

# 'Tis the season to get jolly

Fa la la la la, la la la la

## marketing for half the lolly

Fa la la la la, la la la la

Promote yourself from under £30



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As we roll into peak season and the Christmas hustle and bustle, it's easy to put off marketing 'til later. But now's the time to be thinking about quieter times in January and February. We all know, marketing planned today, turns into sales tomorrow.

Here's a few jolly marketing ideas. Things to attract new customers. Stuff to send to existing clients. Bits to keep people coming back. Techniques to tempt them to try you for the first time.

And during December, save up to half the lolly. It's genuinely possible to promote yourself from under £30. That's worth thinking about, while you're chomping on your seventeenth parsnip.

Christmas Cards are reduced in December too. Say thanks for their business in 2018. And be front-of-mind in 2019 with a calendar.

Which reminds us. Thank you. There's a wall planner on the next page. You're welcome.

Merry Christmas.



### Luxury Bio Business Cards

£5 off



We're entering peak-party-season. Who will you meet at that fancy do? Will you be fumbling for a soggy card to hand an influential person? Then blushing and apologising? Look. Friends don't let friends give out bad Business Cards. Let's make sure it's a good one.

500 for £34 £39.60

This year we switched all our matt and gloss laminated print to a new biodegradable laminate. It looks like regular lamination and feels lovely. When the print reaches the end of its useful life, it composts. Within two years it's gone. Without leaving any contaminants in the soil.



### StarMarque Bio Business Cards

There's something magical about StarMarque at this time of year. The way the spot gloss highlights shimmer and glisten in the festive light. It just doesn't feel like Christmas until you've seen your StarMarque Business Cards sparkle, does it?

500 for £39 £58.50

### Curve 30 Pop up display



£100 off

No more stupid, heavy magnetic bars to fiddle with. No more easily-damaged, impossible to line-up panels. Just one continuous graphic in glorious HD. Our most popular lightweight, pop-up, fabric backdrop display is 3m wide by 2.3m high. Choose different designs on each side, for multiple events.

£389 each £489.00

### Totem Pop up display

Already a bestseller, this new super skinny 2.3m high display is much more imposing than a paper roller banner. Pop up the frame in minutes and slide on the double-sided fabric sleeve. Get different messages on each side – great for navigation signage.

£149 each £189.00



£40 off

### Appointment Cards

Time to build repeat business and create that loyalty stamp scheme. Or cut 'no shows' by giving customers a written reminder of their next booking. These cards have a high gloss bio-laminated front for durability and easy-write uncoated reverse.

**Pocket** (Business card size)  
1,000 for £29 £59.40

**Wallet** (A7 size)  
1,000 for £34 £69.30



### Postcards

Not sure you got GDPR consent to use email marketing? Simple beats complex every time. Use direct mail instead. At less than 5p each, these glossy A6 postcards are a low-cost way to send an offer or voucher. GDP-yeh, not GDP-meh!

500 for £39 £59.40  
1,000 for £49 £75.60



33% off



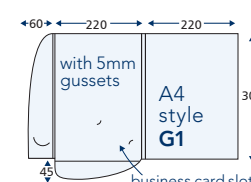
### Grand Suede Folders

Start 2019 properly by giving your proposals and quotations more oomph. These folders are printed in glorious colour on every panel. Use the front to announce your arrival. Use the inside to illustrate and add weight to your message. Seal the deal.

500 for £349.70 £380.70



£30 off



### Scratch Cards

Ask yourself this. Ever been given a scratch card? Did you resist the urge to scratch it? Of course you didn't. Everyone does. We're made that way. Which means a scratch card promotion is far more engaging than just a leaflet. It appeals to our nosiness. It demands participation.

We've improved the recipe of our Scratch Cards. Now they're finished with a bio gloss lamination which makes panels even easier to scratch off.

Choose the size you'd like. Order a set of cards for each different prize you want under the scratch panel. Want half winners, half losers? Order two sets. 10 prizes? Order 10 sets.

