uncontrollable EMOTION with

PRINTING

to TITILLATE







Hit them right in the feels, with print

Your website needs to look impressive. It has to be clear and consistent.
You know that already.

But big brands don't just focus everything online. They combine their online presence with offline marketing.

Why? Print and direct mail is proven to build trust. It's perceived to be more credible. It plays with emotions.

And it appeals to multiple senses – touch and sight. There's nothing like it.

And you can exploit that power, very costeffectively.

Sometimes too much choice is daunting. That's why this guide features our top selling collections. Our most popular, best value ranges. With a few curious and quirky options sprinkled in, to titillate and add allure.

NEW

We've upgraded our production hub with new print tech. Our first-in-the-UK press sets a new standard for quality and hi-definition print.

You'll feel it with your eyes.



The ceremony that starts something special

Isn't it weird? Most meetings start with the same ceremony. We present our business cards and we accept them from others. And that's the start of the relationship.

Everyone wants their relationships to go well. You might as well stack the cards in your favour. And make them look exceptional. We know just the way.

All our business cards are double sided as standard. Put a map on the back, or a photograph of your premises or products. Or even just add a simple accent colour.

Order cards frequently? Have more than ten employees? Let's setup a private online store for you. It's fast and it's easy. Ask for a demo.

BUSINESS CARDS





Regular

Simple, elegant and thick 400gsm silk artboard. Same day despatch available as an upgrade.

250 from **£35.10**



Luxury Bio

Our number one best seller. 400gsm matt bio laminated board on both sides for a sophisticated finish.

250 from **£41.40**



STARMARQUE" Bio

Spot gloss highlights on top of matt bio lamination which shimmer in the light and look absolutely delicious.

250 from **£60.30**

FANCY OPTIONS



Smooth Wove

Crisp uncoated 300gsm board, like classic business cards.

250 from **£38.70**



GRANDSUEDE

An ultra smooth lamination on both sides, feels soft to touch.

250 from **£44.10**



• EMB@SSINI •

Add texture with simple embossing on these uncoated beauties.

DELIVERY INCLUDED

250 from **£150.30**



Opuleaf Foil

Choose copper, gold or silver foil highlights to shine.

250 from **£150.30**



XO 600gsm thick

Show who's the boss, with our thickest 600gsm uncoated cards. 250 from **£110.70**



Folding

Double or triple the space, with creases to fold to regular size.

250 from **£106.20**



When did you last write me a letter?

Many folk overlook the power of a simple posted letter. We all get less mail through our letterbox than we used to. And we all get more junk through our email inbox.

Yet letters are an effective direct mail piece. Either laser or inkjet print onto letterheads yourself. Or we can pre-print words for you.

But actually. Why not handwrite your marketing letter? Think about it. When did you last get a handwritten note?

Just write your letter once, we'll scan it and print it at the same time as the letterhead. It'll look authentic and impossible to ignore.

We can optionally fold letters in half or third, to save on postage.

See, you noticed!

STATIONERY



Corporate Stationery

120gm bright white smooth wove paper is our number one seller.

250 Letterheads from **£55.80** 250 Comp Slips from **£39.60**



Echo Stationery

100gsm white bond paper is an even more cost effective range.

250 Letterheads from **£54** 250 Comp Slips from **£30.60**

FANCY PAPERS



Pharaoh Stationery

120gsm subtle cream. 250 from **£63**



Praxis Stationery

100gsm Micro-laid texture. 250 from **£62.10**



Conqueror Stationery

120gsm Stonemarque texture. 250 from **£65.70**



Power User Stationery

80gsm bond. 250 from **£45.90**

COOL STUFF



Stickers from **£34.20**



Document Corners 500 from **£81**



NCR Pads & Business Forms

5 from **£57.60**



Just how do you get their full attention?

Do you write proposals, send quotes or make estimates? Truth is, yours is probably not the only one a client gets.

So how do you increase the chances of winning the work? Following-up is really important of course. Quite often the fastest quote wins the day.

But there are other techniques. Send your proposal by email, but also post a hard copy. Stick it inside a folder. Why? It shows you're serious and credible.

There's some psychology going on too.
The act of opening the envelope and
unfolding is a bit of theatre.

It's not some tiny flyer. It's a huge double page spread of 'you'. And they're holding you with both hands. And you're blocking out other distractions. And now you have their full attention. Close the deal.

FOLDERS



Presentation Folders

Our best seller. Choose from silk, gloss or matt laminated. To hold A5 or A4. Multiple pocket styles.

