$15.20
8x8	\$156.75	\$175.75	\$204.25	\$18.05

Additional Options	
Black Textured End Leaves and Inserts	Included
White Textured End Leaves and Inserts	Included
Padded Cover	\$9.50
Metallic Custom Photo Cover	\$9.50
Fine Art Custom Canvas Cover	\$47.50
Combo Cover with Standard Cover Materials	\$19.00
Combo Cover with Premium Cover Materials	Inc. in Prem Cover charge



\*White insert boards & end leaves  
 \*Black insert boards & end leaves  
 \*Rounded corners on Premium & Distressed Leather Albums



## PRESS PRINTED BOOKS



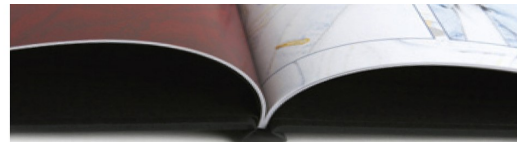
Our Press Printed Books offer a beautiful and fun way to capture your favourite memories. From the momentous events to everyday family life, turn your unique experiences into a story that unfolds through your custom photographs, text, and design.

Choose from five different paper types for your Book pages. Press Printed Books start with 20 sides and additional pages can be added. Magazine paper is lightweight, curves up slightly at the spine, and can include up to 90 sides. All of our other paper options are thicker and come hinged at the spine. Hinged paper allows the Book to lay flat when open. Satin paper with Lustre Coating can include up to 60 sides per Book. Up to 50 sides can be included for Standard Matte paper with or without Gloss Coating. Pearl paper with Gloss Coating can include up to 40 sides. No matter which of our superior papers you select, our HP Indigo printing technology with liquid inks will enhance the look of your images with every turn of the page.



### LAY FLAT/HINGED

Hinged paper allows pages to lay flat.  
Thicker, more upscale paper with a glossy UV coating option on Standard hinged paper and included on Pearl Hinged paper.



### STANDARD

Magazine style pages.  
Printed on text weight Standard Semi-Gloss paper.

## PRINTING SURFACES

### Magazine Style Book Paper

Lightweight with a semi-gloss finish.

### Lay-Flat Standard Matte Paper

A semi-gloss finish.

### Lay-Flat Standard Matte Paper with Gloss Coating

Gloss Coating adds protection as well as a glossy, highly reflective finish.

### Lay-Flat Pearl Paper with Gloss Coating

Warm and shimmering, Gloss Coating adds protection and a glossy finish.

### Lay-Flat Satin Paper with Lustre Coating

Most resembles Lustre Photo Paper with a semi-gloss finish.

Be sure to use our Sizing Templates when preparing your order. These templates are available to download for free from our website and include guidelines for important safe and fold lines and make it easy to prep your products.

For directions on how to design, prepare and order products, read the 'preparing, designing and ordering' informational PDF that downloads with your templates.

**\*WHCC templates were updated in August 2019. Make sure you are using the current version.**

## COVERS

Our Press Printed Books are handcrafted with a sturdy hardcover. Choose a cover material from our collection or create a Custom Photo Cover with your own images and design. Custom Photo Covers can be printed on Lustre or Metallic photographic paper.

Want to combine a Custom Photo Cover with leather or fabric? A Combo Cover will give your Book a sophisticated look that is sure to impress. A Combo Cover displays your custom image on the front right with your choice of any fabric or leather wrapping around to the back. Or create custom designs for both the front right and back left cover with fabric or leather wrapping around the spine. Choose black or white stitching where the material meets the image to finish the look.

Cover Materials for Books are categorised in to three price groups:	
Cover Material 1	Fabrics
Cover Material 2	Leathers, Leatherettes, Silks & Natural Linen
Cover Material 3	Custom Photo Cover

5X5/5X7									
Cover Material	STANDARD PAPER		HINGED PAPER			HINGED PEARL UV		HINGED SATIN LUSTRE	
	20 Sides	Add'l Sides	20 Sides	Add'l Sides	UV Coat/ side	20 Sides	Add'l Sides	20 Sides	Add'l Sides
Material 1	\$72.50	\$1.69	\$82.50	\$2.19	\$0.44	\$100.00	\$3.06	\$92.50	\$2.69
Material 2	\$77.50	\$1.69	\$91.25	\$2.19	\$0.44	\$108.75	\$3.06	\$101.25	\$2.69
Material 3	\$90.00	\$1.69	\$100.00	\$2.19	\$0.44	\$117.50	\$3.06	\$110.00	\$2.69
Combo Cover	\$103.75	\$1.69	\$113.75	\$2.19	\$0.44	\$131.25	\$3.06	\$123.75	\$2.69
8X8, 8.5X11 HORIZONTAL									
Material 1	\$85.00	\$2.31	\$102.06	\$3.13	\$0.75	\$138.75	\$5.00	\$111.25	\$3.63
Material 2	\$93.75	\$2.31	\$110.00	\$3.13	\$0.75	\$147.50	\$5.00	\$120.00	\$3.63
Material 3	\$102.50	\$2.31	\$118.75	\$3.13	\$0.75	\$156.25	\$5.00	\$128.75	\$3.63
Combo Cover	\$116.25	\$2.31	\$132.50	\$3.13	\$0.75	\$170.00	\$5.00	\$142.50	\$3.63
10X10/8X12 VERTICAL									
Material 1	\$112.50	\$3.25	\$133.75	\$4.31	\$0.75	\$153.75	\$5.31	\$147.50	\$5.00
Material 2	\$107.50	\$3.25	\$140.00	\$4.31	\$0.75	\$161.25	\$5.31	\$155.00	\$5.00
Material 3	\$130.00	\$3.25	\$151.25	\$4.31	\$0.75	\$171.25	\$5.31	\$165.00	\$5.00
Combo Cover	\$143.13	\$3.25	\$164.38	\$4.31	\$0.75	\$184.38	\$5.31	\$178.13	\$5.00
12X12/11X14 HORIZONTAL (11X14 STANDARD PAPER ONLY)									
Material 1	\$121.25	\$3.56	\$143.75	\$4.69	\$0.75	\$163.75	\$5.69	\$157.50	\$5.38
Material 2	\$138.75	\$3.56	\$161.25	\$4.69	\$0.75	\$181.25	\$5.69	\$175.00	\$5.38
Material 3	\$145.00	\$3.56	\$167.50	\$4.69	\$0.75	\$187.50	\$5.69	\$181.25	\$5.38
Combo Cover	\$158.75	\$3.56	\$181.25	\$4.69	\$0.75	\$201.25	\$5.69	\$195.00	\$5.38
Metallic Custom Photo Cover—Add \$9.50 all sizes									

## PREMIUM PACKAGING

Simplify your workflow and make a great impression on your clients with our premium packaging. It's so easy – Select Premium Packaging when you check out in ROES and we'll pack your Press Printed Albums, Books and cards in tissue paper and place them in a box complete with cloth ribbon. \$15.53 each. Available in:

- Brown box with cream tissue paper and a natural cloth ribbon
- Kraft box with black tissue paper and a black cloth ribbon
- Kraft box with cream tissue paper and a natural cloth ribbon
- Charcoal box with light grey tissue paper and a grey cloth ribbon





## PRESS PRINTED GREETING CARDS



FLAT CARDS

TRI-FOLDS

FOLDED CARDS

WHCC Press Printed Cards are available in 4x5.5, 5x5, and 5x7 sizes both flat and folded styles. Also available are non-traditional sizes and styles including a 5x7 Wide Format, 5x5 Tri-Fold, and a 4x5.5 Accordion. All sides of the cards are fully customisable with full colour. Make sure to use our sizing templates when designing your card. They are available to download for free from our website.

		PRICE PER PACK OF 25 CARDS							
CARD SIZE	PAPER	1-2	3-5	6-9	10-19	20-45	46-75	UV COAT PER PACK OF 25	
4X5.5 FOLDED	Standard	\$47.39	\$45.43	\$40.77	\$38.07	\$36.52	\$34.56	\$5.40	
	Art	\$50.69	\$48.67	\$43.81	\$41.92	\$39.76	\$37.60	*	
	Pearl	\$53.60	\$51.84	\$46.78	\$44.96	\$43.07	\$41.18	\$5.40	
5X7 FOLDED	Standard	\$56.90	\$54.68	\$49.28	\$46.78	\$43.88	\$41.51	\$8.78	
5X5 FOLDED	Art	\$63.65	\$61.09	\$59.40	\$54.00	\$50.83	\$46.91	*	
	Pearl	\$67.91	\$66.02	\$60.28	\$57.71	\$55.28	\$52.99	\$8.78	
3X3 FLAT (ENVELOPES NOT INCLUDED)	Standard	\$25.58	\$24.50	\$21.94	\$21.82	\$20.18	\$18.90	\$3.04	
	Art & Premium Matte	\$26.93	\$26.06	\$23.83	\$23.29	\$21.60	\$20.59	\$3.04	
	Pearl	\$29.30	\$28.08	\$25.92	\$25.58	\$23.96	\$23.29	\$3.04	
4X5.5 FLAT	Standard	\$31.66	\$30.24	\$29.09	\$28.15	\$24.98	\$23.90	\$3.04	
	Art & Premium Matte	\$33.28	\$32.20	\$29.63	\$28.89	\$26.66	\$25.65	\$3.04	
	Pearl	\$35.17	\$33.95	\$31.46	\$30.31	\$28.42	\$26.53	\$3.04	
5X5 FLAT	Standard	\$38.07	\$36.38	\$34.70	\$31.46	\$28.15	\$26.80	\$5.40	
5X5 FLAT	Art & Premium Matte	\$40.64	\$38.95	\$37.13	\$35.57	\$31.59	\$30.17	\$5.40	
	Pearl	\$43.20	\$41.92	\$38.68	\$37.26	\$34.97	\$33.08	\$5.40	
5X5 TRIFOLD	Standard	\$69.86	\$67.30	\$60.55	\$58.19	\$50.49	\$46.58	\$8.78	
4X5.5 ACCORDION	Art	\$76.95	\$73.85	\$67.16	\$64.40	\$57.65	\$55.15	*	
	Pearl	\$84.04	\$81.14	\$74.25	\$71.82	\$65.54	\$48.60	\$8.78	

## BOUTIQUE CARDS



With WHCC boutique cards, the options are endless. Choose from basic shapes, curved, scalloped, geometric and ornate designs in both flat and folded cards. The front of the folded boutique cards are die-cut into unique shapes, or there are options for cut-out windows on select styles.

Flat and folded cards are available in 5x5 & 5x7 with complimentary standard envelopes. Custom 2x3.5, 3x3, 4x8 and 5x10 are available without envelopes. Non traditional sizes such as a 5x7 wide format and 5x5 tri-fold are available as well. Boutique card shapes can also be ordered on sticker and magnet material.

		PRICE PER PACK OF 25 CARDS						
CARD SIZE	PAPER	1-2	3-5	6-9	10-19	20-45	46-75	UV COAT PER 25
3x3* FLAT	Standard	\$40.50	\$39.89	\$37.80	\$37.06	\$35.51	\$34.83	\$3.38
	Art & Premium Matte	\$42.12	\$41.45	\$39.29	\$38.07	\$35.78	\$35.10	\$3.38
	Pearl & Bamboo	\$44.35	\$43.47	\$40.84	\$40.10	\$38.07	\$37.33	\$3.38
	Sticker	\$41.78	\$41.78	\$41.78	\$41.78	\$41.78	\$41.78	\$3.38
	Magnet	\$50.02	\$50.02	\$50.02	\$50.02	\$50.02	\$50.02	\$3.38
4X8* FLAT	Standard	\$51.30	\$50.29	\$46.64	\$44.89	\$41.78	\$40.77	\$5.40
5X5 FLAT	Art & Premium Matte	\$53.53	\$52.85	\$49.75	\$48.06	\$45.16	\$44.01	\$5.40
5X7 FLAT	Pearl & Bamboo	\$57.38	\$55.96	\$52.79	\$51.44	\$48.53	\$47.45	\$5.40
	Sticker	\$54.00	\$54.00	\$54.00	\$54.00	\$54.00	\$54.00	\$5.40
	Magnet	\$66.69	\$66.69	\$66.69	\$66.69	\$66.69	\$66.69	\$5.40
5X10* FLAT	Standard	\$60.28	\$59.00	\$55.62	\$53.73	\$50.90	\$49.14	\$9.45
	Art & Premium Matte	\$65.41	\$65.34	\$59.00	\$57.17	\$54.74	\$53.39	\$9.45
	Pearl & Bamboo	\$69.93	\$68.65	\$64.87	\$62.78	\$59.74	\$58.39	\$9.45
	Sticker	\$65.39	\$65.39	\$65.39	\$65.39	\$65.39	\$65.39	\$9.45
	Magnet	\$81.54	\$81.54	\$81.54	\$81.54	\$81.54	\$81.54	\$9.45
5X5	Standard	\$71.82	\$69.93	\$64.46	\$62.37	\$59.27	\$55.96	\$9.45
FOLDED 5X7	Art & Premium Matte	\$75.20	\$73.98	\$70.34	\$68.18	\$63.52	\$61.22	*
FOLDED	Pearl & Bamboo	\$83.16	\$80.87	\$74.32	\$72.50	\$69.05	\$65.75	\$9.45
5X5	Standard	\$81.34	\$78.64	\$72.23	\$69.53	\$65.41	\$64.67	\$9.45
TRIFOLD 5X7	Art & Premium Matte	\$87.62	\$85.46	\$79.65	\$75.60	\$71.82	\$69.53	*
	Pearl & Bamboo	\$95.85	\$94.10	\$88.43	\$84.65	\$80.26	\$77.69	\$9.45
CARD SIZE	PAPER	50	100	ADDITIONAL 50	UV COAT PER 50			
2X3.5* FLAT	Standard	\$49.95	\$81.00	\$45.90	\$2.36			
	Art & Premium Matte	\$49.95	\$81.00	\$45.90	\$2.36			
	Pearl & Bamboo	\$49.95	\$81.00	\$45.90	\$2.36			
	Sticker Material	\$49.95	\$99.90	\$45.90	\$2.36			
	Magnets	\$56.70	\$113.40	\$56.70	\$2.36			



## ENVELOPES

Every Press Printed Greeting Card order includes envelopes in either White or Parchment at no extra charge. If you would like to upgrade, we offer 13 additional envelope options to enhance your presentation.

ENVELOPES PER PACK OF 25		
TEIR 1	TEIR 2	TEIR 3
Standard	Linen Bright Colour	Pearl Foil Lined
Free	\$8.00	\$12.00

\*Please note: Envelopes are available with Press Printed Greeting Cards and Boutique Cards. Envelopes are NOT available with Press Printed Postcards



### STANDARD

White or Parchment envelopes are included at no additional charge with Press Printed Greeting Card or Boutique Card orders.



### LINEN

White and Cream Linen envelopes pair nicely with any type of announcement. Linen envelopes are available for an upgrade when ordered with Press Printed Greeting Card or Boutique Card orders.



### FOIL LINED

Add a touch of class to a traditional white envelope with a Gold or Silver Foil lining. Foil Lined envelopes are available for an upgrade when ordered with Press Printed Greeting Card or Boutique Card orders.



### PEARL

Ensure your greetings are opened first with the shimmer of our pearl envelopes. Pearl envelopes are available for an upgrade when ordered with Press Printed Greeting Card or Boutique Card orders.



### COLOUR

Match the envelope to your card design with Olive, Maroon, and Craft Envelopes. Coloured envelopes are available for an upgrade when ordered with Press Printed Greeting Card or Boutique Card orders.



### BRIGHT

Perfect for the holidays, upgrade your envelopes to a festive Red or Green. Bright colour envelopes are available for an upgrade when ordered with Press Printed Greeting Card or Boutique Card orders.

## PRESS PRINTED POSTCARDS



WHCC Press Printed Postcards are available in 4x8, 5x10, 5.5x11 and 8x10 flat sizes. Similar to Press Cards, Postcards are printed using our state of the art digital technology and are available in quantities as low as 25, however, postcards do not include envelopes. Six paper options are available including Standard, Art Watercolour, Art Linen, Art Recycled, Premium Matte or Pearl as well as a UV coating option for Standard, Premium and Pearl papers. Both sides of the Postcard are fully customisable. Make sure to use our sizing templates available to download for free from our website.

PRICE PER PACK OF 25 CARDS								
SIZE	PAPER	1-2	3-5	6-9	10-19	20-45	46-75	UV COAT (PER PACK 25)
4x8 Flat	Standard	\$37.06	\$35.10	\$31.86	\$29.90	\$27.41	\$26.33	\$5.40
	Art & Premium Matte	\$40.37	\$38.48	\$35.24	\$33.21	\$30.85	\$29.70	\$5.40
	Pearl & Bamboo	\$43.67	\$41.92	\$38.68	\$36.59	\$34.22	\$33.14	\$5.40
5x10 Flat 5.5x11 Flat	Standard	\$42.26	\$40.16	\$36.32	\$34.09	\$31.25	\$29.97	\$9.45
	Art & Premium Matte	\$46.78	\$44.69	\$40.91	\$38.68	\$35.84	\$34.56	\$9.45
	Pearl & Bamboo	\$51.30	\$49.21	\$45.43	\$43.13	\$41.92	\$39.22	\$9.45
8x10 Flat	Standard	\$44.82	\$42.59	\$38.48	\$36.18	\$33.14	\$31.73	\$9.45
	Art & Premium Matte	\$51.57	\$49.41	\$45.23	\$42.93	\$39.89	\$38.48	\$9.45
	Pearl & Bamboo	\$58.32	\$56.09	\$51.98	\$49.68	\$46.64	\$45.23	\$9.45





## ACCORDION MINI BOOKS



Accordion Mini Books are the perfect gift item for your clients to use as mini folios and brag books. Available in a wallet and a square 3x3 size, order an Accordion Mini Book on any of our press printed papers: standard semi-gloss, art linen, art watercolour, art recycled and pearl. UV coating can be added to the standard and pearl card stock. Cover options include fabrics, leathers, suedes, or a personalised custom photo cover in lustre or metallic with a matte laminate. The wallet Accordion Mini Books have up to 14 customisable panels and the square 3x3 has up to 10 customisable panels. Accordion Mini Books are available to order through ROES, with a minimum order of 3 identical books. Frosted slip covers are available for only \$2.00 per book. Make sure to use our sizing templates available to download for free from our website.

2 <sup>3/8</sup> X3 <sup>3/8</sup> WALLETS AND 3X3 ACCORDION MINI BOOKS			
PAPER TYPE	LEATHER OR FABRIC COVER	CUSTOM PHOTO COVER	UV COAT (PER BOOK)
Standard	\$12.65	\$17.25	\$0.58
Art	\$13.23	\$17.83	
Pearl	\$14.38	\$18.98	\$0.58

## USB CASES

Deliver a USB Drive of images in a personalised USB Case complete with an engraved USB Drive. Choose from one of our many cover fabric or leather options or make it personal or branded with a photographic print wrapped around hardboard and finished with matte laminate. USB Cases are square sized with the ability to hold 1 or 2 USB Drives. Our USB Case includes a magnetic closure. With their ease of use and large capacity, USB Drives are the most popular method to deliver files. Enhance the presentation with custom engraving. Add a client's name or a memorable date and most importantly, your studio name. With custom engraving on one or both sides of the USB Drives, you can personalise one side for the client and include your branding on the other. Our black USB Drives are available with either an 8GB or 16GB capacity. The inside of our USB Cases contain a foam insert to hold the USB. Keep in mind that our USB case inserts are designed specifically to hold our black USB drives only. Make sure to use our sizing templates available to download for free from our website.



USB CASES		
Quantity	Fabric/Lustre	Metallic
1 to 5	\$44.55	\$47.25
6 or more (of the same design)	\$40.50	\$43.20
USB DRIVES		
Size	Ordered Alone*	Ordered with Case
8gb	\$34.76	\$29.03
16gb	\$40.50	\$34.76
Engraving	\$3.38	\$3.38



whcc  
white house custom colour

## GETTING STARTED WITH THE WHITE HOUSE COLLECTION

Before you begin, you need to ensure you are a registered customer with The Edge. If you are already registered and have a customer ID and password, you may use the same ID to sign in when ordering the White House Collection via The Edge Roes. If not, please click on the getting started tab on our website to register and obtain your customer ID.

Once you have registered, you will need to download The Edge Roes White House Collection software. It will prompt you to enter your customer account details and sign in. ROES is an easy to use cross-platform ordering solution for these products and services. The Roes software is easy to install and will automatically update each time it is launched. Using the software is simple: select the folder of images you have designed to print from, select the product you want to order from the catalogue, and drag and drop the image you want into the blank template displayed in the ordering pane.

\*PLEASE NOTE: Roes is NOT a design software. It is simply an online ordering system that gets your files to the lab with clear instructions as to what you are ordering. Before you go to place your order, you must first design your products in the WHCC sizing templates specific to the product that you are ordering. These sizing templates are available to download for free from our website by clicking on The White House Collection tab > How to order > click here to download our free sizing templates. The templates are sized at the correct size, DPI and colour space required for printing through WHCC. Our Press Printed Product Sizing Templates should be used with Photoshop. Be sure your Ruler Guides are turned on in Photoshop (View > Rulers). When a sizing template is opened in Photoshop, it will be a white document with blue ruler guides located ¼" in from the edge of the file. These ruler guides are your Safe Line. Keep all important elements within the blue ruler guides.

Sizing of files for Press Printed Products is crucial prior to uploading into ROES to place an order, so to assist you further, we have prepared a document; 'Preparing Files for Press Printed Products' available on our website. By reading all available information, your design and ordering process will be smooth and trouble free.

## ALBUM DESIGN SERVICE

Would you like to produce a wedding album but don't have the time or ability to put it together yourself? We offer a simple Album Design service to help you achieve your dream album!

- Choose from any album in the **WHCC range** (page 2 & 3 of this catalogue).
- Design charges from **\$16.00 per spread** Includes initial consultation, colour correction of images, album design and one round of changes.
- Additional layout changes will be charged at **\$5.00 per spread**.
- Albums are designed with a simple, clean and timeless layout.
- **\$16.00** for cover design
- Retouching is available on a per image charge.
- Medium retouching **\$25.00 per image**. Advanced retouching (eg. head swap) **\$60.00 per image**

Once your album is designed, a proof will be emailed to you for your approval. It is at this point where you can make one round of changes. Changes will be made and a new proof will be sent to you. If you require further changes, a charge of \$5.00 per spread applies. Once final proof has been approved in writing, your album will be assembled. Once approved, the turnaround time is approximately 2 weeks.

\* Album cost is **NOT** included in Album Design Service Charge. For album prices, please refer to page 3.

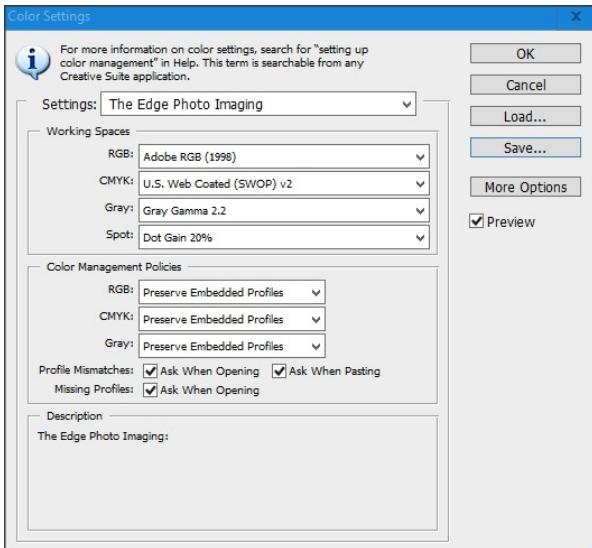
## COLOUR MANAGEMENT

### CALIBRATING YOUR MONITOR

To begin, you will need a calibration kit from The Edge. This contains a digital file, D6500 colour.jpg (see right) and the same image in print. Please contact us at [info@theedgephoto.com.au](mailto:info@theedgephoto.com.au) and we will email you the information you need, and arrange for a calibration print to be mailed to you. Open Photoshop on your computer and proceed with the following steps: Open colour settings in Photoshop, usually found under the 'edit' menu. Adjust your settings to match the settings below, and save the setting as 'The Edge'



\*Our default working space is Adobe 1998 but if you currently shoot in sRGB and would prefer to continue this way, that's ok. Just select sRGB as your RGB working space in your colour settings. All files must have an embedded profile.



### FOR MANUAL P.C SETUP

Open the file called D6500 Colour.jpg from the email you have received. This is the digital version of the print you have received in the post. Compare the hard copy print to the image displayed on your monitor.

Adjust the brightness and contrast using the physical controls on your monitor until the graduated grey patch on the bottom of the image matches the print, keeping in mind that brightness is going to effect your blacks, and contrast is going to effect your whites. With the same file still open, now evaluate the colour. If the colour of the image on the screen does not match the colour of the print, then adjust your monitor using the red, green and blue output controls until the monitor matches the print. The colour controls of your monitor are usually found by pressing the menu button on the front of your monitor and navigating to the colour or RGB section.

\*The colours on your display can be influenced by many factors, such as ambient light, the position and angle of the display, and the age of the display. Therefore, we strongly suggest your monitor is situated in a room where there is neutral colours with no light or no natural light interference. Make sure your monitor is switched on and warmed up for at least 30 minutes before calibrating.

### FOR MAC SETUP

As Mac screens don't have the ability to manually select RGB values (only brightness/contrast), we suggest using the inbuilt colour profiler. For more information on how to colour profile your mac, go to the Apple website:

[https://support.apple.com/kb/PH22158?viewlocale=en\\_GB](https://support.apple.com/kb/PH22158?viewlocale=en_GB)

### FOR BEST RESULTS:

For best results we strongly suggest you calibrate your monitor using a monitor calibration device.

These devices give the best and most accurate results:

#### SCREEN SETUP:

D6500 (daylight) / 2.2 Gamma setting

i1Display Pro



Spyder5Pro



Colormunki Display





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