

words

by henry samuel inc.®

## Corporate and Fundraising Programs



the words we live by...  
now on elegant gifts and everyday items

תפילה קדוש  
צדק רוח  
תורה שמחה  
קהילה שלום שבת

**Shalom** *peace*

**Shabbat** *the seventh day*

**Simḥah** *joy*

**Tikkun Olam** *repair of our world*

**Torah** *the Hebrew Bible*

**Tefillah** *prayer*

**Zemirot** *songs*

**Ruah** *spirit*

**Kehilah** *community*

**Yisrael** *our beloved homeland*

**Neḥamah** *comfort*

**Ahavah** *love*

**Brakhah** *blessing*

**Tzedek** *justice, righteousness*

**Kadosh** *holy*

**Teshuvah** *repentance*

**Seliḥah** *forgiveness*

**Shofar** *the ram's horn*

**Seder** *order, festive Passover meal*

**Ḥerut** *freedom*

**Ner** *candle*

**Todah** *thank you*

**Z'man Ḥeruteinu** *season of our freedom*

**w o r d s**

by henry samuel inc.®

[www.henrysamuel.com](http://www.henrysamuel.com)

(877) 255-2461

We're delighted to introduce you to Henry Samuel Inc., a new company offering elegant Jewish products under the **words by henry samuel inc.** label.

Our products feature transliterated Hebrew **words** that celebrate Jewish home, family and cultural values. Each **word** includes a meaning, written by Rabbi Jan R. Uhrbach, that captures the spirit of Judaism. They reach beyond expected definitions, changing our understanding and shifting our perspective, just a little bit.

Our collection includes greeting cards, placemats, art posters, Judaica, decorative objects and accessories. We even carry a line of dairy and pareve chocolates with **words** you can eat! To see our entire collection, please visit us at [www.henrysamuel.com](http://www.henrysamuel.com).

Many products can be customized to include logos and messages tailored for your organization. Please look through the enclosed literature and see how you can make **words** a part of the fundraising effort for your synagogue or Jewish organization.

For further information, you can email us at [words@henrysamuel.com](mailto:words@henrysamuel.com) or call us toll-free at (877) 255-2461.

שְׁלוֹם רוּחַ תְּפִילָה  
 צִדְקָה קְדוּלָה  
 נְחִמָּה

The  
 words  
 and their  
 meanings

**Shă·lōm'**

*peace; related to sh'lemut, wholeness; the greatest blessing there is, and the way we greet each other.*

שְׁלוֹם

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**Shă·băt'**

*the seventh day; the day we nourish our souls; the art of being rather than doing; a taste of eternity.*

שַׁבָּת

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**Sim'·hah**

*joy; the smile of the soul; how we express our gratitude to G-d; the most important part of our worship; what we feel when we're together.*

שִׂמְחָה

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**Tik·kūn' O·lām'**

*repair of our world; our job; relieving suffering, and bringing healing, justice, and hope to everyone around us.*

תִּקְוַן עוֹלָם

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**Sē·dēr**

*order; festive meal on Passover; the telling of our story, and the way we impart our faith from one generation to the next.*

סֵדֵר

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**Tē·fil·lāh'**

*prayer; pouring out our heart to G-d; sensing a Presence; being present; our connection with the One.*

תְּפִילָה

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**Zē·mir·ōt'**

*songs; especially, the ones we sing around our Shabbat table; usually accompanied by laughter and joy*

זְמִירוֹת

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**Yis·rā·'ēl**

*Israel; our beloved homeland and dream, for whose safety and peace we pray.*

יִשְׂרָאֵל

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**Tō·rah**

*the Hebrew Bible; more broadly, our shared wisdom; transformative teaching and study; the user's guide to life.*

תּוֹרָה

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**B·ră·khāh'**

*blessing; the flow of Divine love and goodness into the world; what we strive to be for each other*

בְּרָכָה

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**Rū·'āh**

*spirit; the Divine breath that enlivens Creation; the joyful energy which permeates everything we do*

רוּחַ

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**Kē·hi·lāh'**

*community; the result of a commitment to each other's growth and wellbeing; the best remedy for loneliness; what we are for each other*

קְהִילָה

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**Nēr**

*candle; that which brings light, warmth and hope in the darkest, coldest times; a metaphor for the human soul; what we try to be for each other, and for G-d*

נֵר

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## The words and their meanings continued