250 from **£320.40**





A luxurious soft-touch feel.

Holds A5 or A4. Clever engineering makes this our best value.

500 from **£233.10**



STARMARQUE Folders

Spot gloss highlights available as an optional extra on all these folders, except Grand Suede.

250 from **£683.10**









Fat Folders

Great for delegate wallets as they hold up to 2cm of paper. To hold A5 or A4.

250 from **£507.60**

Corporate Folders

One extra flap, gives you 50% more selling space than other folders. To hold A4.

250 from **£507.60**

Peel & Stick Folders

Make smaller or fancier shaped pockets with these. To hold A5 or A4.

250 from **£415.80**

14 15



Let me tell you a story

It costs the same to post a book like this as it does to send a postcard. Waaaat?
Really? Royal Mail charge the same rate up to 100g, as long as the piece is less than C5 size. You might as well make the most of their generosity.

Take time to explain. Let your story unfold. With a persuasive booklet or eyecatching catalogue.

It's easy to throw lots of messages at people. And overwhelm. And confuse.

Give them space.

Let them breathe.

Use full page photography, not tiny thumbnails. Say fewer words. Illustrate more. Be clear. Sell more.

BOOKLETS

These are our most popular sizes for booklets, but other possibilities are available – please ask.



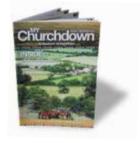
A6 105x148mm pages



DL 99x210mm pages



Landscape A5 210x148mm pages



Portrait A5 148x210mm pages



Small Square 148x148mm pages



Large Square 210x210mm pages



Landscape A4 297x210mm pages



Portrait A4 210x297mm pages

HOW TO CREATE BOOKLETS

Choose a paper

Our stapled booklets start from 8 pages and go up to 64 pages. If you need more pages, ask for options.

Most people choose these papers for inside pages:

100gsm silk art paper100gsm uncoated paper

150gsm gloss art paper

160gsm uncoated paper

170gsm silk art paper







There are loads of options available, but our best sellers are:

250gsm gloss or matt laminated

280gsm silk

300gsm uncoated

350gsm matt or gloss laminated

² Choose a cover

Some people are happy with all pages in the booklet being the same paper. However, most opt to put a thicker cover on the outside.

350gsm starmarque spot gloss



Choose a 250gsm laminated cover and optionally add extra features to make your booklet even more useful. Ask for a price.







Insert holder slots



Windowed front cover



Perforated back cover



Leaflets, flyers, postcards... any size you want

You say pamphlet, we say leaflet. You call it a flyer, we call it a postcard. They're all just rectangles and squares. So we've organised them together, by size.

Whether you want to hand out things at an event, post them through mailboxes or create stunning direct mail pieces, we've got all the options covered. From thin paper to ultra thick board.

On the grids see which paper can be optionally laminated, embossed or die-cut. To add foil accents or spot gloss highlights. To crease. To fold.

Our most popular sizes and paper types are listed on the next few pages, starting from lightest to thickest. These are the best sellers. If you want a paper or size not listed, please ask.





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105x148mm						Get in 24 hours	in 48 hours	Deilvered in days	Folded to size	Shaped or Crease	Matt bio laminateo	Gloss bio laminate	t gloss highlig	Foil highlights	Embossed
	FRONT REVERSE	250	500	1,000	5,000	Geti	Getin	Deil	Fold	Shal	Mat	Glos	Spot	Foil	Emp
100gsm bond paper		£30	£34	£42	£56	0	0	6	-	-	-	-	-	-	_
150gsm gloss art paper		£38	£44	£47	£85	0	0	4	_	_	_	_	-	-	_
160gsm uncoated paper		£44	£54	£64	£113	-	-	10	-	_	-	_	_	_	_
170gsm silk art paper	*	£38	£44	£54	£90	0	0	6	_	_	_	_	-	_	_
280gsm artboard		£41	£45	£54	£101	0	0	4	-	0	-	-	_	_	_
300gsm wove uncoated board		£42	£52	£83	£197	_	_	10	_	0	_	_	-	0	0
400gsm silk artboard		£55	£58	£68	£144	0	0	6	_	0	0	0	0	0	0





A4 DL 9x210mm	Other pa wailable	yers too!				
	FRONT REVERSE	250	500	1,000	5,000	
00gsm bond paper	₩ ₩	£31	£39	£49	£73	
50gsm gloss art paper	₩ ₩	£40	£45	£51	£90	

