

25 years of making a difference



Central Manchester was the place to be for Stampin' Up! demonstrators last November and it was the perfect way to celebrate a landmark anniversary. Stéphanie de Geus found out why...

It was a cold Friday morning, late in the year and I was en route to the Stampin' Up! convention – groups of enthusiastic crafters all wearing white backpacks, were lining up outside the Manchester Central Complex. Each person was geared up for two jam-packed days full of workshops, demonstrations and as much information as they could handle. It was the opening session of this year's Stampin' Up! convention and the white backpacks were crammed full with goodies and the latest product catalogue.

The Stampin' Up! convention is a yearly event held in every continent currently in the Stampin' Up! family. The European convention saw United Kingdom, Germany and France coming together once again, whilst welcoming Austria and The Netherlands for the first time.

According to Sara Douglass, adviser to the CEO and daughter of Stampin' Up! founder Sheila Gardner, the event is the perfect

way to recognise the hard work its dedicated demonstrators put in to the businesses and helping Stampin' Up! to grow year on year.

It was to be an extra-special event this year, as Stampin' Up! celebrated an impressive 25th anniversary.

Normally Sheila would host the convention – however, this year due to an accident earlier in the year she was unable to make it. Her daughter Sara came in her place, giving her the chance to present the convention for the first time. Sheila wasn't entirely absent from the convention, she'd created a special video message that had the whole crowd cheering. – and with a plethora of photos from years gone by it almost felt like she was there after all.

Recognition

"What we're noticing at the moment is that crafting is a very hands-on low-tech hobby – especially in this high-tech



Pam Morgan, Vice President, demonstrator & employee

world at the moment", explains Sara. "It's a calming and relaxing and it really is time away from the computer."

"Much cheaper than therapy too!" laughs Pam Morgan, Vice President and demonstrator. "I think what's great about Stampin' Up! is that the people involved really get recognition for their work." Pam Morgan has been with Stampin' Up! almost since the very beginning and has been closely involved in its development and growth.

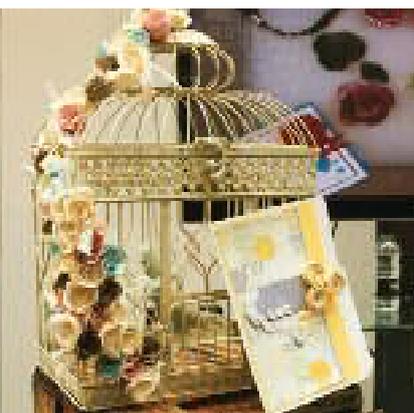


Sara Douglass, Advisor to the CEO

"Making cards is a very generous craft. It's meant as something you make and give away. It's not meant to keep and it's something you share with others and it's a way of sharing what we love with others", say Pam.

"And I really think this is why Stampin' Up! is so great", explains Pam. "It gives people from all over the world a change to do something with their creativity. It allows them to turn what they love into something they can grow a business from – and that's so incredibly needed."

"You can even see it with the swapping of cards", agrees Sara. "It's a way of sharing your hobby, getting recognition



Project examples at the convention



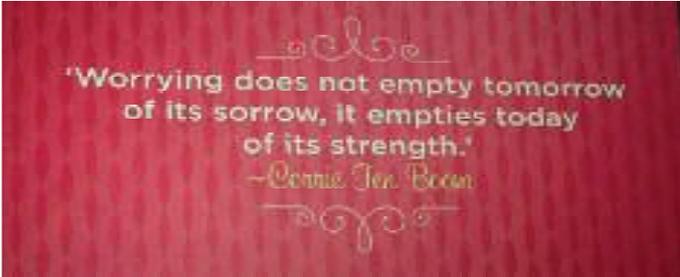
More project inspiration



Flower inspiration



Demonstrators on a lunch break and crafting at the same time



Inspiring quotes during one of the general sessions

and sharing techniques and inspiration.”

“We also see a progression with younger people starting to develop an interest in crafting as well”, says Pam. “Especially with the Undefined Kit out now. It really appeals to a wider range of crafters who love the DIY side of things.”

Sara agrees. “It’s not something that your mother does anymore. My daughter loves the This and That range to store photos from her friends – the younger people love this. And also, we’ve noticed that people love doing things now. Who cares if it’s archival and lasts for years? They want to collect memories now for themselves.”

Family

One of the things Sara recognises is that crafting and the Stampin’ Up! family creates a very social and loving family. “Everyone from all classes of society come together and have something in common – their

love for crafting and Stampin’ UP! It’s such a lovely thing to see and it really makes everyone involved a very close family.”

