

33 years and still hot!

**HOT
OFF THE
PRESS** INC.



After 33 years Hot Off The Press is still going strong and president Paulette Jarvey is still bursting with new ideas. Stephanie de Geus spoke with her about the past three decades

With 14 different categories of craft supplies, this American company has built up quite a range of different products over the years. This is something president Paulette Jarvey never expected when she started working on her first craft book in the late 1970s. "I started working on a book about dough art called *You Can Do It!* It took me four years to complete the 96-page book. We took all the step-by-step photos at our kitchen table and my husband developed them in our

bathroom. So we really started at the preverbal kitchen table! When I gave the copy to the printer I asked him if he would put it away in a safe and he assured me he would. We still use the same printer and it was only years later that he told me it moved from his desk to his bottom drawer!" she laughs.

The first book was released in 1980 and things took off from there. "I designed the first five books about dough art, after that other people started to get involved and we started to publish work from other authors. We even got manufacturers who

commissioned us to do books for them."

Instinct and opportunity

In the past 33 years the company has transformed from a kitchen-based family business into a large company with a wide range of products. "A lot of my decisions were based on gut instinct and so far it hasn't led me astray — I really do trust my gut instinct."

"Almost all of those decisions came naturally and all we had to do was decide whether or not to pursue it when a new opportunity arose.



Paulette Jarvey

We decided to turn HOTP into a real business when we started working with other authors. At that point we had to hire people and pay them. That was a lot of responsibility!"

It all spiralled from there. "When I started I didn't know anything about the industry, I didn't even know there was an industry. Other manufacturers started asking if we would produce books for them and we had to decide if we were going to do that or keep on doing our own titles. We decided to do both. From that point onwards, big brands started to get on board. Brands like Hallmark wanted to use our expertise in educating the people. It had lovely products, but didn't know how to teach people how to use the products. That really grew the business and that year we started with three employers and finished with 13."

HOTP also started working with Fiskars. "The company wanted us to do a book on using its patterned-edged scissors. Around that time I went to one of those Creative Memories home parties and saw what they were doing using the scissors. We created the *Snip Your Snapshots* books



The HOTP office building



The yearly HOTP Easter egg hunt



They celebrate the HOTP birthdays as well!

before the term scrapbooking was even invented. The book sold 50,000 copies in the first six months alone."

From there they started building on crafting with photos. They started to create books with papers that co-ordinated with each other and contained ideas within the books using the papers. "We called the line Paper Pizzazz. Michaels, a craft store chain in the US, committed to 10 of these books if we could have everything ready within three months. And we did. We shipped everything on the 16th of December 1996. That next year at the HAH show we were the only company showcasing these types of products."

"My husband and I had an agreement that if my salary matched his, he could quit his job. It took me a while though before I started taking a wage. I was handling the finances of our family and it took a while before I told him that my salary matched his and he quit his job!" Paulette laughs. "He came to work for HOTP and started automating a lot of processes and set up our website. So it did have its benefits. We do joke about it, that our offices are on

separate floors in our building at the opposite ends, so we're as far away as possible and not really working together."

Paperwishes

Another big change for HOTP came in 2002. "We were originally a company that sold to other retailers and we noticed that in between it got filtered and not every retailer had everything in stock. Since



The staff are a close-knit bunch

we now have such a huge range of products, we started creating catalogues and sending those out to customers who had been asking about it in the past. It was a huge success! So we started our website as well. Now www.paperwishes.com has grown into a large part of our business that sells directly to the customers."

The website does more than just selling its products. It also does what the company does best – teaching people. "We do weekly webisodes where we show people ideas and inspiration to use our products. Online and apps really are the way forward. The information

is available for the customer whenever they want."

"I do think the internet is the future", says Paulette. "At the moment we're only doing books when manufacturers request it. We have, however, completely switched to online and webisodes. It really is a great way to teach and inspire people, and that's something we will continue to keep doing."

Go to www.paperwishes.com for product information and inspiration

Flip the page for new releases and project information



The entire HOTP team



Gail Booth Designer



OOH LA LA!

Simply make

- 1 Cover the card front with patterned paper and ink the edges.
- 2 Matt the dress form die-cut onto yellow patterned paper. Attach to the card front using 3D foam pads and add ribbon as shown.
- 3 Add pink and blue flowers to the floral pattern on the card front using 3D foam pads.
- 4 Push out the 'Ooh la la!' die-cut label and affix with a loop of ribbon using 3D foam pads to finish.