FRONT REVERSE	250	500	1,000	5,000	Geti	Getii	Deil	Fold	Shap	Matt	Glos	Spot	Foil	Emp
 ♦	£31	£39	£49	£73	0	0	6	-	-	-	-	-	-	_
	£40	£45	£51	£90	0	0	4	_	-	_	_	-	_	-
	£63	£65	£74	£139	-	-	10	-	-	-	-	-	-	-
₩	£50	£54	£60	£105	0	0	6	-	-	-	-	-	-	-
₩ ₩	£49	£54	£67	£154	0	0	4	_	0	-	-	-	-	_
₩ ₩	£50	£64	£117	£271	-	-	10	-	0	-	-	-	0	0
₩ ₩	£65	£67	£86	£216	0	0	6	_	0	0	0	0	0	0
	REVERSE THE PROPERTY OF THE P	£31 £40 £63 £63 £50 £49 £50	### ### #############################	€31 €39 €49 €31 €39 €49 €40 €45 €51 €63 £65 £74 €50 £54 £60 €30 £54 £67 €50 £64 £117	REVERSE 250 500 1,000 5,000 ♣ €31 £39 £49 £73 ♣ €40 £45 £51 £90 ♣ €63 £65 £74 £139 ♣ €50 £54 £60 £105 ♣ €49 £54 £67 £154 ♣ €50 £64 £117 £271	€ € €31 €39 €49 €73 ○ € € €40 €45 €51 €90 ○ € € €63 €65 €74 €139 - € € €50 €54 €60 €105 ○ € € €50 €64 €117 €271 -	€ € €31 £39 £49 £73 ○ ○ € € € €40 £45 £51 £90 ○ ○ € € € €63 £65 £74 £139 € € € €50 £54 £60 £105 ○ ○ € € € €49 £54 £67 £154 ○ ○ € € € €50 £64 £117 £271	€ € €31 £39 £49 £73 ○ ○ 6 € € € € € € € € € € € € € € € € €	€ € €31 £39 £49 £73 ○ ○ 6 − € € € €40 £45 £51 £90 ○ ○ 4 − € € € €63 £65 £74 £139 − − 10 − € € € €50 £54 £60 £105 ○ ○ 6 − € € € €49 £54 £67 £154 ○ ○ 4 − € € € €50 £64 £117 £271 − − 10 −	€ € € € € € € € € € € € € € € € € € €	€ € €31 £39 £49 £73 ○ ○ 6	€ € € € € € € € € € € € € € € € € € €	€ € € € € € € € € € € € € € € € € € €	€ € €31 £39 £49 £73 ○ ○ 6

A5



A4 A5 148x210mm	FRONT REVERSE	250	500	1,000	5,000	Getin 24 hours	Get in 48 hours	Deilvered in days	Folded to size	Shaped or Creased	Matt bio laminated	Gloss bio laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		£34	£42	£54	£83	0	0	6	0	0	-	-	-	-	_
150gsm gloss art paper		£48	£52	£57	£103	0	0	4	0	_	_	-	-	-	-
160gsm uncoated paper		£69	£74	£82	£156	-	-	10	0	-	-	-	-	-	_
170gsm silk art paper		£55	£60	£66	£119	0	0	6	0	_	_	_	-	-	_
280gsm artboard		£56	£62	£80	£198	0	0	4	0	0	-	-	-	-	_
300gsm wove uncoated board		£68	£83	£140	£335	-	-	10	-	0	-	-	-	0	0
400gsm silk artboard	₩	£75	£77	£102	£293	0	0	6	-	0	0	0	0	0	0







Ask for in-between

2 DL	qu	antiti	es			y,	ys.	days		ased	pated	nated	hlights		
198x210mm	FRONT REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Deilvered in d	Folded to size	Shaped or Creased	Matt bio laminated	Gloss bio laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		£45	£54	£64	£118	0	0	6	0	0	_	_	_	_	_
150gsm gloss art paper		£56	£68	£81	£152	0	0	4	0	-	-	-	-	-	_
160gsm uncoated paper	 ♦	£69	£86	£101	£223	-	-	10	0	-	-	-	-	-	-
170gsm silk art paper	 ♦	£57	£72	£86	£190	0	0	6	0	-	-	-	-	-	_
280gsm artboard	₩	£86	£114	£202	£343	0	0	4	0	0	_	-	-	-	-
300gsm wove uncoated board	 ♦	£104	£130	£202	£513	-	-	10	-	0	-	-	-	0	0
400gsm silk artboard		£104	£130	£202	£513	0	0	6	_	0	0	0	0	0	0

