



By Judi Kauffman

## Scott and Maura Perry, CraftSassy.com

Like a love story in a movie, Scott and Maura Perry started off as best friends. The plot has a thoroughly modern twist. They met via an online dating service on the very day that both had planned to quit. Long phone calls led to long visits. Six months after they met, Maura moved to Portland, Oregon, where Scott lived. They got engaged, and married two years later – a courtship that allowed plenty of time for planning a magical wedding with Scott’s daughter as the flower girl.

Maura and Scott joked that they might not have recognized each other as a soul mate if they had met earlier. They had to live other, separate lives as long as they did to come together so seamlessly. Maura is a self-described “rock-and-roll chick” while Scott is the more conservative type – a quiet guy who knows everything about computers – but shared interests and values make the differences melt away.

Maura, born and raised in Seattle, was a creative kid who once sold her drawings at her mother’s dinner party, turning the kids’ game of show-and-tell into show-and-sell. She had an entrepreneurial streak from an early age. She once went to the store dressed in a sari made of artfully wrapped strips torn from her mom’s lace crinolines. Loving to make things beautiful led Maura to her first career. She chose cosmetology school, and from the age of 16 until she was 41, she worked as a professional make-up artist. Her job took her from coast to coast. She worked at New York’s Fashion Week and other big events, but returned to a small town in Oregon to care for her mother, who had fallen ill in 2004. It was that rough spot in the road that led to Scott.



Photo of Maura and Scott Perry by theimagearea.net

Meanwhile, Scott, an only child, had grown up in the San Francisco Bay area. His dad was the “artsy” one in the family. Scott said, “I was a standard kid who loved hunting and fishing and computers.” An early job at a computer rental company allowed him to learn every kind of software. At 18, Scott began his long career in the printing industry, working his way up from a job at a copy center to the world of commercial printing, and has been in it ever since. His current job, heading the pre-press department at Metropolitan Printing (AKA Metro Print), involves what he describes as a mix of “artistry and customer service,” because “Printing is not just ink on paper.” Scott’s father’s attention to detail clearly rubbed off on his son.



Preston’s Flower Pots  
by Victoria warren-Mears



Anika’s Baby Footprints  
by Maura Perry



like what you'd find in a scrapbook or paper craft store, except that it doesn't exist in a store because it is your unique creation and yours alone! The possibilities are mind boggling.

Backgrounds are one of the most popular kinds of papers, but Scott mentioned that a lot of people create papers to frame from original artwork and children's drawings. Many Craft Sassy customers print digital scrapbook layouts, later adding dimensional embellishments to create hybrid pages. Some use a scanner to create collages for their papers, while others head straight for their digital cameras. It's so easy to create backgrounds from close-ups of lace, leaves, wood grain, rocks, grass, a hand-knit scarf, shoes or jewelry, a husband's tools, a child's stuffed toys, and such. Maura mentioned that two-sided papers are ideal for custom envelopes, boxes and bags for party favors; guidelines can be printed on one side.

Maura said that the best part of watching the business evolve is seeing what customers order. Whether you are ordering a single sheet of paper or hundreds, Maura and Scott are ready to help.

Maura mentioned that from the time they met, she dreamed of merging their interests so she and Scott could work together. She already had instincts for entrepreneurship and when she left her job as a make-up artist for good in April 2008, she studied business through a state program designed to help people become self-employed. It validated what she knew – that her business should center on her love of all things creative, as well as her passion for scrapbooking.

Scott and Maura Perry launched the website CraftSassy.com in November 2008. Their motto, "Make Your Own Darn Scrapbook Paper," says it all. The company operates from one simple idea: The customer designs the product. Papers can include one large image, images that repeat in rows, or whatever configuration you have in mind. Two-sided printing is available, too. Upload an image, choose format and paper, receive and approve a proof. Then, Scott and the folks at Metro Print work their magic. The job is printed and delivered in about a week. Paper choices include lightweight vellum, matte or glossy cardstock, and paper in various weights. If you'd like paper or cardstock, or sizes other than the standard offerings, custom orders are welcome.

Imagine opening a box to find printed paper (printing inks on paper, not photo prints) just



Designer Judi Kauffman sent vintage photos of her grandfather and other family members to Scott and Maura and asked to have them made into scrapbook paper. One of the results is this very personal layout, entitled Grandpa Sam, featuring original suit labels and tags from his tailor shop in Washington, D.C.



Papers designs by Angela Redhead, Scrapscene.com (Kokeshi in Bunting, Woodland Fawns, Kokeshi, Bunting shown as flat sheets and on notebook covers and a bank made from an empty formula can.)

Craft Sassy is set up for both retail and wholesale orders. In addition to serving individuals who want one or two special sheets, CraftSassy.com makes it easy for small businesses to get what they need. Designers who create custom scrapbooks for others can order unique papers, stores can offer proprietary products, digital designers can order papers to go with their digital kits, and teachers can arrange for their students to receive papers they design in a class through Craft Sassy, too. Photographers use Craft Sassy for printing custom albums, schools order papers with team mascots—you get the idea!