**Nĕ·hă·măh'**  
*comfort; the deep breath the soul takes when we are known and loved; the ground from which we can take risks and grow; what we feel every Shabbat*

נחמה

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**Ā·hă·văh'**  
*love; a description of our reciprocal relationship with G-d; the way we are commanded to treat our neighbor, as well as the stranger; the essence of Torah and our community*

אהבה

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**Tō·dăh'**  
*thank you; the heart's acknowledgement of the blessing of giving and receiving; the first thing we say to G-d, and the most important thing we say to each other, every day.*

תודה

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שקלום

**Tzē·dĕk**  
*justice, righteousness; along with shalom, what we are called to pursue; related to tzedakah, the portion of our wealth which justice demands we share*

צדק

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**Kă·dōsh'**  
*holy; a name of G-d; related to kedushah, holiness, the goal of all Jewish striving*

קדוש

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**Tĕ·shū·văh'**  
*return, repentance, response, answer; fixing what we have broken, healing those we have wounded, repairing our selves; returning to who we were meant to be and have not yet become*

תשובה

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**Sĕ·li·hăh'**  
*forgiveness; balm for our brokenness; what we are commanded to ask for and grant to each other*

סליחה

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**Shō·făr'**  
*the ram's horn, blown on Rosh Hashanah; the piercing blast which calls us to account, waking us from our sleep*

שופר

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**Z'măn**  
**Hĕ·rū·tei·nū**  
*the season of our freedom; the time to release body, mind and soul from slavery; the beginning of our journey, our acceptance of responsibility.*

זמן חרותנו

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## CORPORATE PROGRAMS

Print Ads  
 Art Posters  
 Customized Cards  
 Placemats

We customize our **words** with your logo, name, address and phone numbers. The products become part of your brand identity and help you to promote your organization.

# Shāb·bāt'

*the seventh day, the day we  
nourish our souls; the art of being  
rather than doing; a taste of eternity.*

שבת

Join us for Shabbat dinner  
Friday evening at the  
Rabbi's home in Sag Harbor.  
Call 631-725-8188 for details.

Shabbat services:  
Friday 6:30 p.m.  
Saturday 9:00 a.m.  
Call 631-725-8188 for details.  
www.synagoguehamptons.org

The  
Conservative  
Synagogue  
OF THE HAMPTONS  
קהל  
תפארת  
Rabbi Jan R. Uhrbach

Your custom  
message here.

Your logo and  
information here.

# Tik·kūn' Ō·lām'

*repair of our world; our job;  
relieving suffering, and bringing  
healing, justice, and hope to  
everyone around us.*

תקון עולם

Your logo and  
information here.

The  
Conservative  
Synagogue  
OF THE HAMPTONS  
קהל  
תפארת

## PRINT ADS

Newspaper and magazine advertising is a highly effective way to build awareness for your synagogue or organization, and to market upcoming events. Choose a **word** and provide us with your logo, customized copy and media requirements. We will prepare a print ad for you in the size you need and in accordance with the publication's specifications. You'll receive a proof of the ad in PDF format, and we'll provide the publication with material they'll need for printing.

\$500 per ad (does not include media cost)

## ART POSTERS

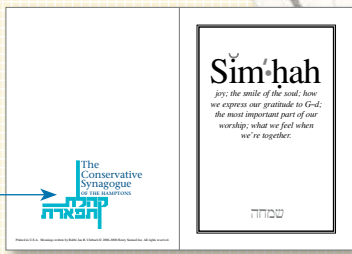
Our art posters are perfect to hang in the office or outside the sanctuary, and to give as gifts to donors and major contributors. Each art poster features one **word** and its meaning. Printed on heavyweight, acid-free 100% cotton mould-made art paper. 24" x 36" Unframed.

We will customize a poster with the **word** and meaning of your choice to include your color or B/W logo and message.

\$90 per poster



Your logo here.