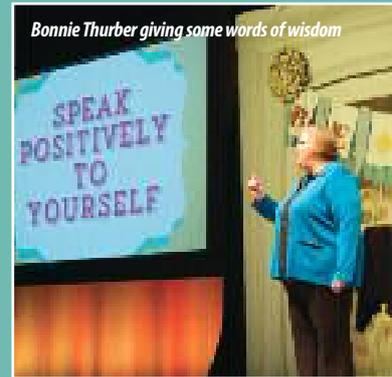
“You also see it with the yearly trips. The demonstrators work really hard to earn those trips and we really take that time to thank them for their hard work. It’s our way of saying thank you, a bit like this convention. The ceremony night really is a form of recognition as well. They get to walk across the stage and have their moment of fame in front of a cheering crowd for all their hard work – and in turn inspire others to want to stand there next year.”

“It’s funny really”, Sara says. “Over the years the company has changed so much, but in essence we really haven’t changed all that much and have stayed the same.”

The convention was also a great place to launch new products and let their demonstrators have a play with it. All throughout the convention



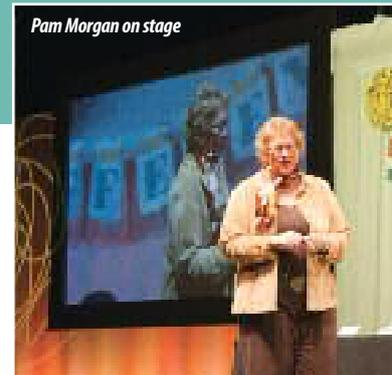
Sara Douglass on stage



Bonnie Thurber giving some words of wisdom



Michelle Last during one of her classes



Pam Morgan on stage

they gave their demonstrators sneak peeks at the new catalogue due to be released in January 2014. They also launched the new Undefined stamp carving kit, showed off the envelope punch board, the new range of Thinlit dies and gave away products that weren’t even on sale yet! Alex Krämer, the Europe Stampin’ Up!

Director, also announced that the future three Stampin’ Up! conventions will be held in Brussels. “This is to accommodate a more central location in Europe that is easier to travel to for all of our demonstrators. We have decided that at least the next three years of our convention will be held in Brussels.”



The convention motto

Turn the page for inspiration using the Stampin’ Up! Undefined Stamp Carving kit. For more information, or for the full range of products and card inspiration visit www.stampinup.com



An inspiring project using the This and That collection



Table with project inspiration



The winner of the Heart of Stampin’ Up! award during the closing ceremony

BALLOON BIRTHDAY



Nicky Dexter
Designer



Simply make

1 Carve the balloon image using the Undefined Stamp Carving kit and tools. Assemble the stamp and rubber on the wooden block.

2 Ink your stamp using Wisteria Wonder ink and stamp the

balloon onto Very Vanilla cardstock.

3 Create a mask using a Post-it note, mask off the first balloon and stamp two more balloons using different colours ink. Add a string using corresponding markers.

4 Matt the balloon panel onto So Saffron and Pear Pizzazz cardstock as shown.

5 Matt the card front with Very Vanilla cardstock. Cut a 6x14cm panel of patterned paper and adhere on the right-hand side of the card front. Stick the stamped panel on top using 3D foam pads.

6 Stamp the sentiment onto cardstock and punch using the Word Window punch. Matt the sentiment on a punched circle

from cardstock and attach to the card front in the bottom-right using a 3D foam pads to finish.

What you need

Materials

- ◆ Stampin' Up! Undefined Stamp Carving kit
- ◆ Stampin' Up! Teeny Tiny Sentiments stamp Set
- ◆ Stampin' Up! Afternoon Picnic patterned paper
- ◆ Wisteria Wonder, So Saffron & Pear Pizzazz Stampin' Up! inkpads & markers

- ◆ Pear Pizzazz Stampin' Up! card blank
- ◆ So Saffron, Pear Pizzazz & Very Vanilla Stampin' Up! cardstock
- ◆ Post-it notes
- ◆ 3D foam pads

Tools

- ◆ Stampin' Up! Word Window punch
- ◆ 2.5cm circle punch



FLORAL BIRTHDAY



Simply make

1 Carve the floral image using the Undefined Stamp carving kit and tools. Assemble the stamp with the rubber on the wooden block.

2 Stamp the image using different colours of ink in a row on a piece of Very Vanilla cardstock. Trim and matt on a piece of Coastal Cabana cardstock.

3 Stamp 'Happy Birthday' onto Very Vanilla cardstock and punch out. Attach to the back of the floral panel as shown.

4 Punch three banners from Very Vanilla cardstock and adhere at the bottom-right corner of the floral panel. Attach the whole panel across the centre of the card front.