The Perrys are always thinking of new ways to expand Craft Sassy’s offerings. In the works are two sizes of recipe cards, CD covers, and other items in addition to papers. If you’re thinking of custom stickers or die cuts and want a large quantity, they’re ready to take your order. But it’s so important to stress that you will receive the exact same personal attention and high level of service if what you want is one sheet of vellum printed with a close-up of a rose.

The idea may be simple, but it’s not a business that can run on a shoestring in the basement. It takes state-of-the-art equipment, expertise and experience like Scott’s, warehouse space, and much more – not to mention endless hours and boundless energy. And Scott and Maura have had help and support along the way. They wanted to make sure that Scott’s boss, Joe Keller, receives a shout-out: Joe, it sounds like you have earned their appreciation and praise many times over by believing in CraftSassy.com and by hosting it through Metro Print’s digital storefront. We should all have a boss who is a tenth as supportive, though few do. Scott

is happy to continue his day job full-time, working long hours on weekends, lunch breaks, evenings, and early mornings to tend the Craft Sassy business. Each order is handled as a custom print job. Maura processes the orders and handles inquiries from their home office. It is she you talk with if you call the company, though she wears other hats – stepmom to Anika, dog walker (Milo, the “family clown,” is a year-old Jack Russell), and chief cook and bottle washer.

It’s a pleasure to be able to write a story about a couple who work together with such joy and respect. It’s a treat to tell the details of how they met and how they launched a business. I’m glad to introduce the readers of this magazine – and through you, all of your friends, and their friends – to a company that makes products you’ll love. And I want to report that I went from reviewer/writer to loyal customer in a matter of seconds. I can’t think of a better way to spend my money than on custom papers for my albums, card making and other paper crafts. So, I’d like to thank the dating site where Scott and Maura Perry met, and the parents who raised them to be the creative people they became. I’d like to thank the people who invented the press on which the custom papers are printed, and whoever invented digital cameras! For me, it’s more like the final line in the movie *Casablanca*: “I think this is the beginning of a beautiful friendship.”

For more information, please visit [www.CraftSassy.com](http://www.CraftSassy.com) or contact [info@CraftSassy.com](mailto:info@CraftSassy.com). ❖



Papers designed by Kathy Gleason, ScrappinStuff.com (Lacrosse Helmet, Twirl, Tennis Ball, The Skater, Drama, Mascot, Pirates #2)

## Tips for Preparing Digital Art for Creating Custom Scrapbook Paper

By Scott Perry, *CraftSassy.com*

### 1. It's about resolution.

For standard 12" x12" paper, the image you upload should be 12"x12", and 300dpi (225 is the minimum before you start seeing pixels). Remember, if you are uploading an image that is 6"x6" at 300dpi, the resolution gets cut in half (or 150 dpi) when it's scaled to 12"x12". If you are not sure how your images will turn out, don't hesitate to contact us. We'll make sure they'll work for your project. We also have special software that may be able to enhance your image if it isn't quite the resolution it needs to be.

### 2. Objects near the edge are closer than they appear.

When you have design elements that are close to the trim edge (such as a border around the page), you may see some unevenness on the sides of the sheet. Although the accuracy of the press is very high, there can be other variations that could show up if your design elements are close to the edge. A good rule of thumb is to try to keep your design elements at least 1/8" from the edge (1/4" is best for borders that go all the way around the sheet).

### 3. What you see is *not* always what you get.

Many people tell us "It looks fine on my computer." Because there can be a difference between what you see on screen and what it will

look like when it's actually printed, we carefully check every order to look for various issues that may come up. If there are any problems with resolution, color, or positioning of your image, rest assured we will work with you so it will turn out right!

### 4. The preview.

When you upload an image on the site, the CraftSassy.com system gives you the option to see a full-size preview of the paper. If you see something you're unsure about, you can use the handy "Save My Job" feature, then contact us so we can check it to make sure it's just right before you finish your order!

### 5. Paper is paper is paper...NOT.

We have four different papers to choose from, but if there is a paper you would like to use that you don't see, just let us know. Our most popular paper is Cougar Opaque 65 lb. Cover. It is brilliant white with a smooth finish and is perfect for projects that require paper that is heavier than text weight. Royal Resource 100 lb. Cover is great to use for projects that require a heavier paper thickness. It is also brilliant white with a smooth finish. For special orders, it is available in recycled, too. Mohawk Ultrawhite Superfine 100lb. Text is a highly refined, traditional text paper; ultra-white with a smooth finish, and it is soft and luxurious in feel. Another popular choice is Curious Clear 29lb. Translucent, light weight vellum type stock just right for layering onto scrapbook pages, cards and other paper craft projects.