What you need

Materials

- ◆ Hot Off The Press Ooh La La! Artful Card Kit
- ◆ rose wide satin ribbon
- ◆ black inkpad
- ◆ 3D foam tape
- ◆ black fine-liner pen
- ◆ white 16x13cm card blank

Susan Cobb Designer



FEEL BETTER SOON

Simply make

- 1 Cover the card front with two different strips of patterned paper. Glue a teal border die-cut along the bottom of the card front and ink the edges.
- 2 Push out the circle and attach the rest of the label frame together with two leaf sprigs to the card front.
- 3 Attach the circle to the centre of the circle using 3D foam pads and add butterflies using 3D foam tape.
- 4 Cut out 'Feel better soon' and attach to the centre of the circle using 3D foam tape. Add a teal bow to finish.

TOP TIP

Pop out the centre circle from the large floral scalloped die-cut and layer with 3D foam tape to add dimension

What you need

Materials

- ◆ Hot Off The Press Butterfly Garden Artful Card Kit
- ◆ teal satin ribbon
- ◆ white 12.5x16.5cm card blank
- ◆ 3D foam tape
- ◆ black inkpad



Teresa Welch
Designer



RUFFLED FEATHERS

Simply make

1 Score and fold halfway across the card front to create an easel card blank. Cut a 16.5x13cm panel of Olive cardstock and matt with patterned paper. Affix to the lower half of the folded card front.

2 Matt a 14x7.5cm panel of patterned paper onto Plum cardstock. Glue towards the right-hand side of the card front. Matt a 9x10cm panel of patterned paper onto Olive cardstock and affix as shown.

3 Place a Dazzle swirl onto a craft sheet and colour the right-hand

side using Pansy ink. Colour the left-hand side using Caribbean ink, overlapping in the centre. Once dry, remove from the craft sheet and stick to the card front as shown.

4 Push out the birdcage die-cuts and assemble using 3D foam tape. Fix to right-hand side of the card front. Push out two extra birds and fix to the birdcage using 3D foam tape.

5 Cut a banner from patterned paper and matt on green cardstock. Stamp the sentiment and affix as shown together with a threaded button. Add rhinestones to the swirl and birdcage.

6 Layer patterned paper and purple cardstock onto the inside of the card front. Matt and layer a banner and fix to the right-hand side on the inside of card blank. Push out several feathers and fix to inside of the card front using 3D foam pads to create the stopper to finish.

TOP TIP

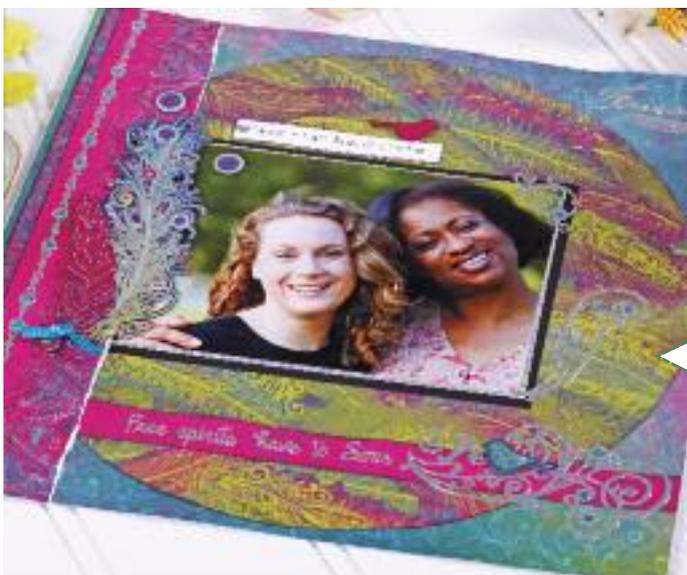
Change the colour of Dazzles using a permanent marker, Spectrum Noir pens or StäzOn or Surfacez inkpads



What you need

Materials

- ◆ Hot Off The Press Fancy Feathers double-sided paper pack
- ◆ white 16.5x13cm card blank
- ◆ Plum & Olive cardstock
- ◆ Hot Off The Press Mystic Feathers Papier Toile die-cuts
- ◆ purple mesh ribbon
- ◆ silver Hot Off The Press Mystic Feathers Scrapbooking Dazzles
- ◆ purple button
- ◆ silver Hot Off The Press Baby Bling rhinestones
- ◆ black, Berry, Pansy & Caribbean Surfacez ColorBox inkpads
- ◆ 3D foam tape



LeNae Gerig
Designer



BIRDS OF A FEATHER

Simply make

1 Use the template to trace circles of patterned paper and cut them out. Ink the edges and affix to the right-hand side of Fancy Feathers swirl-patterned paper.