5 Punch six flowers using the Floral Punch and attach across the card front. Add Candy Dots to each flower to finish.

What you need

Materials

- ◆ Stampin' Up! Undefined Stamp Carving kit
- ◆ Wisteria Wonder Stampin' Up! card blank
- ◆ Coastal Cabana & Very Vanilla Stampin' Up! cardstock

- ◆ Wisteria Wonder, Pear Pizzazz, Coastal Cabana & So Saffron Stampin' Up! inkpads
- ◆ Stampin' Up! Create a Cupcake stamp set
- ◆ Subtles Candy Dots

Tools

- ◆ Stampin' Up! banner punch
- ◆ Stampin' Up! Itty Bitty punch set
- ◆ Stampin' Up! Decorative Label punch

GEOMETRIC BORDER BIRTHDAY

Simply make

1 Carve the geometric image using the Undefined Stamp Carving kit and tools. Assemble the stamp and the rubber onto the wooden block.

2 Cut a piece of Whisper White cardstock to measure 9.5x14cm and stamp the image around the edge using So Saffron ink. Matt the panel onto a piece of Coastal Cabana cardstock and attach to the card front.

3 Stamp the 'Happy Birthday' sentiment onto cardstock and die-cut into a tag shape. Matt onto Saffron and Coastal Cabana cardstock.

4 Attach the matted sentiment to the centre of the card front using 3D foam pads. Punch two flowers from So Saffron cardstock and affix either side of the sentiment to finish.



What you need

Materials

- ◆ Stampin' Up! Undefined Stamp Carving kit
- ◆ Coastal Cabana, So Saffron & Whisper White Stampin' Up! cardstock

- ◆ So Saffron Stampin' Up! card blank
- ◆ Coastal Cabana & So Saffron Stampin' Up! inkpads
- ◆ Stampin' Up! Perfectly Penned stamp set

- ◆ 3D foam pads

Tools

- ◆ manual die-cutting machine
- ◆ Stampin' Up! Itty Bitty punch set
- ◆ Stampin' Up! Apothecary Accents Framelits dies



CANDLES BIRTHDAY

Simply make

1 Carve the candle image using the Undefined Stamp Carving kit and tools. Assemble the stamp with the rubber on the wooden block.

2 Using the markers, ink the image and stamp a row of candles using different colours onto a piece of Very Vanilla cardstock.

3 Using the punch, cut a notch either side as shown and wrap linen thread around the panel.

4 Stamp the sentiment above the thread and matt the panel onto Tangerine Tango cardstock.

5 Attach a piece of So Saffron cardstock to the card front. Cut a piece of patterned paper and matt onto Coastal Cabana cardstock.

6 Attach the matted panel to the bottom of the card front and add the stamped panel on top to finish.

What you need

Materials

- ◆ Stampin' Up! Undefined Stamp Carving kit
- ◆ Sassy Salutations Stampin' Up! stamp set
- ◆ Baked Brown Sugar Stampin' Up! card blank
- ◆ Retro Fresh Stampin' Up! patterned paper
- ◆ Baked Brown Sugar Stampin' Up! inkpad

- ◆ Coastal Cabana, So Saffron, Tangerine Tango & Very Vanilla Stampin' Up! cardstock
- ◆ Coastal Cabana, So Saffron & Tangerine Tango Stampin' Up! markers
- ◆ linen thread

Tools

- ◆ Stampin' Up! Itty Bitty punch set

BUTTERFLY BIRTHDAY

Simply make

1 Carve the butterfly image using the Undefined Stamp Carving kit and tools. Assemble the stamp with the rubber on the wooden block.

2 Stamp the image using So Saffron ink onto Very Vanilla cardstock.

3 Die-cut the image and matt onto a larger die-cut Baked Brown Sugar cardstock circle.

4 Matt a piece of the patterned paper onto Tangerine Tango cardstock leaving border at the top and the bottom as shown.

5 Cut a piece of Baked Brown Sugar cardstock and use the border punch to create a scalloped edge. Attach behind the patterned paper panel leaving room for the sentiment.

6 Stamp the sentiment above the scallops and affix the panel to the card front. Prick along the edges of the scalloped to add detail. Attach the butterfly image on the left-hand side using 3D foam pads to finish.



SIMPLY SHOPPING

All Stampin' Up! products are available from www.stampinup.com



What you need

Materials

- ◆ Stampin' Up! Undefined Stamp Carving kit
- ◆ Stampin' Up! Apothecary Art stamp set
- ◆ Stampin' Up! Retro Fresh patterned paper

- ◆ Coastal Cabana Stampin' Up! card blank
- ◆ Baked Brown Sugar, Tangerine Tango & Very Vanilla Stampin' Up! cardstock
- ◆ Baked Brown Sugar & So Saffron Stampin' Up! inkpads

Tools

- ◆ manual die-cutting machine
- ◆ Stampin' Up! Scallop Edge border punch
- ◆ Stampin' Up! Circles Collection Framelits
- ◆ pricking tool & mat