24 Not available ○ Optional upgrade





26

A4 210x297mm	FRONT REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Deilvered in days	Folded to size	Shaped or Creased	Matt bio laminated	Gloss bio laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper	*	£54	£67	£77	£172	0	0	6	0	0	-	-	_	-	_
150gsm gloss art paper		£70	£81	£92	£192	0	0	4	0	_	_	-	_	-	_
160gsm uncoated paper		£104	£111	£128	£270	-	-	10	0	-	-	-	-	-	_
170gsm silk art paper	 ♦	£79	£90	£103	£215	0	0	6	0	-	-	-	-	-	_
280gsm artboard		£119	£151	£192	£421	0	0	4	0	0	-	-	-	-	_
300gsm wove uncoated board	 ♦	£119	£145	£247	£673	-	-	10	-	0	-	-	-	0	0
400gsm silk artboard		£119	£145	£247	£673	0	0	6	_	0	0	0	0	0	0







A3 A4 297x420mm	Need A	uore? K.				Get in 24 hours	Getin 48 hours	Deilvered in days	Folded to size	ed or Creased	Matt bio laminated	Gloss bio laminated	Spot gloss highlights	Foil highlights	Embossed
	FRONT REVERSE	250	500	1,000	5,000	Geti	Geti	Deil	Fold	Shaped	Mati	Clos	Spot	Foil	Emb
100gsm bond paper		£100	£128	£181	£326	0	0	6	0	0	-	-	-	_	_
150gsm gloss art paper		£111	£142	£200	£393	0	0	4	0	_	_	_	_	_	_
160gsm uncoated paper		£155	£189	£219	£464	-	-	10	0	-	-	-	-	-	-
170gsm silk art paper		£123	£156	£223	£462	0	0	6	0	_	_	_	-	_	_
280gsm artboard	*	£225	£289	£371	£785	0	0	4	0	0	-	-	_	_	-
300gsm wove uncoated board	*	£266	£364	£466	£1163	_	_	10	_	0	_	_	_	0	0
400gsm silk artboard		£266	£364	£466	£1163	0	0	6	-	0	0	0	0	0	0

− Not available O Optional upgrade − Not available ○ Optional upgrade 27



Folded leaflets, brochures, price lists and menus

It makes sense to fold larger leaflets down to smaller sizes.

Breaking information down into smaller pages – or panels – makes it easier to digest. And brochures which are C5 or below also qualify for Royal Mail's lowest postage rate.

We've put together our most popular folding styles, along with our bestselling paper types.

But. And it's a big but. There are far too many sizes and styles to list on these couple of pages.

If you don't see the shape, size or fold style you'd like, please ask.

FOLDED LEAFLETS







Makes three panels or more, which are rolled into one another. Available on A4 and bigger leaflets.

Roll Fold

Z Fold

A bit like a concertina. Have three or more folds on pieces A4 or larger really good for odd sizes.

Half Fold

Simplest and most popular. Folded in half, either from the short edge or the long edge. Any size from A5 up.

Cross Fold

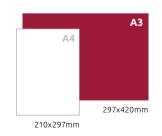
Folded in half, then half again, to make the leaflet a quarter its original size. Available on A4 and larger.

PAPER **CHOICES**

Our most popular papers and sizes are listed.

Please ask for other sizes, no matter how weird they may be.

We promise we won't judge you.



Other papers available too!

€ DELIVERY **INCLUDED**

FRONT REVERSE	250	500	1,000	5,000
	£82	£98	£108	£252
	£96	£107	£123	£242
	£130	£138	£157	£319
	£104	£116	£133	£264
	♦ ♦♦ ♦♦ ♦	£82 £96 £130	€82 £98 €96 £107 €130 £138	€ € £82 £98 £108 € € £96 £107 £123 € € £130 £138 £157

A3 folded	FRONT REVERSE	250	500	1,000	5,000
100gsm bond paper	*	£119	£145	£197	£490
150gsm gloss art paper	*	£137	£169	£230	£442
160gsm uncoated paper	*	£181	£225	£306	£632
170gsm silk art paper	*	£148	£184	£252	£512



Shape me, crease me, perforate me

Any good at origami? Once you know it's possible to manipulate card with creases, cuts and perforations, your imagination can run riot.

