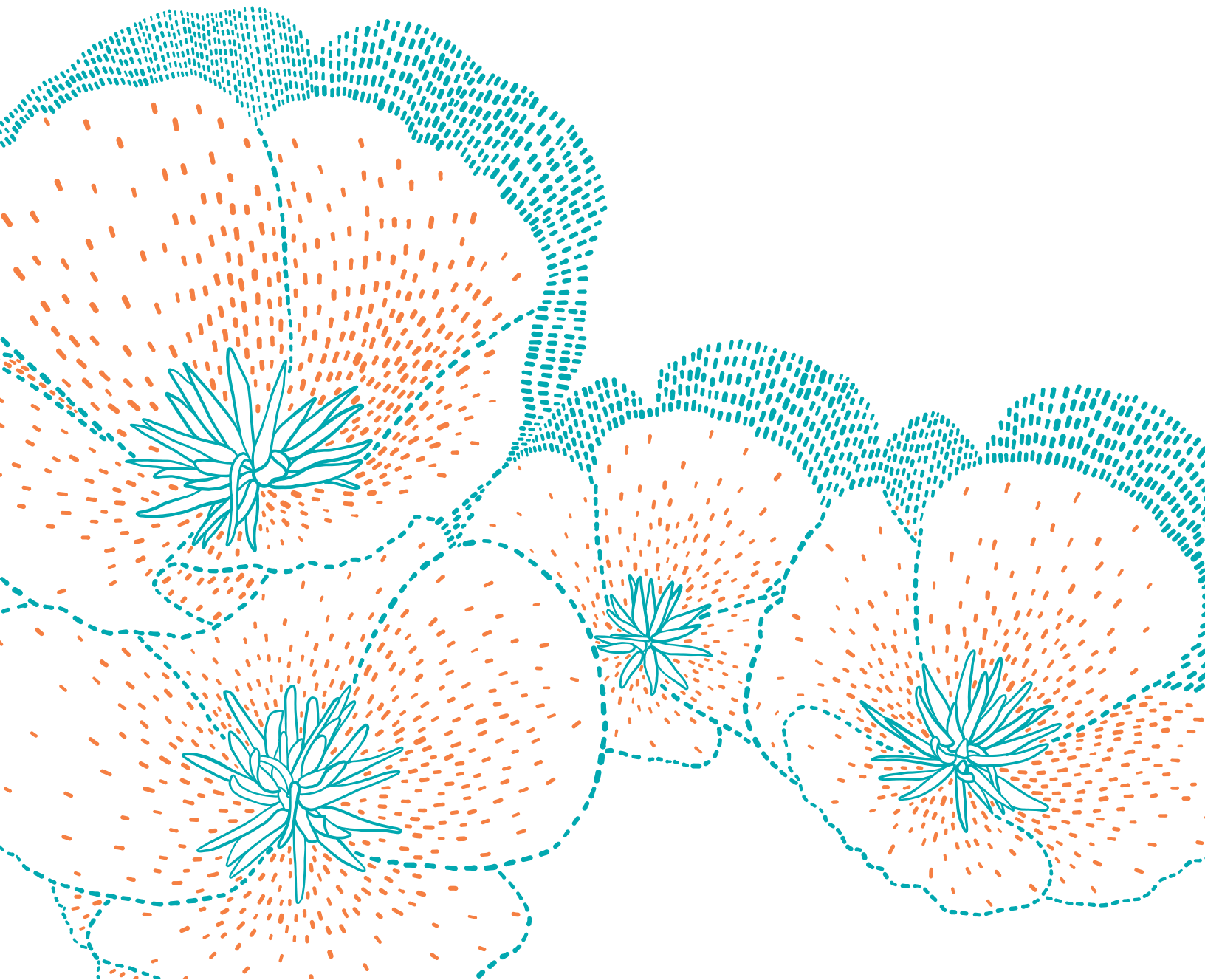


Helen Edna

2020-2021 Collection



Welcome



I enjoyed exploring overlapping colors with this release!

