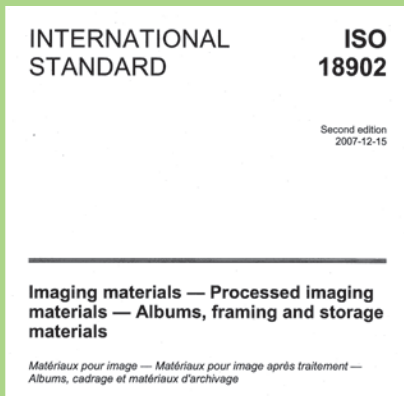


# A CREATIVE MEMORIES® GUIDE TO ISO 18902

## What is ISO 18902?



ISO 18902 is the International Organization for Standardization's basic photo-safety requirements for albums, framing and storage materials. The standard provides a detailed guide for photo-safe product development. It was developed through a consensus of industry, government and other experts from various organizations, including the National Archives, the Image Permanence Institute, Hewlett Packard, Kodak, and Creative Memories.

*The Creative Memories Technology Center strives to keep Consultants and customers informed and educated on all photo-safety issues. The ISO 18902 standard reflects our ongoing commitment to photo-safe, quality products. This guide provides an explanation of the standard, and it highlights the importance of our continued emphasis on photo-safety.*

## What does it mean when I see ISO 18902 on a package?

Creative Memories uses the ISO 18902 standard on its packaging to make clear to customers that the product meets or exceeds photo-safety specifications. For example, if a product is not bleed-resistant, we won't label it photo-safe. This is because ISO guidelines require all photo-safe products to be bleed-resistant. Similarly, we require all photo-safe paper, including vellum, to be buffered, because ISO guidelines indicate that buffered paper is best for long-term photo preservation.

The ISO 18902 standard acts as an umbrella that encompasses a variety of properties (such as acid-free and buffered). When consumers see the ISO 18902 label, they know that the product has been tested and

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meets or exceeds all photo-safety elements required by this standard.

ISO 18902 allows us to provide extensive product information in an easily identifiable label. Since ISO 18902 is a universal standard, it also reduces the need for multiple languages on packaging.

Creative Memories provides clear and concise definitions for all terminology used on product packaging. These definitions are available at the following site: [allaboutimages.wordpress.com/2011/01/27/the-creative-memories-dictionary](http://allaboutimages.wordpress.com/2011/01/27/the-creative-memories-dictionary)

Specific definitions are available for words such as acid-free, buffered and bleed-resistant. Creative Memories strictly follows these definitions to ensure that consumers receive the best quality products available for memory preservation.

## Selecting photo-safe products

Because the scrapbooking and framing industries are not regulated, it can be difficult for consumers to distinguish which products truly are photo-safe. Companies are free to label their products in any way they choose.

For example, labeling a product "archival" in no way makes it photo-safe. Similarly, labeling a product "photo-safe" does not mean it complies with ISO 18902.

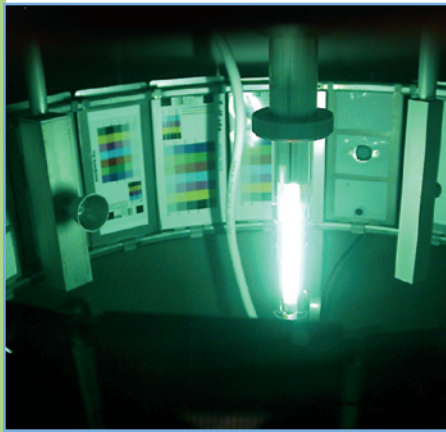
# true or false false QUIZ

- 1 ISO stands for Integrated Safety Objectives. T/F
- 2 The federal government requires all scrapbook companies to follow ISO 18902 guidelines. T/F
- 3 ISO tests and endorses products for photo-safety. T/F
- 4 All products that are acid-free, lignin-free, and buffered comply with ISO 18902. T/F
- 5 All companies use ISO 18902 to define acid-free, photo-safe, and archival. T/F

\* See answers page 3.

In some instances, a seemingly official seal on a product is simply a third-party commercial endorsement that lacks any real substance. Other labels simply are designed to look official to support the manufacturer's quality claims. There is no assurance that these products have been tested and found to be photo-safe.

## Creative Memories' promise of quality



The only way to know how a product will perform is through comprehensive testing. Creative Memories' in-house Technology Center continually tests the Creative Memories Collection, as well as potential products, to make sure it meets strict photo-safety standards.

