

# Beautiful Tools to Inspire Beautiful Work

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FALL 2019 LOOKBOOK

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WELCOME TO APPOINTED and thank you for your interest in our brand. Appointed, based in Washington, D.C., is an American-made brand of everyday elevated paper and desktop products. Practical, beautiful and handcrafted from the finest materials, Appointed goods are designed to inspire creativity, organization and productivity.

Earlier this year we celebrated our fourth birthday and since our launch in 2015, we feel fortunate to have made hundreds of thousands of products that our customers use daily. Each year, we strive to improve our products and maintain our brand philosophy of creating beautiful tools to inspire beautiful work.

In this Fall 2019 issue of our lookbook you will find expanded product categories—including a new undated, softcover planner and new storage boxes for your desk. We are also so excited to release a new Appointed for Kids capsule

collection. The collection features playful, everyday products made to inspire creativity in young children. The line is wholly inspired by my kids' love of drawing and making.

Earlier this year we were also pleased to launch a website dedicated to our wholesale customer—*appntdws.com*. Since our inception, our wholesale customers have played an important role in our growth and story and we appreciate each of the relationships we've built with our retailers. And while our retailers can continue to order by email and phone we wanted to also provide a user-friendly, more convenient portal for placing orders.

Thank you for your ongoing support of Appointed and we hope you'll visit us at NYNOW (booth no. 7647)!

—Suann Song, Founder & Creative Director

## INTRODUCTION

# PLANNERS & CALENDARS

In 2016, following a year of research and design, we released the first Appointed dated planners. They quickly became among our top-selling products, selling out year after year, and we are pleased to expand this category each year.

Our planners are simple and well-designed tools, intended to keep each user organized. We know that every planner user has their distinct preference and we designed each of our planners with the end-user in mind.

This year we are pleased to introduce a new format—a softcover undated Year Task Book. We created this product by popular request to offer an undated version of our top-selling Year Task Planner.

We are also pleased to add a new colorway to our popular Wall Calendar and further expand our undated products.

Each year all of our planners and calendars sell out and we are honored that our customers purchase them year after year.



PLANNERS & CALENDARS

01 — 2020 YEAR TASK PLANNER

7.5" x 9.5" | 4 colors

02 — 2019/20 WEEKLY NOTEBOOK PLANNER

6.25" x 8" | 3 colors

03 — YEAR TASK BOOK, UNDATED \*NEW!

5.5" x 8.5" | 2 colors

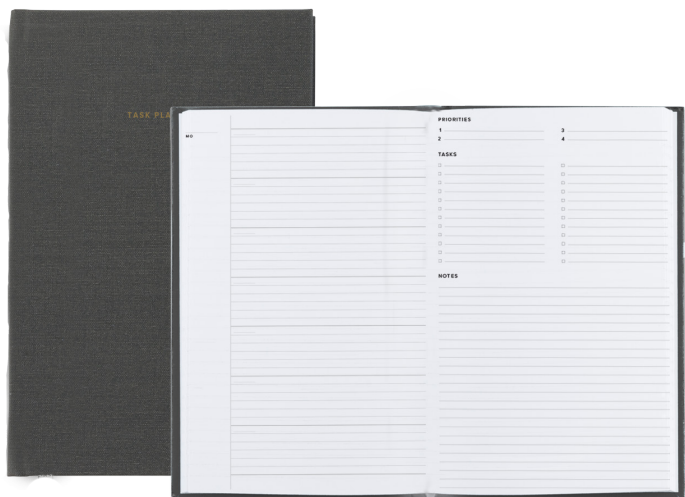


PLANNERS & CALENDARS



02

2019/20 WEEKLY NOTEBOOK PLANNER  
17-MONTH AUG 19 - DEC 20



03

YEAR TASK BOOK  
UNDATED

PLANNERS & CALENDARS

01 — WALL TASK CALENDAR

15" x 11"

02 — MONTHLY PLANNER

6" x 8" | 2 colors

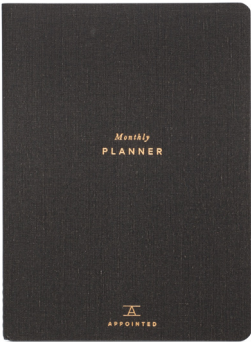
03 — LARGE MONTHLY PLANNER

8.5" x 11.375" | 2 colors



01

WALL TASK CALENDAR  
UNDATED



02

MONTHLY PLANNER  
UNDATED



03

LARGE MONTHLY PLANNER  
UNDATED

PLANNERS & CALENDARS

01 — 2020 WALL CALENDAR

11" x 13.25" | 3 colors

02 — 2020 DESK CALENDAR

4.5" x 5.5" | 2 colors



01

2020 WALL CALENDAR



02

2020 DESK CALENDAR

## INTRODUCTION

# NOTEBOOKS & WORKBOOKS

The core of our brand is inspired by the intersection of design and function. We seek to create everyday tools that elevate the work experience. At Appointed, that starts with the Notebook, the classic keeper of everyday things: records, thoughts, drawings, personal histories.