About Helen Edna

Helen Edna is letterpress stationery studio based in Dana Point, California. My designs are joyful, organic, and finely hand drawn with vibrant colors.

Helen Edna is named after my grandma who had a cheerful demeanor and a passion for craft.

I worked as an architect for several years after studying it in college and realized that I really missed working with my hands.

I took printing lessons at the International Printing Museum in Carson and loved the process of printing my hand-drawn designs into cards. Shortly thereafter, I bought a Golding Pearl platen press and made a leap to start Helen Edna!

Thank you for your interest in my company!

Lauren Rolph



Happy Birthday

Single Letterpress Printed A2 Card Folded, \$2.50 each, 6 Minimum per Style



C81 Birthday Poppies



C82 Birthday Sunshine



C58 Birthday Waterfall



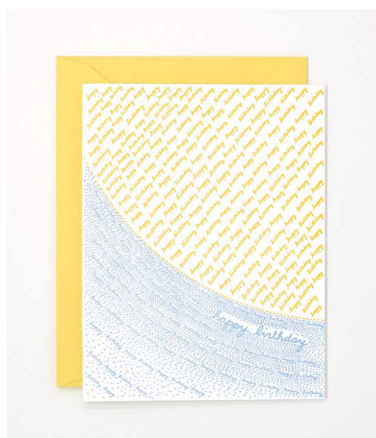
C59 Birthday Waves



C53 Birthday Sunset



C70 Birthday Glacier



C37 Birthday Sun and Sky



C52 Birthday Cosmic



C39 Birthday Folds

● new ● bestseller

lauren@helenedna.com | 949 484 9762 | 02

Happy Birthday

Single Letterpress Printed A2 Card Folded, \$2.50 each, 6 Minimum per Style



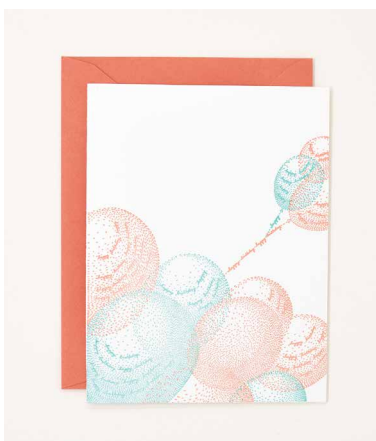
C40 Birthday Fields



C01 Birthday Sea



C04 Birthday River



