

# ELEVATING CAMPUS AND COMMENCEMENT EXPERIENCES. TOGETHER.

HERFF  JONES®



**MARKING  
MILESTONES.  
CELEBRATING  
ACHIEVEMENTS.**



## FOR MORE THAN 100 YEARS, HERFF JONES HAS PROVIDED HIGH QUALITY ACHIEVEMENT PRODUCTS COMBINED WITH BEST-IN-CLASS CUSTOMER SERVICE.

We started out by manufacturing class rings, medals, pins and other emblematic jewelry. As our company has grown, so has the number of products and services we offer. Today, we are the leading provider of custom graduation and recognition products and services designed to inspire and celebrate student achievement.



Unlike our competitors, we own and operate all of our US-based manufacturing facilities. This allows us to control the supply chain, ensuring more consistent production and distribution. And since our independent sales partners have smaller, dedicated territories, we're able to better partner with schools to create engaging campus environments and help commemorate and celebrate the college experience.

With Herff Jones on campus, you can rely on us to preserve and continue to build on your school's culture and traditions to inspire students, capture experiences, celebrate achievements – and be an extension of your brand.

**From customizable graduation regalia, announcements and accessories, official class rings and other collegiate jewelry, to diplomas and handcrafted diploma frames, Herff Jones is your single source for everything you need.**



A large, crowded indoor event space, likely a career fair or student expo. The scene is filled with people of various ages and ethnicities. In the foreground, a man in a blue patterned shirt is looking at a laptop screen, while a man in a dark striped shirt and a maroon beanie looks down. The background is filled with more people, some looking at displays. There are several large yellow balloons with "ASU" and "SunPower" logos, and a string of smaller red and yellow balloons. Signs for "BryteWave" and "STAY CONNECTED" are visible. The lighting is bright and even.

**THIS IS  
WHAT A TRUE  
PARTNERSHIP  
LOOKS LIKE.**



**HERFF JONES HAS VAST EXPERIENCE WORKING WITH DIFFERENT DEPARTMENTS, COMMITTEES AND STAKEHOLDERS TO GET THINGS DONE. AND DONE WELL.**

## **DIFFERENT AUDIENCES. SAME INCREDIBLE SERVICE.**

**For Commencement Officers**, our fully customized caps and gowns reflect your school's branding and traditions. We work with you to determine the most efficient way to distribute your regalia before the ceremony and collect everything afterwards. So you can focus on the hundreds of other details for the big event. Our technology solutions can help you communicate to the upcoming grads and their families more effectively. We make it easy to give everyone a seamless buying experience and know all of the key dates and deadlines to support success of your commencement.

**For the Registrar's Office**, we offer high-quality diplomas and provide honors/school/organization products such as the cords and medals for graduation ceremonies.

**For Bookstore Managers**, we are your commencement experts to drive sales through your store – from store incentives to full on-site sales support. Whether it's a Grad Fair, distribution event or ring ceremony, we show up on campus to help reduce the burden on bookstore staff. We can even arrange events where cap and gown delivery takes place away from the store (or, as discreetly in the store as possible). And we can also ship directly to a student's home, minimizing the need for bookstore inventory.

**Alumni Associations** appreciate our involvement because we work with them to help increase alumni memberships and extend the affinity for the campus to your newest alumni. From official ring programs unique to each campus, ceremonies and events, on-campus incentives and inclusion of membership fees in the gown purchase, the solutions can be endless to tailor specific programs to your needs.



**We provide tools, resources and support all over campus, all branded to your school.**

With HJ and our programs, our partner schools see increased participation rates in grad fairs and selling events, which leads to an increase in walk rates at graduation, connecting students back to the school.

## OUR INDEPENDENT SALES PARTNERS OPERATE DEDICATED TERRITORIES ACROSS THE UNITED STATES – AND PROUDLY SERVE HUNDREDS OF COLLEGES AND UNIVERSITIES, LARGE AND SMALL.

### **PARTNERSHIP UPDATES.**

From large, statewide university systems to small, independent colleges, Herff Jones is proud to provide products and solutions that help elevate campus and commencement experiences.