2 Ink the edges of a 30x2cm strip of pink patterned paper and fix across the layout. Ink the edges of a 30x6cm strip of purple patterned paper and fix to the left-hand side of the layout.

3 Matt a photo onto silver Holographic Ripple paper and black cardstock. Affix as shown.

4 Use the border punch on a strip of patterned paper and ink the edges. Attach to the pink strip on the left-hand side.

5 Assemble the Mystic Feather Papier Toile using 3D foam tape and adhere overlapping the left-hand side of the photo. Add a knot of ribbon to the bottom.

6 Place the large swirl on top of the right-hand side of the layout. Add the sentiment to the strip and fix 'Friends' in the top-right corner.

7 Write a sentiment onto a strip of white cardstock and ink the edges. Affix above the photo using 3D foam tape and add a bird on top to finish.

TOP TIP

Feathers are an on-trend look at the moment and work well for masculine, feminine or family themes!

What you need

Materials

- ◆ Hot Off The Press Fancy Feathers paper pack
- ◆ Hot Off The Press Mystic Feathers Papier Toile die-cuts & Scrapbooking Dazzles
- ◆ silver Hot Off The Press Holographic Ripple paper
- ◆ teal Hot Off The Press Jewel Dazzles
- ◆ teal metallic ribbon
- ◆ Hot Off The Press Easy Circles template
- ◆ black & white cardstock
- ◆ black inkpads
- ◆ 3D foam tape
- ◆ black fine-liner
- ◆ photo
- Tools**
- ◆ Tonic Studios Simplicity Dotty Border Geared Punch



Teresa Welch Designer



START EACH DAY

Simply make

1 Cut a 12x5" piece of teal cardstock and turn horizontally. Score at 5½", 7½", 9½", and 10¾" from the left-hand side. Concertina-fold the scored lines beginning with a valley-fold on the 5½" line.

2 Create a stand for the back of the card by placing a piece of 8¼"x2" teal cardstock horizontally. Score at 2¾", 3¾", 4¾" and 7½", fold the 3¾" score in a valley fold and the remaining score lines in mountain folds. Flatten the folds and attach to the back of the card.

3 Cut a 5½"x1½" panel of patterned paper and matt onto yellow patterned paper. Glue onto different patterned paper and fix across the first stepper.

4 Cut a long tag from blue patterned paper and matt onto teal patterned paper. Stamp the sentiment onto it as shown. Attach a brad and a length of ribbon around the prongs before flattening them. Glue to the left-hand side of the first stepper, adding a heart and a gem.

5 Cut a 5½"x1½" panel of green patterned paper and fix to the centre stepper. Cut a tag from orange patterned paper and matt onto yellow cardstock. Stamp the sentiment and add a ribbon to the top. Fix to the centre stepper together with Dazzles and gems.

6 Cut a 5½" square panel of patterned paper and fix to the back stepper. Cut a 3¾" square panel of red patterned paper, matt onto yellow cardstock and affix slightly off centre as shown. Matt a strip of patterned paper on different patterned paper and affix down the left-hand side as shown.

7 Cut a large tag from blue patterned paper and matt onto yellow cardstock. Stamp the sentiment and fix to the card blank as shown. Add a bow using yellow thread and blue ribbon to the top. Add Dazzles and gem stones as shown to finish.

What you need

Materials

- ◆ Hot Off The Press Fantastic Folded Cards & Boxes DVD
- ◆ Hot Off The Press Pretty Posies double-sided paper pack
- ◆ blue, pink & blue dot ribbon
- ◆ teal & yellow cardstock
- ◆ Hot Off The Press Birthday Cheer stamp set
- ◆ gold Hot Off The Press Pearl Feathers Scrapbooking Dazzles
- ◆ Hot Off The Press Pretty Posies Embellies
- ◆ yellow embroidery thread
- ◆ blue/green Hot Off The Press Baby Bling rhinestones
- ◆ Timber Brown StäzOn inkapad

BOW

Simply make

1 Cover the card front with black cardstock and matt with purple patterned paper. Cut a 9.5x11cm panel of green patterned paper and matt onto black cardstock. Affix to the left-hand side of the card front.