C68 Birthday Balloons



C69 Birthday Hot Air
Balloons



C44 Birthday Planes



C71 Birthday Wildflower



C11 Birthday Poppy



C43 Birthday Floating
Flowers

Happy Birthday

Single Letterpress Printed A2 Card Folded, \$2.50 each, 6 Minimum per Style



C60 Birthday
Butterflies in Flight



C10 Birthday Butterfly



C08 Birthday Tree Rings



C55 Birthday Orchid



C41 Birthday Confetti



C02 Birthday Candle



C54 Happy Birthday Dots



C07 Birthday Ribbon



C09 Birthday Stripes

Happy Birthday

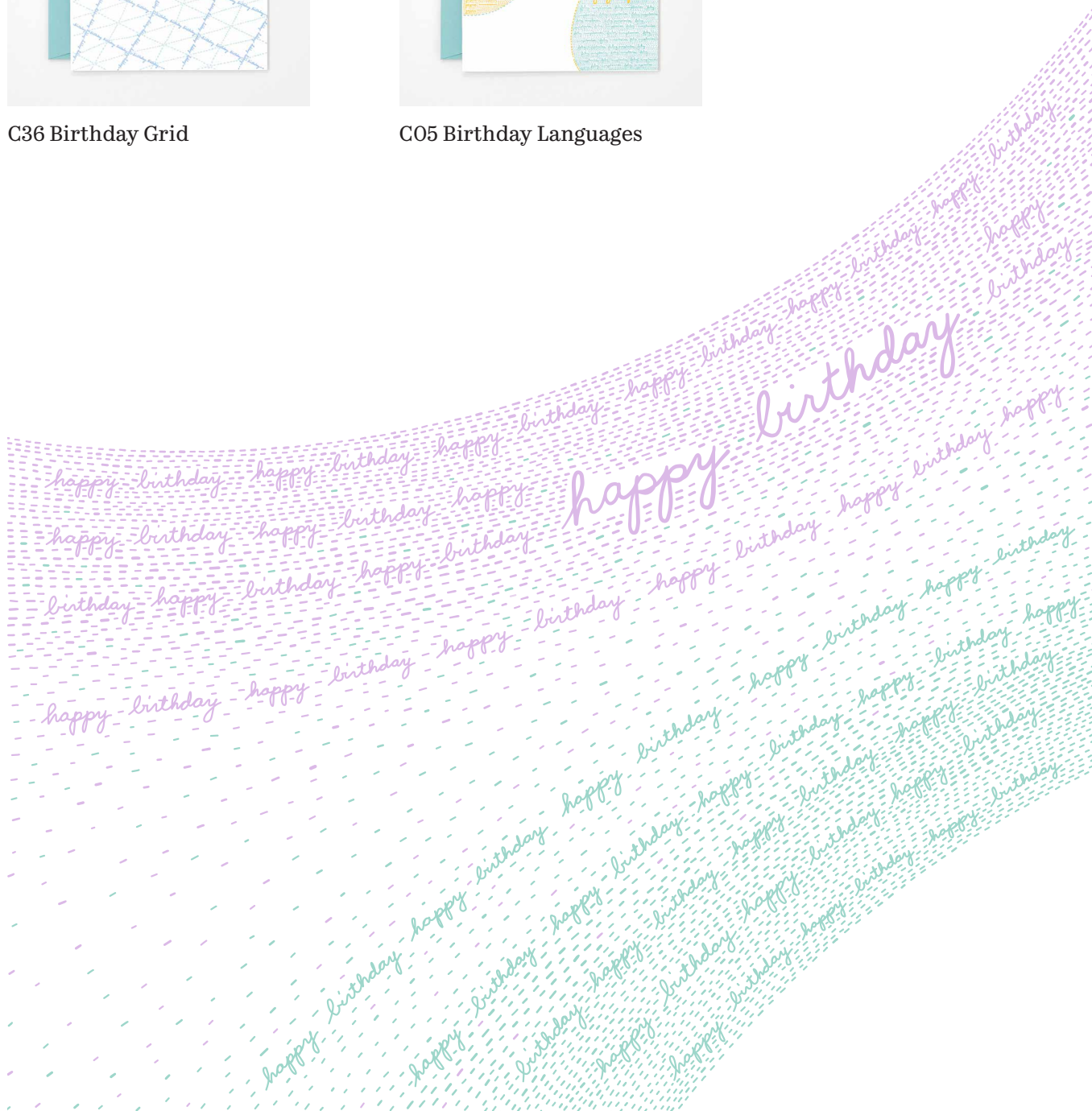
Single Letterpress Printed A2 Card Folded, \$2.50 each, 6 Minimum per Style



C36 Birthday Grid



C05 Birthday Languages



Thank You

Single A2 Card, \$2.50 each, 6 Min. per Style; Boxed Set of 6 A2 Cards (sku-B), \$10.00 each, 3 Min. per Style



C83/C83-B Thank You
Sunshine



C61/C61-B Thank You
Waterfall



C45/C45-B Thank You
Swirl



C13/C13-B Thank You
Flower



C14/C14-B Thanks You
Mean a Lot to Me



C15/C15-B Thank You
Circles

Love



C84 Interlocking Hearts



C72 I Love You Roses



C16 You Are My Home



● new ● bestseller

lauren@helenedna.com | 949 484 9762 | 06

Love

Single Letterpress Printed A2 Card Folded, \$2.50 each, 6 Minimum per Style



C62 I Love You This Much



C63 Sending Lots of Love to the Future Mrs.