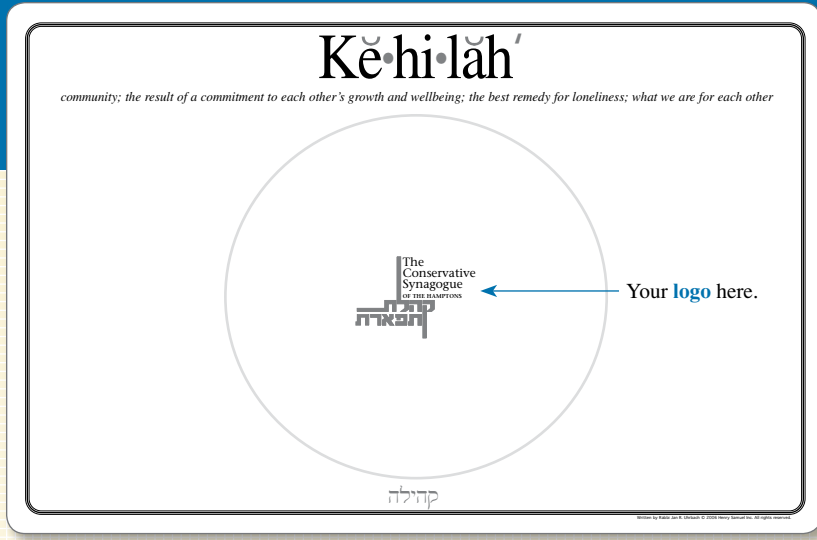
## CUSTOMIZED CARDS

Use **words** for your mailings (to send announcements or invitations), or resell them to your membership for their personal use. Each 5" x 7" card features one **word** and its meaning and comes with a matching silver foil lined envelope. Cards are printed in black ink on premium white stock.

We customize cards to include your organization's name, logo and information on the back of the card. For an additional charge, we can include a customized message on the inside or a 4C logo imprint.

Available in sets of 25 cards/envelopes.  
Minimum order is 25 cards per **word**.

	Price per set	
	1-4 sets	5+ sets
With B/W logo	\$25.00	\$23.75
With 4C logo	\$50.00	\$42.50
Additional for inside B/W message	\$5.00	\$4.00



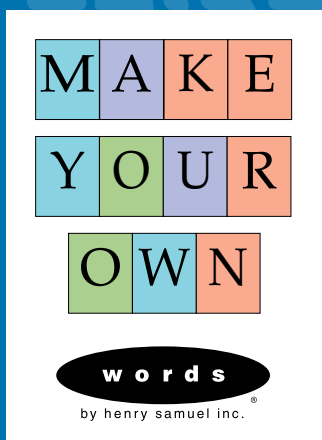
## PLACEMATS

Our placemats are great conversation starters and will have a big impact at your next function! They feature the **word** of your choice and its meaning on an 11.25" x 17.25" placemat. They have rounded corners and are laminated with 5 mil gloss hardcoat for easy cleaning. White with black **words**.

Placemats are customized to include your organization's name, B/W logo and information.

Available in sets of 25 placemats.  
Minimum order is 25 placemats per **word**.

Sets	Price per set
1-3	\$62.50
4+	\$50.00



## ALPHABET STICKERS

Make your own **words** with our remarkable stickers. They're printed on self-adhesive fabric material that's removable and reusable! Use and reposition on any flat non-porous surface. Stickers retain their adhesion without leaving a residue. They adhere to rounded columns, turn wall corners and mold to almost any shape. Adhesive is water-resistant.

Our stickers are great to use for indoor signage. They're also a wonderful addition to classrooms and can be a fun teaching tool in Hebrew schools.

60 self-adhesive 3.5" x 5" letters. Available in assorted colors or in black or white. See [www.henrysamuel.com](http://www.henrysamuel.com) for quantity breakdowns by letter.

\$54.00 per set



All upper case letters



Kids' Alphabet Stickers (Upper and Lower Case)



Hebrew Alphabet Stickers



## FUNDRAISING PROGRAMS

Chai Program  
Donation Cards  
Denim Jackets  
Theme Parties

Our programs are designed to be functional and fun, while helping you raise money for your organization. We offer two basic types of programs: with our profit-based programs, you order a customized product and resell to your membership at a profit. With our **Chai Program**, you simply make a percentage of what your members buy.

## CHAI PROGRAM

You can raise funds by making **words** accessible to everyone in your synagogue or organization. Your members can choose from our entire collection of greeting cards, placemats, and beautiful Judaica made in Israel. We carry a very popular and tasty line of chocolates with **words** you can eat, as well as unique gifts such as denim jackets, ipod cases and glass sculptures. Each product features a **word** and its meaning.

Members can view our collection online at [www.henrysamuel.com](http://www.henrysamuel.com), or you can request catalogs from us to distribute.

