

Printer Catalog Copy

(in British English)

Page 2:

Established in [REDACTED], we've been delivering high-quality, comprehensive print services to businesses for [REDACTED] decades.

The hallmarks of a [REDACTED] print project are stellar prints, expert guidance, and unmatched customer service. Our blend of traditional printing practices with new technological capabilities (plus all our years of experience) give clients like you the best results, every time.

With us as your print partner, you can be sure your customer experience and final products are our top priority. After working with clients across a wide variety of industries and a multitude of mediums, we're prepared to help you with any printing project or campaign you're looking to build.

Welcome to simple, smarter printing. Welcome to [REDACTED].

Page 3:

Our Promise:
Simple, Smarter Printing.

SIMPLE: Your organization won't flourish if you're worried about sizing and color or deciding between matte or gloss laminate. Printing can be complicated. We make it simple by demystifying the complexities for our clients, helping them to make quick, confident, and smarter decisions.

SMARTER: Printing is constantly changing, but we keep up with the latest tech and trends. Your ideas combined with our expert knowledge, supplier networks, and cutting-edge methods mean you'll get stunning results every time.

Our Mission:
To be your partner in quality and innovation.

At the core of [REDACTED] is our desire to become your print partner—an extension of your business. Our team of specialists is ready, dependable, trustworthy, and holding your best interests at heart. We're not about cutting corners (unless you ordered prints with rounded corners). You're too busy to worry about the minutiae of printing. That's our job, and that's the [REDACTED] difference.

Page 4:

██████ is committed to environmental sustainability:

- Member of the ██████
- ██████
- Responsibly sourced materials

Ideas to help grow your organisation with print.

This guide is a collection of ideas designed to show you the possibilities of printing. We hope you'll be inspired by new tactics to enhance your business and complement any existing marketing material.

- MARKETING MATERIALS
- BUSINESS STATIONERY
- BOOKS & PUBLICATIONS
- BINDING & FINISHING
- WIDE FORMAT & SIGNAGE
- PROMOTIONAL ITEMS
- CAMPAIGN MANAGEMENT
- CLIENT TESTIMONIALS
- MORE ABOUT US

Shaping the future with ██████

Page 5:

Personalised printing solutions.

No two projects or clients are exactly the same, so our team takes time to get to know your business and your goals. We can help you decide on the perfect print or even craft a custom plan that best fits your needs. The ██████ team is at your service.

Marketing Materials

Despite what you may hear, printed marketing materials are far from dead. In fact, a tangible, printed message is an excellent way to stand out. Check out the following ideas like leaflets, cards, calendars, invitations, packaging, and more.

Page 6:

PRINT MARKETING

Did you know 94% of all multi-channel marketing campaigns feature PRINT as an element?

Why print works:

- Increases online searches
- More engaging for consumers
- High creative potential
- Creates stronger memory recall
- Straightforward legitimacy (not spam)
- A strong tactic in affluent sectors
- Works well with digital assets
- Builds closer consumer relationships
- Provides mass communication or 1-to-1 contact



LEAFLETS & FLYERS

Whether you choose to distribute them via mail, leave them on the counter, or hand them to warm prospects, leaflets and flyers are the universal promotional tool! These professionally printed assets are the unsung heroes of advertising.

MARKETING LEAFLETS

Often referred to as the letterbox 'Mini Bill Board,' these leaflets are perfect for when you need to get your message across in three seconds or less.

SUGGESTED STOCK

-  Artboard
-  Coated 1-sided Board

FINISHING & OPTIONS

- Gloss or Matte Laminate
- Unlaminated
- New Velvet Laminate
- Scodix
- Metal Finish

FOLDED FLYERS

Folded flyers work wonders for mail drops while also being the perfect option for newspaper and magazine inserts.

NEWSLETTERS

Many people prefer to get their news without looking at a screen. Your newsletter can be designed at any size to fit the needs of your message and readers.

Page 7:

BROCHURES, CATALOGUES, AND MAGAZINES

Your products, services, and name—in print. Brochures, catalogues, and magazines have been used by businesses for a long time and are still used today for one simple reason: they work.

Short-run printed brochures and catalogues can now be ordered in quantities as low as 10 copies.

BUSINESS/BRANDING CARDS

There's nothing quite like being handed a sturdy business card or finding a brand's card included with an order shipment. These small but memorable prints make a quick but lasting impression.

FINISHING & OPTIONS

- Gloss or Matte Laminate
- Unlaminated
- New Velvet Laminate
- Scodix
- Metal Finish

BRANDED NOTEPADS

The marketing material that keeps on giving. Your customers will appreciate getting a handy pad for note taking, you'll appreciate them remembering your business with each new page.

CATALOGUES & FLYERS

Did you know 62% of people from all demographics surveyed said traditional channels are still the most effective advertising materials?

The rankings:

- Catalogues & Flyers 62%
- TV Advertising 52%
- Press Advertising 40%
- Radio Advertising 32%
- Personalised DM 29%
- Email Marketing 25%
- Outdoor 23%
- Social Media 17%
- Online Display 12%
- Telemarketing 4%

Source: [REDACTED]

Page 8:

BRAND RECALL

Did you know 82% of people can recall brand names they saw on paper whereas only 42% remember brand names from email?

Print wins with longevity:

People are three times more likely to immediately delete/discard an email over a paper letter or statement.

Source: [REDACTED]

PROMOTIONAL CALENDARS

A functional, well-designed, and polished calendar is often a winning formula. Get it right and your calendar will be an excellent reflection of your brand for a full 12 months. Customize yours with our many sizes and styles including tent, wire bound, or saddle stitched.

BRANDED DESK PADS

Bring your business to the table (literally) with these desk pads. Ideal as giveaways and featuring the option of including a calendar to add further value. Available in various sizes from [REDACTED] to [REDACTED].

BRANDED WALL PLANNERS

Keep your business top of mind for your customers as they plan for the future. These wall planners have a long-term presence and come in a variety of styles and sizes.

TENT CARDS

Perfect for counter and table tops or settings where space may be scarce. Tent cards are savvy table-talkers which you can order in a range of sizes.

FINISHING & OPTIONS

- Gloss or Matte Laminate
- Unlaminated
- Die Cut to Shape
- Scodix
- Scored