The Notebook is our signature product and is available in two distinct sizes with every design element carefully considered. Each component is hand-assembled in Washington,

D.C. with the highest-quality materials sourced from American manufacturers.

Our Workbook, a smaller version of our Notebook, is now available in three colorways as well as in a dot grid lining in our signature water-resistant bookcloth.

Our notebooks are a customer favorite and we are honored that they are used by designers, students, artists and professionals alike.





NOTEBOOKS & WORKBOOKS

01 — NOTEBOOK

7.5" x 9.5" | 3 linings, 6 colors

02 — WORKBOOK

6.5" x 8.5" | 3 linings, 3 colors

03 — DOT GRID WORKBOOK

6.5" x 8.5" | 2 colors



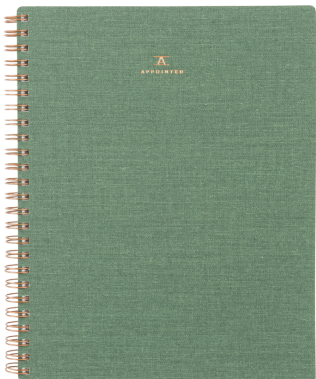
01

NOTEBOOK



02

WORKBOOK



03

DOT GRID WORKBOOK

## INTRODUCTION

# PAPER GOODS

Our Paper Goods collection includes an assortment of products that are meant to enhance the desktop and work experience. Each product is proudly American-made with the craftsmanship and durability that we've become known for—all at approachable price points.

Included in this collection is our hardcover series that includes two styles—the Project Book to catalog and track the progress of

important projects and the Day Book for everyday writing and journaling. Each book lays flat and includes 160 pages of premium FSC-certified paper, a foil-stamped cover and ribbon page marker.

The products in this collection work in tandem with our notebooks and planners and are designed to enhance and improve workflow.



PAPER GOODS

01 — DAY BOOK

5.5" x 8.5" | 2 colors

02 — PROJECT BOOK

5.5" x 8.5" | 2 colors



01

DAY BOOK

02

PROJECT BOOK



PAPER GOODS

01 — ARTIST PAD

9" x 12" | 3 colors

02 — SKETCH PAD

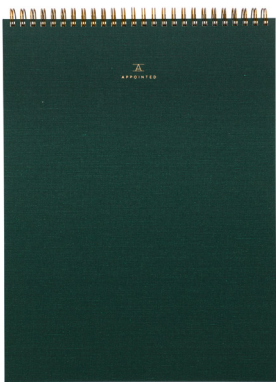
9.5" x 7.5" | 3 colors

03 — OFFICE NOTEPAD

6" x 8" | 3 colors

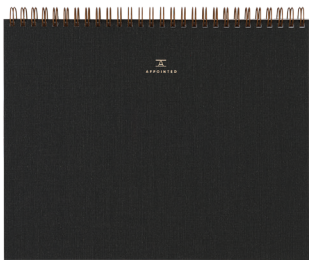
04 — POCKET NOTEPAD

3.75" x 5.5" | 4 colors



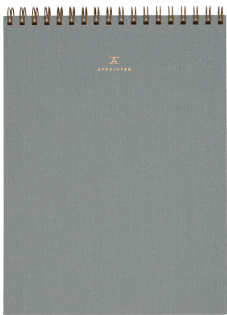
01

ARTIST PAD



02

SKETCH PAD



03

OFFICE NOTEPAD



04

POCKET NOTEPAD

## PAPER GOODS

01 — TO DO PAD

4" x 7"

## 02 — LEGAL PAD

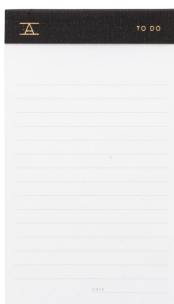
8.5" x 11.75"

### 03 — DESKTOP PAD

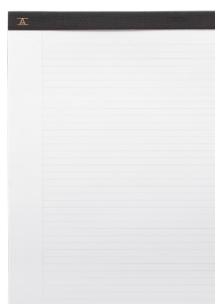
15" x 11"

## 04 — WEEKLY TASK PAD

9" x 7.5"



01 TO DO PAD



02 LEGAL PAD



03 DESKTOP PAD

04 WEEKLY TASK PAD

PAPER GOODS

01 — DOCUMENT FOLDER

13" x 9.5"

02 — JOTTER

4.25 x 6" | 3 colors

03 — JOTTER BUNDLE

4.25 x 6" | Set of 3



01 DOCUMENT FOLDER



02 JOTTER



03 JOTTER BUNDLE

PAPER GOODS

01 — ADHESIVE NOTES

3" x 3" | Grid & lined

02 — TASK ADHESIVE NOTES

3" x 5.75"

03 — WEEKLY ADHESIVE NOTES

3" x 5.75"



01 ADHESIVE NOTES



02 TASK ADHESIVE NOTES



03 WEEKLY ADHESIVE NOTES



## INTRODUCTION

# DESK ACCESSORIES

We believe a beautiful work environment fosters creativity and productivity and each of our Desk Accessories are designed with this philosophy in mind.

From product ideation and design to prototyping and manufacturing, our goal in each step is to create a product that is useful, thoughtfully-designed and functional.

All our paper accessories are finished and packaged at our headquarters in Washington, D.C. and we have partnered with leading American makers to source our brass products.

We are pleased to introduce beautiful desktop storage box sets made with our signature bookcloth and heavy board — intended to foster organization.

## DESK ACCESSORIES

### 01 — PENCIL SETS

Box of 12 | 2 colors

### 02 — BRASS PAGE MARKERS

Set of 10

### 03 — GUM ERASER

2" x 1" x .5"



01

PENCILS

### 04 — LETTERHEAD

6.25" x 9" | Set of 10

### 05 — GREETING NOTECARDS

5.5" x 4.25" | Set of 6

### 06 — SINCERELY NOTECARDS

5.5" x 4.25" | Set of 6



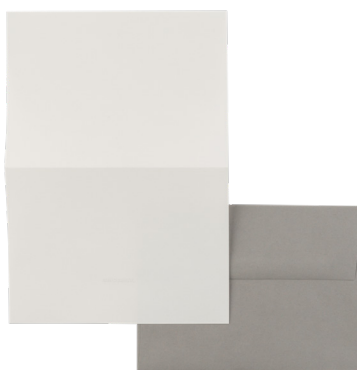
02

BRASS PAGE MARKERS



03

GUM ERASER



04

LETTERHEAD



05

GREETING NOTECARDS



06

SINCERELY NOTECARDS

DESK ACCESSORIES

- 01 — NUMBERS TAPE \*IMPROVED!
- 02 — BOX TAPE \*IMPROVED!
- 03 — DAYS TAPE \*IMPROVED!

04 — SERIES SET I \*IMPROVED!  
18 yards | Set of 3

05 — DOCUMENT BOX \*NEW!  
Gray Set | Set of 2

06 — DOCUMENT BOX \*NEW!  
Blue Set | Set of 2

07 — PAPERWEIGHT \*NEW!

08 — PAPERWEIGHT \*NEW!

09 — PAPERWEIGHT \*NEW!

10 — PAPERWEIGHT \*NEW!

11 — PAPERWEIGHT \*NEW!

12 — PAPERWEIGHT \*NEW!

13 — PAPERWEIGHT \*NEW!

- 01 NUMBERS TAPE
- 02 BOX TAPE
- 03 DAYS TAPE
- 04 SERIES SET I

05 DOCUMENT BOX, GRAY SET

06 DOCUMENT BOX, BLUE SET

07 PAPERWEIGHT, GRAY SET

08 PAPERWEIGHT, BLUE SET

09 PAPERWEIGHT, GRAY SET

10 PAPERWEIGHT, BLUE SET

11 PAPERWEIGHT, GRAY SET

12 PAPERWEIGHT, BLUE SET

13 PAPERWEIGHT, GRAY SET

14 PAPERWEIGHT, BLUE SET



## INTRODUCTION

### Appointed for Kids

We are excited to introduce a new Appointed for Kids capsule collection—quality tools for young creatives. All products are made with premium and durable materials and made in the U.S.A.

This capsule collection is inspired by our Founder's two young children who have a love of drawing and creating. We wanted to create a line of products that was playful, with simple and colorful designs but most

importantly affordable and durable.