250 from £32 £46.80



30% off



The small print: \*Prices shown include delivery to one UK mainland or Northern Ireland address. They exclude VAT and design. Unless stated, prices shown are for standby service. Faster turnaround upgrades are available – ask for a price. See full product specifications online. Price point may not represent products in photos. Orders must be approved by 6pm, Friday 21/12/18



DELIVERY INCLUDED





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	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED		
JAN		1 <small>New Year's Day Holiday (UK, Rep. Ireland)</small>	2 <small>Holiday (Scotland)</small>	3	4	5	6	7 <small>WEEK 2</small>	8	9	10	11	12	13	14 <small>WEEK 3</small>	15	16	17	18	19	20	21 <small>WEEK 4</small>	22	23	24	25 <small>Burns' Night</small>	26	27 <small>WEEK 5</small>	28	29	30	31								JAN
FEB					1	2	3	4 <small>WEEK 6</small>	5	6	7	8	9	10	11 <small>WEEK 7</small>	12	13	14	15	16	17	18 <small>WEEK 8</small>	19	20	21	22	23	24 <small>WEEK 9</small>	25	26	27	28								FEB
MAR					1 <small>St. David's Day (Wales)</small>	2	3	4 <small>WEEK 10</small>	5 <small>Shrove Tuesday</small>	6 <small>Ash Wednesday</small>	7	8	9	10	11 <small>WEEK 11</small>	12	13	14	15	16	17 <small>St. Patrick's Day (Ireland)</small>	18 <small>Holiday (Rep. Ireland, N. Ireland)</small>	19	20	21	22	23	24 <small>WEEK 13</small>	25	26	27	28	29	30	31 <small>Mothering Sunday</small>				MAR	
APR	1 <small>Beginning of Financial Year WEEK 14</small>	2	3	4	5	6	7	8 <small>WEEK 15</small>	9	10	11	12	13	14	15 <small>WEEK 16</small>	16	17	18	19	20	21 <small>St. Patrick's Day (Ireland)</small>	22 <small>Easter Monday Holiday (UK, Rep. Ireland)</small>	23	24	25	26	27	28 <small>WEEK 18</small>	29	30								APR		
MAY			1	2	3	4	5	6 <small>May Day Holiday (UK, Rep. Ireland) WEEK 19</small>	7	8	9	10	11	12	13 <small>WEEK 20</small>	14	15	16	17	18	19	20	21	22	23	24	25	26 <small>WEEK 21</small>	27 <small>Spring Holiday (UK, Rep. Ireland) WEEK 22</small>	28	29	30	31							MAY
JUN						1	2	3 <small>Holiday (Rep. Ireland) WEEK 23</small>	4	5	6	7	8	9	10 <small>WEEK 24</small>	11	12	13	14	15	16 <small>Father's Day</small>	17 <small>WEEK 25</small>	18	19	20	21	22	23 <small>WEEK 26</small>	24	25	26	27	28	29	30				JUN	
JUL	1 <small>WEEK 27</small>	2	3	4	5	6	7	8 <small>WEEK 28</small>	9	10	11	12	13	14	15 <small>WEEK 29</small>	16	17	18	19	20	21	22 <small>WEEK 30</small>	23	24	25	26	27	28 <small>WEEK 31</small>	29	30	31								JUL	
AUG				1	2	3	4	5 <small>Holiday (Rep. Ireland, Scotland) WEEK 32</small>	6	7	8	9	10	11	12 <small>WEEK 33</small>	13	14	15	16	17	18	19 <small>WEEK 34</small>	20	21	22	23	24	25 <small>WEEK 35</small>	26	27	28	29	30	31						AUG
SEP							1	2	3	4	5	6	7	8	9 <small>WEEK 36</small>	10	11	12	13	14	15 <small>WEEK 37</small>	16	17	18	19	20	21	22 <small>WEEK 38</small>	23 <small>WEEK 39</small>	24	25	26	27	28	29	30 <small>WEEK 40</small>				SEP
OCT		1	2	3	4	5	6	7 <small>WEEK 41</small>	8	9	10	11	12	13	14 <small>WEEK 42</small>	15	16	17	18	19	20	21 <small>WEEK 43</small>	22	23	24	25	26	27 <small>WEEK 44</small>	28 <small>Holiday (Rep. Ireland)</small>	29	30	31								OCT
NOV					1	2	3	4 <small>WEEK 45</small>	5 <small>Bonfire Night</small>	6	7	8	9	10 <small>Remembrance Sunday</small>	11 <small>WEEK 46</small>	12	13	14	15	16	17	18 <small>WEEK 47</small>	19	20	21	22	23	24 <small>WEEK 48</small>	25	26	27	28	29	30						NOV
DEC							1	2	3	4	5	6	7	8	9 <small>WEEK 49</small>	10	11	12	13	14	15 <small>WEEK 50</small>	16 <small>WEEK 51</small>	17	18	19	20	21	22 <small>WEEK 52</small>	23 <small>Christmas Eve</small>	24 <small>Christmas Day</small>	25 <small>Boxing Day</small>	26	27	28	29	30	31 <small>WEEK 1 New Year's Eve</small>		DEC	
	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED		