



# CASE STUDY

**CLIENT** Tiny Shiny Schoolhouse  
**PROJECT** A Year Round Scratch-Off Calendar

## HUSBAND & WIFE PRODUCT DESIGNERS TURN TO H&H FOR THEIR CALENDAR LAUNCH—AND IT'S A HIT

### Tiny Shiny Schoolhouse Calendar Puts Time into Multisensory Focus for Young Children

When husband-and-wife design team April and Drew Fiorelli decided to sell their belongings and move their young family into an Airstream, it was the beginning of a creative—and literal—journey that would eventually touch the lives of other families across the country.

Inspired by the open road and their ability to work remotely during the pandemic, the Fiorellis hit the road with their 5-year-old daughter and 3-year-old son for a family road trip and an experiment in experiential learning.

In the process, they also hit upon a way to introduce their children to the concept of time with a child-friendly, year-round calendar. It was the beginning of a new adventure and a new business: **Tiny Shiny Schoolhouse** was launched as a way to provide parents with innovative learning tools designed to tap into a child's innate love of learning and exploration. H&H Graphics helped the Fiorellis realize their product vision.

#### HELPING CHILDREN GRASP THE ABSTRACT

As parents of young children, the Fiorellis saw firsthand how the concept of time, in its abstraction, was difficult for kids to grasp. The distance between events was often confusing. Their children would begin planning their next birthdays immediately after the last one. It was clear that an adult sense of scheduling did not translate well to the young mind. And so, the couple got to thinking.



“When we were on the road we were doing a lot of exploration and teaching, and going to national parks,” says Drew. “We met a bunch of families that live on the road and we began to learn about how they homeschool their kids. We started to see the opportunity.”

*H&H Graphics helped the Fiorellis realize their product vision—and stay within budget.*



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## INSPIRATION & MULTISENSORY APPEAL DRIVE A CALENDAR'S DEBUT

Their debut product: a year-round calendar designed to present the concept of time in a way that young children could grasp more intuitively. "We know that it is a struggle for them to understand the time distance between events," said Drew. "I wanted a way to really show them where we are ... putting these events that consume them, all in one place."

Because it is round, April points out, the calendar allows children—who rarely fail to include the "half" in their ages—to visualize things like "half" birthdays.

From there, the ideas just kept coming, and eventually the calendar also included scratch-off events, in addition to vibrant colors and a unique visual appeal.

But getting there was not without its obstacles, and the couple knew they needed to find a printing partner that offered more than cookie cutter service. They needed someone that could deliver on the technical requirements, but that also understood the business requirements. They started Googling.

## THE NUMBERS

**18" x 14"**

Dimensions of the final calendar

**12 Months**

in one imagination-sparking view

**1000**

Calendars produced in first run

**1000**

Calendars sold in the first few months, post-launch

**\$80**

What it would have cost per calendar using another printing company

**\$35**

Price of calendars using H&H Graphics to produce

**43 Years**

H&H Graphics has been bringing innovative multisensory products to life

## THE CHALLENGES

- The product had to be engaging
- Special effects printing capability had to be reproducible at a larger scale; many scratch-off printers limit their work to game cards
- Printing costs had to align with what could reasonably be charged for the product

When an early Google search returned some dramatically unsuitable options—one company offered to meet their requirements but for \$80 a calendar—the Fiorellis decided to keep looking.

With some printers, Drew said "it seemed like they were going to be doing this for the first time. We didn't want to be a test case."



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## THE H&H GRAPHICS SOLUTION

The couple, whose combined experience as product designers and parents left them with well-developed instincts about what they were looking for, had a wish list that did not feel unreasonable:

- A printer that could execute upon their ideas and ideate with them
- Multisensory print capabilities to support the tactile aspect of learning, so children could see an overview of the year, track the passage of time, and mark special events like birthdays through an engaging sensory experience
- A creative partner who could help them execute upon their ideas in a financially viable way

Their first conversation with H&H Graphics confirmed their decision to hold out.

"This company knew what they were doing," Drew said. "They were experienced with new product development and specialty printing."

## ENGAGING SPECIAL EFFECTS AND PRODUCT DEVELOPMENT SUPPORT

Though the end product was a calendar, the printed piece had to be more: colorful, bright and beautiful, but also tactile.

H&H Graphics specializes in harnessing the imagination through print. Our expertise in creating extraordinary special effects packaging, promotions, and products has been incorporated into projects for many of the world's biggest and best-known

brands but is also cost-effective enough to work with smaller, emerging brands.

As a bonus, the Tiny Shiny Schoolhouse team was not only boundlessly imaginative but also skilled at product ideation, prototyping, execution, and user testing. It was a match made in heaven. Or possibly an Airstream.

When they came to H&H with their idea for a **multisensory print piece**, it was decided that adding scratch-off effects to the calendar was a bright, shiny idea.

"The scratch-off came later when we were prototyping," said April. "Then we decided to add the holidays, but not just as sticker flags." It all came throughout the process of partnering with H&H. The couple had gone to multiple printers, many of whom advertised scratch-off printing, but it was clear that each poster would cost too much and that this would be their first time ever working on a unique creative project. H&H "has so much experience in getting it right," and the capabilities to execute on projects at scale, she said.

In the end, an 18" x 24" scratch-off calendar was created.

## THE RESULT: SOLD OUT

"Sales were pretty steady from the new year through March and April, but we didn't know what to expect," said Drew. "We were surprised at how quickly we sold out."

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In just a few months, the initial 1,000 calendars, priced at \$35 each, were sold out. And beyond exceeding sales expectations, reviews suggest that the Tiny Shiny Schoolhouse has tapped into a need.

Today, the partnership between Tiny Shiny Schoolhouse and H&H Graphics is ongoing, and new products in development promise to continue to deliver on the company's prevailing credo: "Toys are great, but experiences are even better." We couldn't agree more.

## **NEED A PARTNER FOR YOUR UNIQUE PRODUCT IDEA?**

To learn what H&H can do to create an experience around your next **multisensory product launch**, promotion or packaging, give us a call to discuss

your next idea—and see what we've done with **scratch-off maps, scent strips, notepads, and COVID-19 smell tests**. We can also evaluate your current or recent projects as part of our **"Even Better If..." Audit** to show you the possibilities that H&H Graphics multisensory screen printing and product development expertise can bring.

## **ABOUT TINY SHINY SCHOOLHOUSE**

Shiny Tiny Schoolhouse was launched by a husband and wife team of product designers focused on creating innovative learning tools and products for children built around the educational values of exploration and experiential learning.

More: [www.tinyshinyschoolhouse.com](http://www.tinyshinyschoolhouse.com)

*See the possibilities that H&H Graphics multisensory screen printing and product development expertise can bring.*

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## **ABOUT H&H GRAPHICS**

H&H Graphics works with brand managers, ad/marketing agencies, and commercial printers to increase product sales by engaging consumers with multisensory printing effects for retail packaging, displays and more. The award-winning H&H Graphics R&D department creates custom inks and coatings that achieve any desired look, feel or smell with the highest quality and performance, complemented by a level of client service unequaled in the industry. Example special effects include thermochromic, glitter (never rubs off), gloss, matte, scented, scratch-off, glow-in-the-dark, and textures.

H&H Graphics was founded in 1978, is a certified woman-owned company (WBE certified) and has won numerous Graphic Excellence Awards for client projects. More: [www.hhgrfx.com](http://www.hhgrfx.com)

**Contact us to learn more about multisensory printing.**