This new collection includes everyday products to inspire creativity in young children, geared for ages 2 - 7. All products are proudly American made with sustainably sourced materials.

We hope you love this collection as much as we do and we look forward to adding to it over the years.



01 — NOTEBOOKS \*NEW!

6" x 8" | Set of 2 colors

02 — EVERYDAY PAD \*NEW!

8" x 6"

03 — SPIRAL SKETCHPAD \*NEW!

8" x 6" | 2 colors

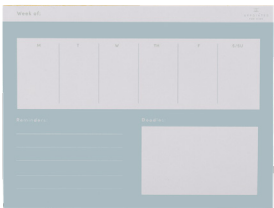
04 — JUMBO SKETCHPAD

13" x 11"



01

NOTEBOOK SET



02

EVERYDAY PAD



03

SPIRAL SKETCHPAD



04

JUMBO SKETCHPAD

01 — JUMBO PENCIL SET \*NEW!

Box of 6

02 — DAILY STICKER SET \*NEW!

4 Sheets

03 — ABC TOTE BAG \*NEW!

10" x 7" x 3" | Mini

14" x 10" x 5" | Regular



01 JUMBO PENCIL SET



02 DAILY STICKER SET



03 ABC MINI TOTE  
ABC REGULAR TOTE

# WHOLESALE TERMS

## MINIMUM ORDER REQUIREMENTS

Our minimum opening order is \$200. The re-order minimum is \$100. Quantity minimums must be 6 per product but can vary in colorway and/or ruling.

## ORDERING & PAYMENT

Orders can be made by phone, 202-290-2275 (M-F, 9-5 EST), by email at [wholesale@appntd.com](mailto:wholesale@appntd.com), or through our new wholesale ordering website, [appntdws.com](http://appntdws.com). All orders are charged at the time of shipment and payments must be received prior to shipping. Payments can be made by PayPal, credit card, check or bank/wire transfer. Orders not paid within 2 weeks will be subject to order cancellation.

## WHOLESALE WEBSITE

New! Approved retailers can now shop our entire product offerings online through our new wholesale portal, [appntdws.com](http://appntdws.com). For more information and if you need access, please email [wholesale@appntd.com](mailto:wholesale@appntd.com).

## INVENTORY & BACKORDERS

We are constantly updating our inventory and product line. As such, style, colorways and sizes are subject to availability. If a product is not in stock, you will be notified and it will automatically be backordered. Once the product is back in stock, it will be shipped out immediately unless instructed differently. Please note that Appointed will cover the shipping cost of backordered items.

## SHIPPING

Orders are usually shipped within 3-5 business days after the order is processed. Shipping costs will be added at this time and included on your final invoice. Domestic orders ship via UPS and international orders ship via UPS or DHL. To deflect international shipping costs, Appointed covers half the shipping costs for Canadian orders over \$400 USD and \$750 USD for all other international

orders. Appointed is not responsible for any international customs regulations or duties that may apply. Please let us know if you'd like to request special shipping or if you'd like to use your shipping account number.

## CANCELLATIONS & RETURNS

All cancellations must be made within 24 hours of placing your order. Returns are accepted on unused and unopened items in their original packaging. Returns and exchanges must be made and postmarked within a week of receiving your order. Once we receive the returned item(s) the charges will be credited to you (shipping costs are non-refundable). Used, opened, and/or final sale items cannot be returned. Damaged products from shipping and/or incorrectly shipped products must be reported within 3 days of receipt. Please contact [wholesale@appntd.com](mailto:wholesale@appntd.com) to report, including images of the damaged products.

## DISPLAY & PACKAGING

Our products must be displayed and sold in their original packaging.

## ONLINE STORES

We are currently limiting the number of US-based online-only retailers. If you are interested in selling online, please send a link of your store's website to [wholesale@appntd.com](mailto:wholesale@appntd.com). For approved online stores, product pricing must be MSRP.

## TERRITORY

Appointed carefully reviews the location of all retailers to protect territories. Appointed has the right to determine exclusivity based on your zip code and other criteria. To maintain territory exclusivity, retailers must remain active and order four times a year.

## ORDERING SAMPLES

Samples can be purchased at wholesale price. To order samples or a swatch book, please email [wholesale@appntd.com](mailto:wholesale@appntd.com).





AMERICAN MADE  
WASHINGTON, D.C.  
APPNTD.COM

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*Get in Touch*

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*Web and Social*

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