

Creative Memories

Go-To Glossary of Terms

As you begin your exciting Advisor journey, you may encounter terms or abbreviations that are new to you — this handy cheat sheet will help familiarize you with some of the most common Creative Memories (“CM”) terminology so you’re in-the-know.

COMMON PRODUCTS & ABBREVIATIONS

- **Border Maker Cartridges (“BMC”):** Cartridges made for use with the Border Maker System.
- **Cardstock (“CS”):** Solid-color milled paper with a paper weight of 45# to 80#.
- **Circle Cutter (“CC”):** Cuts and/or draws circles of various sizes, from as little as 3" to 11-3/4" in diameter, just by twisting the sizing dial.
- **Custom Cutting System (“CCS”):** Cuts shapes using 3 interchangeable blades and acrylic patterns. Products are sold separately.
- **Die Cuts:** Paper embellishments that have been cut out by a die into a shape.
- **Fast2Fab™ (“F2F”):** Type of album or refill pages that are predesigned with full-page designs.
- **Laser Cuts:** Intricate embellishments that have designs in them cut out by lasers. Can be laser-cut papers, mats, borders or embellishments.
- **Original Border Maker System (“OBMS”):** Creates 12x12 border cutouts using interchangeable cartridges. System includes the Housing unit, Guide arm and 2 cartridges.
- **Personal Trimmer (“PT”):** Photo trimmer that cuts up to 7".
- **Repositionable Tape Runner (“Repo”):** Adhesive that lays down tiny translucent dots that securely hold photos or papers in place, yet can be removed at any time with no tearing.
- **Tape Runner / Tape Runner Refill (“TRR”):** Dispenses small white adhesive tabs. Case is refillable.
- **12-inch Trimmer:** Cuts paper and cardstock like butter. Interchangeable blades are sold separately.
- **Power® Project Folders (“PPF”):** Clear poly multi-pocket folders (4/pk) to store papers, cardstock, photo mats, stickers and embellishments.

SCRAPBOOKING TERMINOLOGY

- **Crop:** Getting together with a group and scrapbooking.
- **Crotoberfest:** One of two seasons of the year (September-November) when Advisors hold Home Office (“HO”)-supported customer crops and CM releases ideas and products to Advisors to help with their Crotoberfest events.
- **Double-Page Spread (“DPS”):** Two completed coordinating scrapbook pages, side by side. Sometimes called just a “spread.”
- **Layout:** A single completed scrapbook page.
- **National Scrapbook Day (“NSD”):** Based around National Scrapbook Day, NSD is the other season of the year (March-May) when Advisors hold Home Office-supported customer crops and CM releases ideas and products to Advisors to help with their NSD events.
- **Paper Buffet™:** A fun, fast-paced activity Advisors can choose to do at events in which they hold up individual sheets of paper and whoever grabs it first can purchase that sheet.

- **Project Recipe™ (“PR”)**: Instructions with measurements and a Cutting Guide to create a double-page spread. Offered free to Advisors for every monthly collection, and for purchase in kits for NSD and Croptoberfest (creating two double-page spreads).
- **Sketches**: Like a blueprint for creating a layout; there are no specific cuts or measurements, it’s a template that you can follow and make your own.
- **Virtual Crop (“VC”)**: Getting together virtually with a group and scrapbooking. CM holds VCs the second weekend of every month in the Virtual Crop Facebook Group.

PHOTO-SAFE TERMS & WHERE YOU’LL SEE THEM

- **Acid-free (all products)**: Papers and photos will not discolor or disintegrate more quickly than they would naturally.
- **Bleed-resistant (pages, paper, cardstock, pens, adhesive)**: Color of products will not transfer to other products; adhesive will not bleed through the material it has been adhered to.
- **Buffered (pages, paper, cardstock)**: Treated with calcium carbonate to combat the acids found in memorabilia and normal air pollution.
- **Lignin-free (all products)**: Will not turn yellow and brittle over time.
- **PAT-tested (all products)**: Products have passed the Photographic Activity Test (PAT) — an international standard — that tests the chemical interactions between photographs and their storage enclosures to ensure they are safe.
- **Stain-resistant (bookcloth albums)**: Can withstand exposure to real-life substances (e.g., cola, coffee, peanut butter, etc.); material can be wiped clean.

Abbreviation Recap

- BMC**: Border Maker Cartridge
- CC**: Circle Cutter
- CCS**: Custom Cutting System
- CM**: Creative Memories
- CS**: Cardstock
- DPS**: Double-Page Spread
- HO**: Home Office
- F2F**: Fast2Fab™
- NSD**: National Scrapbook Day
- OBMS**: Original Border Maker System
- PR**: Project Recipe™
- PT**: Personal Trimmer
- Repo**: Repositionable Tape Runner
- TRR**: Tape Runner Refill
- PPF**: Power® Project Folders
- VC**: Virtual Crop

Are You Connected Yet?

There are several CM-managed Facebook Groups that we encourage you to join to connect with other Advisors!

Advisors in North America:

www.Facebook.com/Groups/CMGroupAdvisors/

Advisors in Canada:

www.Facebook.com/Groups/CMCanadaAdvisors

Advisors in Australia:

www.Facebook.com/Groups/CMAustraliaAdvisors

All Advisors: We also have a group focused on growing your business that all 3 countries are encouraged to join called the CM Achievements Planning Group: www.Facebook.com/Groups/CMEventsPlanning

And you’ll want to be sure to join the Virtual Crop Facebook Group to join fellow scrapbookers from around the world to complete sketch challenges during the monthly VCs: www.Facebook.com/Groups/CreativeMemoriesVirtualCrop/