- Works closely with campus partners to facilitate commencement needs
- Manages the marketing, distribution and sales of graduation products
- On-Site Support & Service– Grad Fairs, Ring Events, Commencement Day, Gown Fittings







**COMMENCEMENT  
IS ONLY THE  
BEGINNING.**

## YES, COMMENCEMENT IS ONE OF LIFE'S BIGGEST AND MOST IMPORTANT OCCASIONS, BUT IT'S ONLY ONE PART OF WHAT WE DO.

Herff Jones helps elevate your commencement experience while reducing challenges, roadblocks and headaches. At the beginning of each school year, prior to the start of the semester, we work backwards from commencement weekend to make sure everything is in order come graduation time.

Our meticulous order management system reassures product accuracy and coverage and thanks to our highly regionalized sales force, territories are more individually serviced bringing heightened communication and clearer expectations.

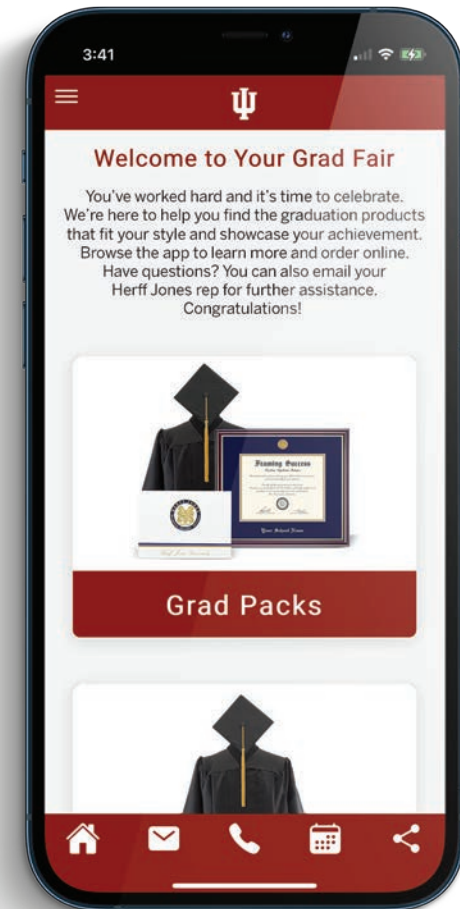
Our university-branded online buying experience delivers customized packaging of your institution's graduation products so students and parents can purchase all graduation official merchandise in one place.

### **CUSTOMIZED MARKETING PLANS.**

We are fully committed to building on your school's traditions to develop creative and engaging marketing plans that create affinity and pride for your school.

Our current marketing plans include:

- Consistent school branding across all media: print, signage, social and email
- Participation in graduation/ring events on campus
- Custom-branded banners and props that encourage social sharing and student participation at events
- Options for a customized Commencement App that extends our customer service capabilities to the students' mobile devices
- Customized ordering landing pages
- Helping to build campus awareness with all student groups
- Producing custom and permanent product bookstore displays
- Building custom email campaigns targeted specifically to juniors, seniors and alumni to drive product awareness and attendance to all graduation events





## WE GO ABOVE AND BEYOND THE ENTIRE SCHOOL YEAR WITH INNOVATIVE IDEAS THAT MAKE AN IMPACT.

### **GRATIS REGALIA.**

When the need arises, Herff Jones is prepared to designate a number of sets of regalia for at-need individuals who are unable to afford the purchase. Based on the size of the school and number of graduates, we will work with a designated person or campus group to administer delivery.

**We will help outfit everyone from graduates to faculty. Our caps and gowns and other regalia can be fully customized to showcase your school's brand and traditions.**



### **PRESIDENTIAL REGALIA FITTING.**

Our local sales representatives are prepared to personally meet with the university president for a custom regalia fitting. With a concierge-like experience, we will properly fit and measure to ensure the president looks their best on commencement day.

### **CAMPUS STATUE/MASCOT CUSTOM CAP AND GOWN.**

Custom is the name of the game. Herff Jones works with universities around the country to create custom caps and gowns for big-headed mascots, prominent campus statues and more. If you can dream it up, we can make it happen. Herff Jones works closely with various campus organizations, in coordination with our manufacturing plants, to take the commencement experience to the next level.