2 Cut 16.5x5cm strip of chevron-patterned paper following the pattern. Matt onto black cardstock and adhere along the bottom.

3 Place a black Dazzle flower onto teal patterned paper, cut out and fix to the top of the green



What you need

Materials

- ◆ Hot Off The Press Fantastic Folded Cards & Boxes DVD
- ◆ Hot Off The Press Simply Susan double-sided paper pack
- ◆ black, purple & lavender cardstock
- ◆ black Hot Off The Press Lacy Flowers Dazzles
- ◆ silver Hot Off The Press Pearl Charms Dazzles
- ◆ white 16.5x13cm tent-fold card blank
- ◆ blue/green & Lavender Hot Off The Press Baby Bling rhinestones
- ◆ silver jump ring
- ◆ 3D foam pads

Tools

- ◆ manual die-cutting machine
- ◆ Hot Off The Press Two Oval Doilies & Mats dies

panel. Fix three smaller Dazzles on purple patterned paper, cut out and affix two to the teal flower using 3D foam pads.

4 Die-cut four small ovals from purple cardstock. Cut a 'v' shape in one end of two ovals and affix to the chevron border. Curve the other two ovals in half, attach on top to create the bow leaving

the curved side on the outside.

5 Matt the 'imagine' Dazzle onto teal patterned paper and fix the back to it. Place the dragonfly charm front to back together and repeat with the key charm.

6 Fix the charms to a silver jump ring and fix to the box together with a Dazzle flower. Add gems.

Susan Cobb
Designer

THANKS

Simply make

1 Cover the sides of the card front with striped patterned paper and the centre with different patterned paper. Ink the edges.

2 Die-cut two swirls from dark blue cardstock. Place in the centre and overlap them slightly.

3 Print a sentiment onto patterned paper, cut into a tag shape and matt onto dark blue cardstock. Fix to the top-left corner of the card front.

4 Pop out the Frosty Flakes snowflakes and layer them together using 3D foam pads. Affix to the card front together with gems as shown to finish.



What you need

- ◆ Hot Off The Press Fresh Frost 6x6" double-sided paper pack
- ◆ Hot Off The Press Frosty Flakes 3D Papier Toile foil die-cuts
- ◆ silver & teal Hot Off The Press Jewel Dazzles
- ◆ white 16.5x13cm card blank
- ◆ dark blue cardstock
- ◆ Chambray Fluid Chalk ColorBox inkpads
- ◆ 3D foam pads
- ◆ black fine-liner

Tools

- ◆ manual die-cutting machine
- ◆ Hot Off The Press Viney Swirl die
- ◆ computer & printer



TOP TIP

Two Viney Swirl die-cuts placed together will create a pretty and intricate border. Embellish using Frosty Flakes Papier Toile and Jewel Dazzles

Amy Hurley-Purdie
Designer

LOVE

Simply make

1 Cover the card front with pink cardstock and matt with patterned paper. Cut a smaller panel of different patterned paper, matt on pink cardstock and fix to the centre of the card front.

2 Die-cut a swirl heart, a large heart, doily heart, four small hearts, and 'Love' from white cardstock. Add the little hearts to the corners of the panel.



TOP TIP

When attaching intricate die-cuts, use spray adhesive for the best effect

3 Die-cut a doily heart from patterned paper. Glue the white heart outline to the solid large heart. Glue the solid patterned paper heart in the centre.

4 Add ribbon across the bottom of the card front. Affix the heart to card front using 3D foam tape and add 'Love' to the right-hand side of the card front.

5 Dot Flamingo Liquid Pearls around the edge of the card front and to the hearts of scroll to finish.



What you need

Materials

- ◆ white 16.5x13cm tent-fold card blank
- ◆ Hot Off The Press Penelope patterned paper pack
- ◆ Hot Off The Press Heart to Heart stamp set
- ◆ black Surfacez ColorBox inkpads
- ◆ pink & white cardstock
- ◆ Rose crepe ribbon
- ◆ Flamingo Ranger Liquid Pearls

Tools

- ◆ manual die-cutting machine
- ◆ Hot Off The Press Love & 5 Hearts die