

PRODUCT LIST



Signature Mats and Frames

Each Signature Mat is made from a highly polished alloy and comes with the Signature Engraving Scribe, a microfiber polishing cloth and a 5 x 7 instruction card. The frame also includes plexi glass, additional cardboard matting, black backing, and hanging hardware. Frames can be hung vertically or horizontally and are available in three sizes.

Contemporary Frame (solid black wood with beveled edges)

- **Small** (11" x 14", 75+ signatures) \$109
- **Medium** (16" x 20", 175+ signatures) \$139
- **Large** (20" x 24", 300+ signatures) \$169

Elegant Frame (solid black wood with ribbon and raised stud molding)

- **Small** (11" x 14", 75+ signatures) \$129
- **Medium** (16" x 20", 175+ signatures) \$159
- **Large** (20" x 24", 300+ signatures) \$189

Accessories

- **Extra Signature Engraving Scribe** \$22
- **Adjustable Wrought Iron Easel** \$39



Platters and Trays

Platters are made from brilliant pewter and are available in a variety of sizes. Each platter comes with the Signature Engraving Scribe, a microfiber polishing cloth and 5 x 7 instruction card.

Contemporary Serving Tray
(21.5" x 15", 160+ sig.) \$125



Victorian Round Platter
(15" dia., 100 + sig.) \$79



Large Victorian Rectangle
(21" x 14", 150-200 sig.) \$119



Round Rope Rim Platter
(14.5" dia., 100+ sig.) \$65



Heart Platter
(14" dia., up to 100 sig.) \$69



THE FOUNDERS



SIGNATURE KEEPSAKES co-founders Gary and Julie Shimer founded their growing company in 2005. Based in Cumming, Georgia (an Atlanta suburb), the company has a mission to offer high quality, unique, beautiful and affordable special occasion gifts with a refreshing dedication to superior customer service. In addition to raising their two children, the Shimers are working to create new and innovative ways for people to create lasting memories.

GARY SHIMER, CEO

As CEO and co-founder of Signature Keepsakes, Gary Shimer oversees business operation and corporate strategy. As former co-owner and publisher of *The Perfect Bridal Guide*, an Atlanta wedding resource, he is highly knowledgeable about the wedding industry and trends in special occasion gifts. He has worked in trade show production, advertising and marketing as well. Born in Jacksonville, Florida, Gary served 11 years of active duty with the United State Air Force as a combat flight crewmember on C130 aircrafts. He represented the U.S. in major global conflicts including Gulf War I, Bosnia and Panama Invasion. While based at Pope Air Force Base, Gary was assigned to Special Operations Low Level unit in support of Special Operations forces around the world, including the Navy Seals, Joint Special Operations Command (JSOC) and Army Rangers. Gary attended Mercer University and Kennesaw State University in Georgia.



JULIE SHIMER, MARKETING DIRECTOR

Co-founder Julie Shimer is Marketing Director of Signature Keepsakes and oversees marketing and public relations strategy. Her experience spans retail sales, hotel and resort sales, and wedding marketing and advertising. Julie served as a regional sales manager for a major Caribbean resort chain for eight years and handled consumer trade events throughout the Southeast. A native of Georgia, she attended Georgia Southern University and Georgia State University, where she studied Hotel and Restaurant Management.



INTERVIEW TOPICS



How to Host a “Wow!” Wedding

For couples-to-be, planning a wedding that is elegant and personal at the same time can be a challenge. Julie and Gary Shimer have extensive experience in the wedding industry and know how to make any wedding celebration classy, fun and most of all, unique. Learn what traditions are best left alone and where there’s room to add a little flair. They can share tips for personalizing the special day, cutting costs and fabulous ideas that will leave guests saying “Wow!”

Tying the Knot Trends

Dying to know the newest trends in personalized wedding gifts? For brides and grooms searching for the latest wedding styles and trends, the Shimers are in the know about what’s in—and what’s out. From what to wear to where to honeymoon, these wedding experts are totally in vogue.

Honeymoon in Style

Julie Shimer specialized in honeymoon traveling for nearly a decade, during which time she learned inside tips and strategies for couples embarking on their first or second honeymoon, babymoos or anniversary trips of a lifetime. Learn when and how to book your trip, what activities provide the most entertainment and bonding, the best locations with the right amenities and how to find great geared toward honeymooners.

Nuptial No-nos

The surest way to avoid wedding day disasters is to plan in advance, but how do you expect the unexpected? The Shimers’ career paths have brought them into contact with countless newlyweds, and they’re full of cautionary tales and tips for the field. Learn the common mistakes couples make when planning the ceremony and reception, and what never to do the night before your wedding.

Working with Your Spouse

Julie and Gary Shimer were on separate professional pathways until they joined forces to create Signature Keepsakes. But working and playing together isn’t always easy –it can lead to burnout, disagreements and conflict. The Shimers share the skinny on sharing a career with your significant other, from married couples who met at the workplace to spousal startup businesses. They can also discuss how to balance marriage and children with two full time careers.

Smart Startups

Signature Keepsakes started with an idea, but it took entrepreneurial ingenuity to make it a reality. Together, Julie and Gary Shimer turned a small, web-based home business into a successful company with an expanding product line and growing name recognition. The Shimers can discuss the financial and personal risks associated with going it alone and offer valuable advice on success strategies. They can share valuable tips for avoiding patent pitfalls and launching a business online.

Creative Keepsakes

Weddings aren’t the only event worth remembering! Learn how Signature Mats can commemorate birthdays, anniversaries, holidays, bar and bat mitzvahs, graduations, etc. Get the team to sign a Signature Mat for the coach or ask employees to sign a platter and present it to the boss. Signature Keepsakes products help people make events memorable without compromising style. Also, learn about trends within the engraving industry and emerging technologies that have the potential to change the way customization is done.