Shape flyers to make them more interesting. Add creases to cards to make them easier to fold. Perforate leaflets to create easy-tear sections. Add hook shapes, holes or round corners.

It's usually really expensive to do all this stuff. Not with us. You share the costs with loads of other people, making it really affordable.

Tell us what you'd like and we'll help find a paper or board which is suitable. Not too thin, not too thick. Just right.

MENUS & SHAPED PRODUCTS



Cut-out Flyers Menus

Add a simple shape to

flyers to make them

instantly different and
engaging.

Put a crease into thick
400gsm thick flyers to
make tall cocktail or
food menus.

250 from **£82.80**

250 from **£113.40**



Greeting Cards

Send thank you cards and celebrate customers' anniversary with you.

250 from **£113.40**



Tent Cards

give instructions

with these "table

talkers" totems.

Promote offers and

CLEVER CUT-OUTS



Key Wallets 250 from **£94.50**



Folio Wallets 250 from **£190.80**



Swing Tickets 500 from **£63.90**



DELIVERY INCLUDED

Wobblers 500 from **£213.30**



Menu Covers 250 from **£310.50**



Menu Grips 250 from **£368.10**



Receipt Clips 250 from **£75.60**



Laser Voucher Sheets 250 from **£94.50**



Keep it simple with direct mail

These new GDPR laws are making it much more difficult to use email marketing to win new business. As well as proving when someone opted in to receive your eshots, you need to record what you said you'd send them. And only send them that. Things could get even worse with ePrivacy laws still going through parliament.

Fortunately, it's much easier to send direct mail. As long as you give people a way to opt out of future mailings, sending printed catalogues or leaflets are classed as being within the 'legitimate interests' of your business.

That's why lots of folk are revisiting direct mail. Sure, sending a mailer costs more than sending an email (assuming you don't count fines from the ICO of course!)
But business is always about return on investment.

A targeted, posted piece which looks credible, might have a significantly higher conversion rate than junk email.

Ask for a free copy of our guide to GDPR.

THINGS TO MAIL







Glossy Postcards

Kiss me quick, read me slowly. Save on envelopes and post a glossy postcard with easy-write reverse.

250 from **£54**

One-piece Mailers

Specially folded gloss leaflets are sealed shut with your mailing sticker and unfold to present your offers.

250 from **£95.40**

Voucher Cards

Send a birthday or anniversary card with a perforated tear-off voucher offer to redeem in-store.

250 from **£156.60**





Invitations

Get maximum attendance at your event by making your invitations irresistible. There are so many fancy techniques we can apply, depending on whether you want to look lavish and exclusive or frugal and inclusive.

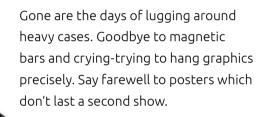
A6	FRONT REVERSE	50	250	500	1,000
300gsm uncoated		-	£42	£52	£83
300gsm uncoated + foil highlights	*	-	£328	£365	£433
400gsm silk	*	£44	£55	£58	£68
400gsm + bio matt lamination		£54	£69	£76	£91
400gsm + bio matt lamination + spot gloss	₩ ₩	£112	£114	£116	£186
600gsm uncoated	*	£104	£126	£141	£198

38 39





Exhibiting has never been more affordable



There's many reasons people are choosing fabric displays.

They're lightweight – each comes with a carrycase. They're compact – fit them in the boot of a car. They're robust – use

them time and time again. They look great – a single continuous graphic in eyepopping High-definition. They're great value – they cost much less than you'd think.

Each display is a frame, which clips together. Then stretch a 'duvet' graphic over. Up in minutes, down in half that time.

BACKDROPS



Rialto Bridge & Stage 30

Combine a straight backdrop with bridge to make a 3D stand. Connection kit available separately. TV not included.

Stage 30 from **£425** Rialto Bridge from **£425**



Curve 24 2.4m wide curved stand from **£334**



Curve 30 3.0m wide curved stand from **£394**



Stage 18
1.8m wide
straight stand
from £313



5m wide curved stand from **£715**

Stage 46
4.6m wide straight stand
from **£674**

BOOTHS



Embrace U

Hire a space only stand and popup one of these beauties. Printed inside and outside. Use to make secluded meeting areas.

