



Flower Girl Greetings®

magnifying the beauty of God's Word

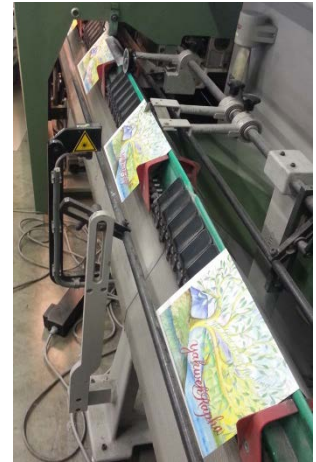
From Painting to Printing Our Process of Excellence

by Beth Ann Phifer



The steps we take to create Flower Girl Greeting cards:

- 1. Create.** The cards represented in our brochure encompass art that was created from 1976 to the present day. The art includes a variety of techniques and materials, including watercolor, charcoal, oil paints, collages, pressed flowers, and calligraphy.
- 2. Spot-check.** I scan the artwork and remove specs, such as dust from the scanner. This time-consuming step ensures that unwanted marks will not appear when the cards are printed in high-resolution on quality cardstock.
- 3. Construct.** I create the cards in a special program that includes the front and back of each card. These files give the printer information for color, cutting and folding.



The back of each card includes: a watercolor title; Scripture, hymns, or devotional thoughts; and often a description of the art technique. The writing on the back may take as much time as the artwork (particularly for the *I Am* and *Hebrew Names of God* Collections).

- 4. Proof.** Proofing of the cards is a detailed, fun, collaborative process that happens in three steps.
 - 1.** A proofing team reviews each card. This team includes: two artists who see composition and color; a mother who is sensitive to the transition of the content on the back of each card; a teacher with good grammar skills; an analyst; and two others who are writers and big card-senders. We make sure all text is biblically correct, encouraging, and full of hope.
 - 2.** After I make the edits, we carefully review the front and back of each card one more time before sending the files to the printer. The printer then delivers the high-resolution proofs.
 - 3.** The high-resolution proofs show errors that are not visible on the computer monitor or in the lower-quality prints that we used for the initial proofing. At this time, each design must be meticulously scrutinized. Then, the final files are sent to the printer.
- 5. Check at press.** When I see the actual cards that have come off the press, minor color adjustments are made.
- 6. Score, fold and cut.** The cards are scored, folded and cut by a skilled bindery operator.

At Flower Girl Greetings, we value the integrity and skill of each person who makes our company possible. From painting to printing, our goal is to deliver an excellent product that brings the power, comfort and hope of God's Word to those who receive our greeting cards.