Creative Memories spends nearly \$1 million each year testing products. Our state-of-the-art facility is able to perform a multitude of tests, from accelerated aging, to determining material composition, to measuring color, to testing paper properties.

For a virtual tour of the Technology Center, visit [www.virtually-anywhere.com/tours/creativememories](http://www.virtually-anywhere.com/tours/creativememories).

Creative Memories also uses third-party laboratories to verify product performance. For example, the non-profit Image Permanence Institute at the Rochester Institute of Technology performs some of the Photographic Activity Test (PAT) to verify the photo-safety of our products.

We have worked with the Image Permanence Institute to offer publications and tools, including the preservation calculator [www.imagepermanenceinstitute.org/photopreservationcalculator](http://www.imagepermanenceinstitute.org/photopreservationcalculator) and the Consumer Guide to Traditional and Digital Print Stability, a reference that is available at [www.imagepermanenceinstitute.org/consumerguide\\_traditional.pdf](http://www.imagepermanenceinstitute.org/consumerguide_traditional.pdf)

We also provide detailed technical information online, including Dr. Mark Mizen's personal All About Images blog at [allaboutimages.wordpress.com](http://allaboutimages.wordpress.com). Suggestions on how to properly use Creative Memories' line of products and services at [www.creativememories.com/content/Help/TraditionalScrapbooking.aspx](http://www.creativememories.com/content/Help/TraditionalScrapbooking.aspx).

## Consultants make a difference

In addition to providing high-quality, photo-safe products, Creative Memories Consultants offer superior customer service and product knowledge. They have the necessary information and training to ensure that their customers' albums will last for generations. And they trust our albums with their own memories.

## Choices affect memory preservation

People unfamiliar with Creative Memories may ask, “Why would I buy a Creative Memories album when I can get a similar-looking album for less?”

The answer is fairly simple: Retail stores often do not have the resources or understand the importance of testing. Instead, they generally select products based on the “It Looks Pretty Good to Me” approach.

With the “It Looks Pretty Good to Me” approach, the decision to offer a particular product is based largely on appearance rather than on the quality of the materials. However, over time, poor-quality paper may react with photographs, causing the images to fade or stain. Similarly, adhesives may fail, causing photographs to fall from the page.

Creative Memories knows that completed pages and completed albums require significant time and effort. That’s why we won’t follow the “It Looks Pretty Good to Me” approach. If a potential product doesn’t meet our strict photo-safety specifications, we won’t label it with the ISO 18902 label. By using high-quality, photo-safe materials, customers can be confident that their memories will be preserved for a lifetime.

Creative Memories also understands that quality in the framing industry ranges from poor to excellent. Only by following ISO 18902 requirements can we ensure that our glass provides UV protection and that mats, adhesives and other materials will not harm framed photos, memorabilia or artwork.

## A focus on memory preservation

Creative Memories strives to provide customers with a range of products to fulfill their memory-preservation needs. We go beyond simply focusing on scrapbooking as a craft. In addition to albums and supplies, we also offer tools such as Power™ Sort to help organize photos, and Memory Manger™ software to allow customers to preserve and enhance digital images. Customers can print their digital images through the Creative Memories Photo Center or personalize their album with our Persona™ Imprinting service. We know a completed album is just one step in the process of preserving your memories, and we work to ensure our product line meets the needs of each consumer’s unique project.

## Upholding quality

ISO 18902 is more than just a part of our packaging. It represents our commitment to providing information, products and customer service to ensure that your memories will be preserved for future generations.

We are the only album manufacturer that we know of that complies with ISO 18902 – the industry’s gold standard for photo-safe album-making supplies.

So when you see ISO 18902 on one of our products, you can be assured you are getting the best possible photo-safe products. Even better, you’ll know that your albums will safely preserve the weddings, the parties, the rain showers, the messes, and the tears that make up life.

# true or false ANSWERS

**1 False** ISO stands for the International Organization for Standardization. Because “International Organization for Standardization” would have different abbreviations in different languages, it was decided at the outset to use a word derived from the Greek isos, meaning “equal;” therefore, whatever the country, whatever the language, the short form of the organization’s name is always ISO.

**2 False** Compliance with ISO 18902 is voluntary. The federal government does not verify compliance, and there is no scrapbook police force.

**3 False** The ISO issues standards but does not verify compliance. Each company must conduct its own tests to ensure that its products comply with ISO 18902.

**4 False** ISO 18902 includes many other requirements including bleed-resistance and passing the Photographic Activity Test.

**5 False** Companies use and abuse these terms to promote their products. Creative Memories uses specific definitions that are consistent with ISO 18902.