C19 Exploding Love



C18 You Are My Favorite



C17 Love Is in the Air



C56 You Have My Heart



C20 Infinite Love



C64 Congrats on Your Wedding



C46 Forever and Always

Congratulations/Baby

Single Letterpress Printed A2 Card Folded, \$2.50 each, 6 Minimum per Style



C47 Congrats Confetti



C23 Congrats Mountain



C22 Congrats Bubbles



C21 Congrats Eclipse



C48 Baby on the Way!



C74 Baby Shower



C25 It's a Girl!



C26 It's a Boy!

● bestseller

lauren@helenedna.com | 949 484 9762 | 08

Get Well/Hello/Sympathy

Single Letterpress Printed A2 Card Folded, \$2.50 each, 6 Minimum per Style



C75 Thinking of You Birds



C76 Thinking of You Sunrise



C65 Thinking of You Waves



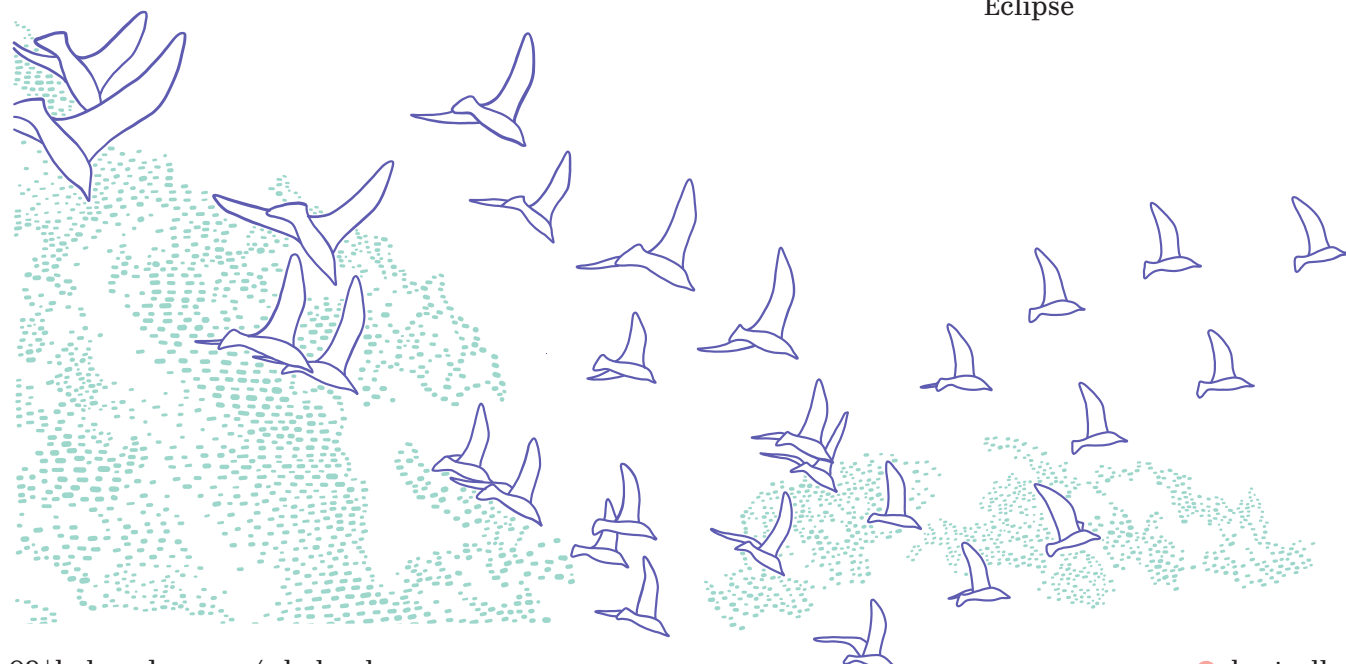
C31 With Sympathy



C28 Thinking of You Sea



C29 Thinking of You Eclipse



Mom/Dad

Single Letterpress Printed A2 Card Folded, \$2.50 each, 6 Minimum per Style



C66 You Are a Great Mom



C49 I Love You Mom



C67 I Love You Lots, Dad!



