

CREATIVE MEMORIES IS MOVING TO "TRUE 12x12" ALBUMS, PAGES, PAGE PROTECTORS, AND PAPER PACKS

Q. What's "True 12x12"?

A. The CM album page we currently call 12x12 is actually 12 inches high by 11.45 inches wide. The new "True 12x12" page will be one half inch wider, making it truly 12 inches square in between the jeeping.

Q. Why is CM doing this?

A. True 12x12 has long been a more popular option in the scrapbooking industry. With the advent of digital scrapbooking, the ability to place a full 12x12 layout on a page has become more necessary. Just think, no more trimming your papers or making sure your background paper is oriented a particular way!

Q. Is the Original 12x12 being discontinued?

A. Yes, but it will happen gradually. Our current line of original 12x12 album covers will become while supplies last in June of 2008. If you are doing "albums in a series" and want them all to match, you will want to stock up on the covers you need before then.

As for the "original" pages and the page protectors, you will have AT LEAST the next 18 months to purchase them. Think about your current album projects and the coversets you have on hand so that you can finish up your projects or purchase the right number of pages and protectors before these items are discontinued. (Don't worry, I'll be sending out plenty of reminders as the discontinuation date draws near.)

Q. How will the new "True 12x12" album look on my bookshelf next to an Original 12x12 album?

A. Just fine! The True 12x12 coverset is only about a half inch wider than the Original. When they sit on a bookshelf, the True 12x12 will stick out just a scooch more. You will hardly notice the difference.

Q. Will there be a price increase on the albums?

A. No! True 12x12 coversets, pages, and page protectors will cost the same as the Original 12x12s do now.

Q. Will any other album sizes be changing?

A. Yes, CM is transitioning from its current 7x7 size to a true 8x8. It will be the same gradual changeover as with the 12x12.