from **£995**



Snuggle
Small C-shaped booth
from **£813**



Huddle
Sloped meeting booth
from £995



Embrace C
Large C-shaped booth
from £995



Cubicle with curtain from **£815**

FURNITURE



Mojito Pop-up cocktail table from **£283**



The Island Waterproof bean bag 44 from **£154**



Bellini Swivel cocktail table from **£195**



Bondi Deck chair from **£93**



Kola Max Foam seating cube from **£164**



Kola Lite Seating cube + storage from **£99**



Margarita Low table from **£195**



Kubrick Director's chair from **£99**



Python 2.3m high stand from **£246**

Kangaroo

from **£170**

Literature holder



Baby Python 1.9m high stand from **£236**



Peacock

from **£338**

Tablet and TV not included

Axe from **£236**



■ King Python

3.5m high stand

from **£511**



Tablet not included





▲ Booth



FLAGS

Great for indoors and outdoors. Prices below are for a flag printed one side (double-sided is an option) plus pole. We have a few different bases, depending on where you want to use your flag – inside, outside on a hard surface, or on grass.



Apostrophe
Backpack flag
from £99



Hyphen
Backpack flag
from £113



Teardrop
Standing flag
from £99
Base from £18

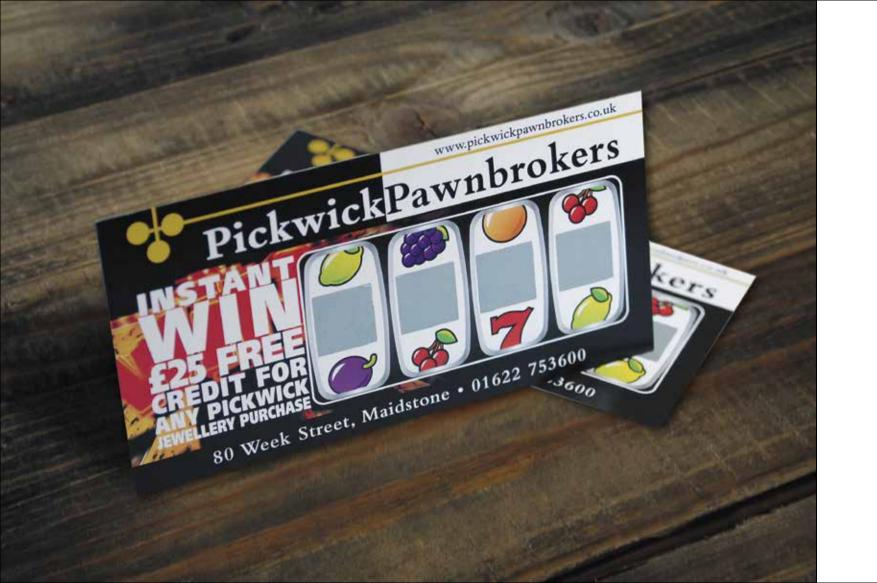


Quill
Standing flag
from £89
Base from £18



Empire Standing flag

from £99
Base from £18



If nobody sees your marketing, does it even exist?

Woah, mind blown. That's a bit deep for so late in the book. Sorry about that.

It's just that, well, what's the point of marketing which is ignored? Without a reaction, it's just money down the toilet.

Studies have shown it's better to send five things to 1,000 people than one thing to 5,000. Repetition is important. Repetition is important. (Sorry).

But so is making your marketing engaging and exciting.

We've got a few more tricks up our sleeves on these final pages.

In the end, it's down to the quality of design. The power of creative. The potency of the message. Let us help. We ain't just the printer. We're here to help you with ideas to grow your business. It's what we do.

SCRATCH CARDS



Nobody can resist a scratch card. Available in a variety of shapes and sizes, with a single or multiple latex scratch panels.

250 from **£49.50**

What's under the scratch panels?

Buy cards in multiples of 250. Get a set for each different prize or message you want your game to have. For instance, mostly losers and a few winners, then buy two sets. If you want more variety, perhaps with 10%, 20%, 30%, 40%, 50% off, order 5 sets. We'll help design your promotion.

e.g.



OTHER IDEAS







Notepads

Great for giveaways and conferences. Available from pocket-size A7, right up to A2 desk planner size.

20 from **£79.20**

Plastic Cards

Create loyalty cards or special VIP schemes. Plastic cards feel like the real deal and build trust.

50 from **£102.60**

Stickers

For mailing, packaging and branding anything you can stick on. Have them shaped or in sheets.

500 from **£54**

50 51





All prices shown include delivery to one UK mainland or Northern Ireland address. They exclude VAT and design.

Prices subject to change and are correct at 01/03/19. Subject to our terms and conditions.



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