C50 I Love You Dad



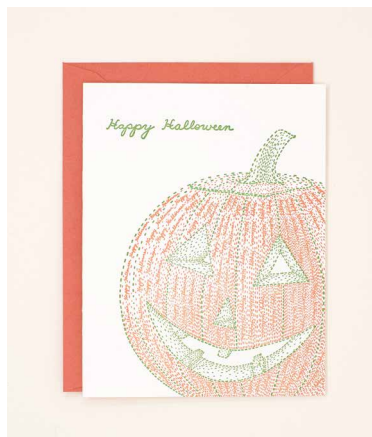
● bestseller

Holiday

Single A2 Card, \$2.50 each, 6 Min. per Style; Boxed Set of 6 A2 Cards (sku-B), \$10.00 each, 3 Min. per Style



C51/C51-B Easter Egg



C77/C77-B Halloween Pumpkin



C85/C85-B Happy Hanukkah



C78 Shalom Star of David



C57/C57-B Hanukkah Menorah



C86/C86-B Falling Snowflakes



C35/C35-B Snowflake



C79 Merry Christmas Dots



C80 Christmas Poinsettia

Holiday

Single A2 Card, \$2.50 each, 6 Min. per Style; Boxed Set of 6 A2 Cards (sku-B), \$10.00 each, 3 Min. per Style



C33/C33-B Christmas Tree



C34/C34-B Ho Ho Ho



C32/C32-B 'Tis the Season



Terms & Policies

Thank you for your interest in carrying Helen Edna!

Please provide me with your resale license number and store website if you are a new account.

ORDERING

Orders can be placed by email or phone.

Email: lauren@helenedna.com

Phone: 949.484.9762

PAYMENT

I accept credit card and checks. Checks should be made payable to Helen Edna. I request payment for orders to be paid via Paypal at the time of shipment. If the customer will be paying by check, I will need to receive it before shipping the order. Net 30 Terms may be granted to customers in good standing.

MINIMUM ORDER REQUIREMENTS

Opening order minimum is \$50.

Reorder minimum is \$50.

SHIPPING

The buyer is responsible for all shipping costs. The shipping cost is added after the order is taken. The buyer is also responsible for all customs and duties as applicable. Orders are shipped with the most economical shipping carrier. I also offer expedited shipping if needed.

TURNAROUND TIME

Please allow 1 to 3 weeks until your order is ready to ship.

BACKORDERS

I will let notify you if an item happens to be out of stock and will ship all of the in stock items unless otherwise directed. Once all backordered items are in stock, I will ship them out immediately.

LETTERPRESS PRINTING

I inspect each piece prior to shipping to ensure it meets my quality standards. Please note that each print will be subtly unique due to the nature of letterpress printing, so there may be slight differences including ink color, saturation, impression, and position. This catalog offers an approximation of the actual ink colors.

SUSTAINABILITY

I use 100% cotton paper (tree-free), soy and linseed inks, and recycled paper envelopes from the United States. All of my pieces are printed on my Golding Pearl platen press and cut on my Chandler and Price Guillotine cutter, both from the early 1900's that do not use electricity.

