

## **Generations Memory Books – Frequently Asked Questions**

**Q: Why scrapbook my photos? I'm happy with my photo albums. They've been in those albums for years and they're perfectly fine. Besides, scrapbooks are expensive.**

A. Go back and look at the photos that have been in the albums for more than ten years. Are they really in as good condition as they were when you placed them in the album? Nope. They're brittle, discolored and disintegrating. Leave them in there another ten years and watch them turn distorted colors. Some fade nearly completely.

And yes, scrapbooks can sometimes be costly -- they're works of art – and what are your memories worth to you? Ask anyone who has lost all of their family photographs in a fire or some other disaster and they'll tell you they'd pay a great deal to have those memories back again. Of course, no scrapbook (or photo album, for that matter) will protect your photos in a fire, but an acid-free, lignin-free scrapbook album will protect your precious family photographs from discoloring, fading, yellowing or turning brittle. And they're BEAUTIFUL!

**Q: What is meant by "acid-free" and "lignin-free"?**

A. Good questions! "Acid-free" refers to the absence of chemicals used in the manufacture of most paper. Acid will quickly deteriorate this type of paper. Lignin is the glue-like substance that holds wood fibers together in trees. Newspaper, for example, has a high lignin content, evident by how quickly it turns brittle and starts to yellow. Have any six-month old newspapers lying around? They deteriorate pretty quickly, don't they? The life of paper is lengthened considerably by removing the acid and lignin. A safe "rule of thumb" when considering paper is, if it doesn't specifically say "acid and lignin free", it probably isn't. Only acid-free and lignin-free papers and paper products approved for archival purposes are used in our scrapbooks, cards, calendars and other items.

**Q: So, what if I want to include my memorabilia in my album -- like ticket stubs, newspaper articles and other items?**

A: Terrific! We have these items in our albums, too. What would any scrapbook be without memorabilia? There are a number of very good acid-removing sprays on the market today, and we use those when incorporating these items into our memory albums.

**Q: How long will it take to get my finished album?**

A: That depends on the size and complexity of the album. We will have a better idea after the initial consultation. Smaller, less elaborate albums take less time.

**Q: What will this cost?**

A: Again, what are your memories worth? We spend thousands of dollars every year on our weddings, our vacations, our cameras, our photos, etc., etc. Isn't it worth a relatively small cost to preserve these memories? Your family will thank you for it! Mine already has! The cost of your album will ultimately be decided by you -- do you want a small album or a large

one? One that is elaborate or very simple? A few pages or many? See our pricing list for more details. Also, supplying your own materials can cut down on the cost somewhat. We offer a wide range of pricing to suit everyone's budget.

**Q: What is journaling and who takes care of that?**

A: Journaling is an integral part of the album, because it's the story part! We always recommend that you do your own journaling -- your family will, after all, appreciate your handwriting and the time you took to complete the journaling. We allow ample space for journaling on as many of the pages as you wish. However, we can computer journal the album for you if you supply complete information for us. This is done at an additional charge.

**Q: Who supplies the album itself?**

A: You do, or if you prefer, we will, at an additional charge. Again, the album is an important part of the scrapbook and should reflect your personal taste, so it is always preferable for you to choose one beforehand. There are hundreds of lovely albums on the market today and we are happy to assist you in choosing one that you will love.

**Q: Do I have to organize my photos beforehand?**

A: It's not required, but it's a very good idea, and certainly cuts down on the time needed to complete the album. If you prefer, we can do that step for you at an additional charge. Then there will be a second consultation to ensure that we have organized the photos to your satisfaction and are ready to proceed, also at an additional charge. If your photos are ready to go at the initial consultation, then that step is FREE!

**Q: Can I see my album before it's finished?**

A: Absolutely! In fact, it's probably a good idea to take a "sneak peek" before completion, just to make sure we're achieving the look you want.

**Q: Is a deposit required? Why do we need a contract?**

A: A deposit of 60% of the finished album cost is required before the album is begun. The remainder is due upon delivery.

A contract sets out clear guidelines and expectations on both sides and is the accepted practice in the industry. It establishes pricing, time lines and desired outcomes.

If you have any other questions, do not hesitate to contact us!