**VIRTUAL.  
IN-PERSON.  
HYBRID.  
WE BRING IT ALL TOGETHER.**



## WE'RE HERE TO HELP CELEBRATE YOUR GRADUATES' ACHIEVEMENTS NO MATTER WHAT THE CIRCUMSTANCES.

### **CUSTOMIZED. PERSONALIZED. AMPLIFIED.**

In collaboration with commencement technology experts StageClip and MarchingOrder, we created a best-in-class virtual commencement platform that provides a proven, easy-to-implement way to help hundreds of thousands of students and their loved ones celebrate their graduation. With our exclusive partnerships, we offer a variety of new ways to supplement and enhance the commencement experience. With online viewing options and social sharing capabilities, we can help take your ceremony (and your brand) well beyond the campus. Solutions that will continue to make an impact for years to come.



In addition to virtual commencements, Herff Jones partners with colleges and universities in other ways:

- During pandemic times, we will contact EVERY student to capture their shipping address and convert orders to home ship - FOR FREE.
- We can create custom Grad Gifts, which could include a personalized letter from the administration and shipped direct to the student. And our campus partners don't have to lift a finger.

**Honor traditions while leveraging technology to create a memorable (and sharable) commencement experience.**

***Watch our Virtual Commencement Video by clicking the computer below.***



A photograph of three graduates in blue gowns and caps, seen from behind, walking away on a green lawn. The graduates are wearing blue gowns with gold and blue stoles. The background is a blurred green lawn and trees.

**MORE POMP.  
MORE CIRCUMSTANCE..**



## YOUR ONE-STOP-SHOP ACHIEVEMENT ALL PRODUCTS PROVIDER.

Herff Jones offers a variety of custom caps, gowns, tassels, stoles, honor cords and more. All our cap and gown programs offer the following:

- Easy online ordering for students
- Home-ship program ships orders directly to student
- Bookstore extras sent to the campus bookstore for purchase
- Specialty stoles and honor cords are available as well as custom signets and zipper pulls

### **PRIDE. TRADITION. FOREVER.**

Your students and alumni deserve college jewelry they can wear with pride. As your partner, Herff Jones can help you create a custom program that enhances your school's brand and strengthens the bond between you and your graduates/alumni.

We're there every step of the way. We will support your traditions, we will be present on campus during ring sales events and grad fairs. And we will help you host ring and jewelry delivery events and ceremonies that enhance the experience – and create memories graduates will carry for a lifetime.



## WE OFFER ADDITIONAL PRODUCTS DESIRED BY STUDENTS AND PARENTS THAT SUPPORT THE SCHOOL'S BRAND.

### ACHIEVEMENT. ON DISPLAY.

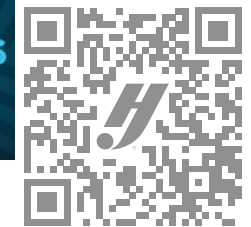
As a division of Herff Jones, Framing Success is the innovator of the custom-embossed frame and has been serving colleges, universities, professional organizations and government agencies for over three decades. Handcrafted in the USA, these frames let students display their degree, and their achievement, for all the world to see.



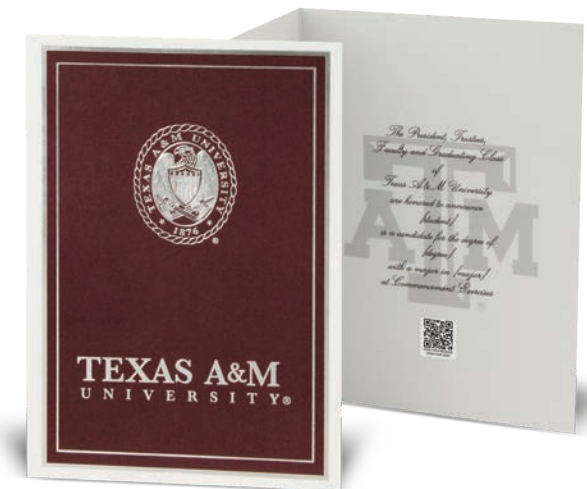
From retail displays to ship-to-home options, our dynamic frame program not only gives you additional revenue opportunities, but creates a lifelong connection between your school and your graduate.