DISPLAY AND PACKAGING

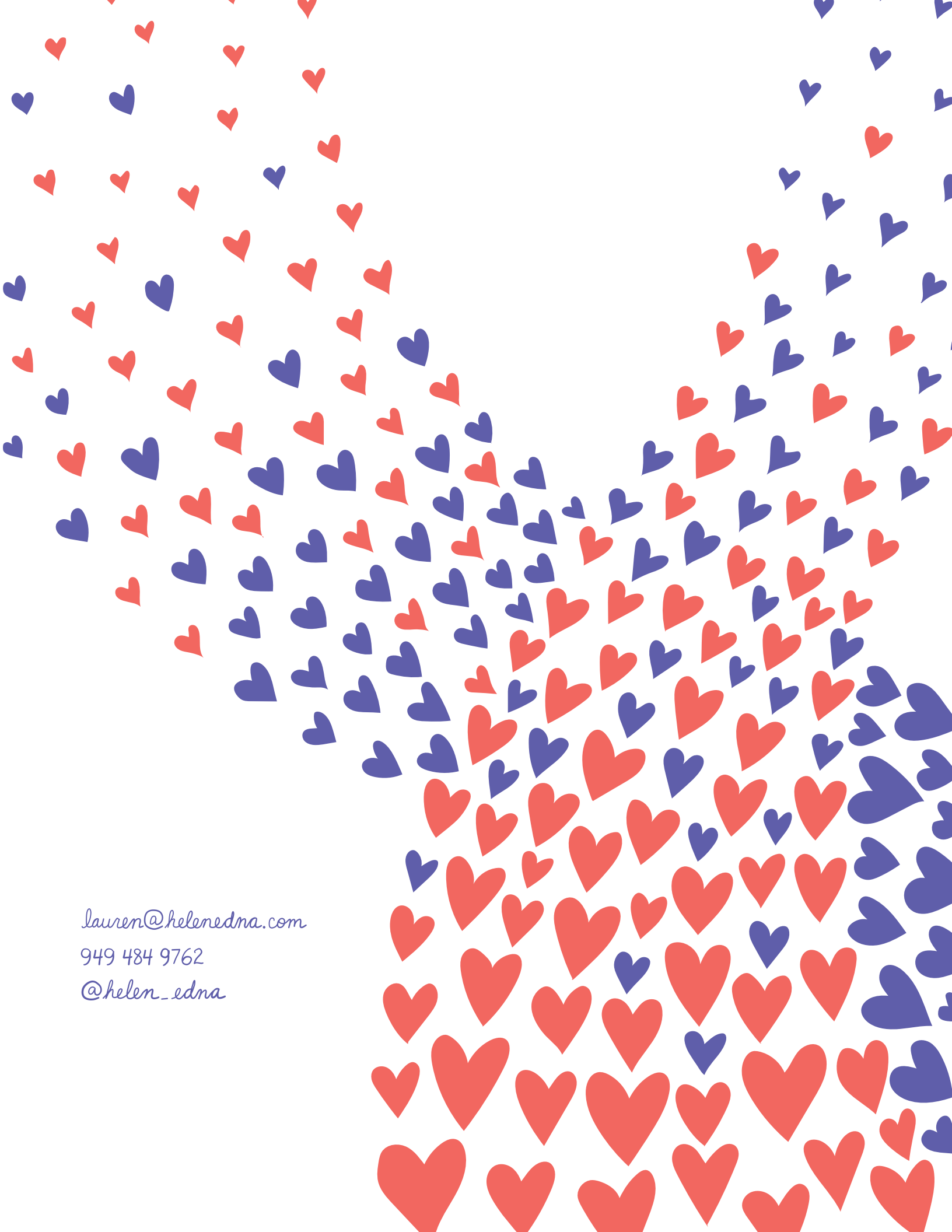
My products must be displayed and sold in their original packaging. Box sets must be sold in their original packaging and not be sold individually.

RETURNS AND EXCHANGES

I am unable to accept returns unless items have been damaged in transit. Please notify me within 5 business days of the damaged items. I will reimburse your shipping costs and ship the replacement free of charge.

CANCELLATIONS OR CHANGES

Cancellations or changes to your order must be submitted to me at lauren@helenedna.com within 24 hours from the time of placing the order.



lauren@helenedna.com

949 484 9762

@helen_edna