- Your members can order any product from our collection.
- We provide you with forms to collect orders.
- Members pay your organization (and receive a partial tax deduction).
- Add up your orders, and keep 18% for your organization.
- Forward your order form and payment to us.
- We'll bulk ship your orders to your organization for your members to pick up. Shipping is free!

\$180 minimum order



## DONATION CARDS

You can make over 300% profit with our successful card fundraising program! Each 5" x 7" card features one **word** and its meaning and comes with a matching silver foil lined envelope. Cards are printed in black ink on premium white stock.

We fully customize your cards to include your organization's name, logo and information on the back of the card, as well as a customized message on the inside.

Minimum order is one set of 50 cards per **word**.

Suggested member donation price:  
\$4.00 – \$5.00 per card/envelope.

Price per card/envelope		
	1-3 sets	4+ sets
With B/W logo	\$1.00	\$.85
With 4C logo	\$2.00	\$1.85



Front cover with the **word** and its meaning.

Back cover with your **logo** and **information**.

To celebrate your \_\_\_\_\_  
a contribution  
has been made by \_\_\_\_\_  
to the [fund] of  
[your organization].

Inside **message**.

Suggested **words**:

**Simḥah** to celebrate a joyous occasion

**Neḥamah** to offer condolences

**Brakhah** to celebrate a milestone

**Tikkun Olam** to honor a colleague

# רוח

## "MEMBERSHIP ONLY" CUSTOMIZED DENIM JACKETS

Make up to a 36% profit on our unique denim jackets. We've embossed the **word** Ruah with its meaning on the back. We'll add your organization's name and logo on the front pocket to make this jacket for your membership only. The jacket includes 2 inside pockets and is available in stonewashed blue. Made in U.S.A. of 100% heavy weight cotton. Machine washable. Available in unisex sizes Small through XXX-Large. Children's sizes also available. Please contact us for information.

Suggested resale price:  
\$126.00 per jacket.

Qty	Price per Jacket
10-17	\$90.00
18+	\$80.00



Your logo  
over left  
front pocket.

### Denim Jacket Sizing Chart

(All Dimensions are in inches)

Size	Neck	Center Back	Sleeve	Chest	Waist
Small	17-17 1/2	25	33	46	42
Medium	18-18 1/2	26	34	48	44
Large	19-19 1/2	27	35	52	46
X-Large	20-20 1/2	27	36	54	48
XX-Large	21-21 1/2	27 1/2	36 1/2	56	51
XXX-Large	22-22 1/2	27 1/2	37 1/2	58	56

# שמחה

## THEME PARTIES

**Theme parties** are a great way to raise money while having fun! You'll benefit from our **Chai Program** by keeping 18% of the proceeds of your sales. You can plan events specifically for our products, or make them a part of events you already have planned. In addition to benefiting from our **Chai Program**, you can raise additional funds by collecting a fee for these events.

Call us to discuss your next event and to order supplies. We provide order forms with the samples for your party. Members pay your organization (and receive a partial tax deduction), and you keep 18% of the gross sales. We'll bulk ship your orders for members to pick up. Shipping is free!

\$180 minimum order

## Suggested Themes

### Chocolate party



Host a party that everyone will love! Our Grand Chocolate Bars are almost  $\frac{3}{4}$  lb. of delicious milk chocolate, and they're meant for sharing. Our chocolate CD is made from the same delicious chocolate and features musical notes with the **word** Zemirot. Our chocolate gift boxes contain bite-size pieces of pareve dark chocolate. You can even play a game or have a raffle to see who gets to eat the **word**!

Grand Chocolate Bars and Chocolate Gift Boxes are available with the **words** Shalom, Simhah or Kehilah. All chocolates are OU certified kosher.

### Tabletop party



Include **words** at your next brunch or luncheon with placemats from our online collection. You can order a sample placemat kit that includes one each of our available **words**. They're great conversation starters and a roomy size at 11.25" x 17.25". The placemats have rounded corners and are laminated with 5 mil gloss hardcoat for easy cleaning.

We also supply sell sheets for our Judaica line. These products make wonderful gifts for weddings and special occasions.



the words  
we live by



Denim Jacket page 17

Our collection features transliterated Hebrew **words** and meanings that capture the spirit of Judaism.

*Look inside to see how we can customize our products to help support your organization.*

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**(877) 255-2461**

**w o r d s**<sup>®</sup>  
by henry samuel inc.

38 West 21st Street, 8th Floor  
New York, NY 10010

שילוב טקסטילי מוביל  
על ידי מייצגים מובילים