### ANNOUNCEMENTS. PERSONALIZED.

Herff Jones also offers a wide variety of custom announcements to celebrate graduates' achievements, including personalized announcements, invitations, envelope seals and thank you cards. We're also the first to offer the ability for your students to add video to their printed correspondence with HJ SmartShare. Using QR Code technology, you can combine tradition and technology by sending personalized videos to your friends and family.



QR codes bring announcements into the 21st century, by allowing grads to send personalized videos with their announcements – an industry first. Scan the QR code above with your phone to see how it works.





An aerial photograph of a dense forest, showing a variety of tree species with different shades of green and brown. The trees are packed closely together, creating a textured canopy. The lighting is soft, highlighting the tops of the trees.

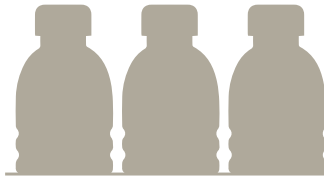
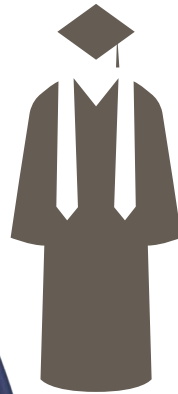
**FROM ONE  
GENERATION  
TO THE NEXT.**

**WE DON'T TAKE OUR ENVIRONMENTAL RESPONSIBILITIES LIGHTLY. NOT BECAUSE TODAY'S GENERATION EXPECTS IT. BECAUSE IT'S SIMPLY THE RIGHT THING TO DO.**

### **CAPS AND GOWNS**

No company in the industry is more committed to sustainable practices than we are, because we are the only company to offer a complete "green" program for caps and gowns.

Our rental gowns provide the kind of fabric that today's graduates are proud to wear, and institutions are proud to offer. Manufactured with REPREVE® fabric, the most trusted performance fiber made from recycled materials, our EarthGrad™ gowns provide the most eco-friendly gown options in the country.



**1 EARTHGRAD™ GOWN  
SAVES 391 BOTTLES  
FROM THE LANDFILL  
OVER ITS LIFESPAN**



### **DIPLOMA FRAMES**

Our handcrafted frames are made with Forest Stewardship Council™ certified wood, meaning they come from sources who practice responsible forest management.

Through our partnership with Trees for the Future, we fund one tree planting for every frame we sell. Also, all our frames are shipped in boxes made from 100% recycled fiber, saving thousands of trees each year. And to top it all off, our plant in Virginia Beach, Virginia, is an award-winning EPA WasteWater partner that focuses on waste prevention, recycling and the purchasing of recycled content products.

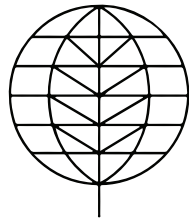
**WE AREN'T JUST  
PLANTING TREES.  
WE'RE CHANGING LIVES  
AND THIS IS HOW:  
HERFF.LY/MILLION.**



## HERFF JONES HAS BEEN ON THIS PLANET FOR MORE THAN A CENTURY. AND WE WANT TO HELP PROTECT IT FOR GENERATIONS TO COME.

### OFFICIAL CLASS RINGS

Our Warwick, Rhode Island, jewelry plant has received the highest grade given by Earthworks™ to large jewelers for efforts towards implementation of the Golden Rules – a set of criteria for more responsible mining, which include social, human rights and environmental benchmarks.



EARTHWORKS

We are also a signatory to the Golden Rules Pledge, which means we commit to purchase diamonds that are certified and conflict-free. Plus, our plant receives regular inspections from outside consultants to ensure we meet and/or exceed government regulations.

### GRADUATION ANNOUNCEMENTS AND DIPLOMAS

Herff Jones has been responsibly sourcing all the fine paper we use for decades. And we are proud of the fact that all our paper materials are purchased from environmentally responsible sources. Additionally, 100% of all paper waste is recycled from our Indianapolis Fine Paper facility.



University of South Florida



Florida



# WHY PARTNER WITH HERFF JONES?

No one offers the same combination of quality products and best-in-class customer service.

- Local, on-campus support
- Student engagement programs
- Support of on-campus sustainability efforts
- Technology solutions
- U.S.-based manufacturing

For more information:

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[herffjones.com/collegepartners](https://herffjones.com/collegepartners)

