



SECTOR SPECIFIC  
*suggestions for*

# INSTANT BRAND IMAGE ELEVATION



from  
**nettl**

# MAKE YOUR LIFE **SWEETER**

In 2008 Melissa got fired.

Then, she did what many of us would do in the same situation. She went home and baked cupcakes. No, not to stuff her face in sorrow. But to start a business. Selling tiny cakes.

She started with a business name, logo and website. Then tastings from branded pop up stalls at events across the city. All the while elevating her brand image with the perfect recipe of branded delights. Signage and social. Boxes and balloons. Clothing and cards. Fast forward to today, *Baked by Melissa* has sold over 200 million cupcakes.

Over the next *baker's dozen* of pages we've hand-picked a selection of sector-specific ideas. It's a recipe you can use to instantly elevate your brand image, and ultimately make your life sweeter.



\*This one's not actually baked by Melissa. Still looks yummy though.



Throughout May,  
*National Photography Month* is  
celebrated in many parts of the world.

In recognition, further elevate **YOUR  
BRAND** by sharing a workplace selfie.

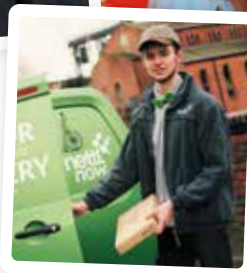
In return, you get the chance to **WIN**  
one of these cool **Instax** cameras.

You have a choice of 3 colours. Win  
and you can take your 'pic'. Get it?  
As in Picture. OK, never mind.

## HOW TO ENTER

Simply head to Instagram and post a picture  
or video of **YOU** in your **WORKPLACE**.

This could be serving customers, posing  
outside your shopfront or vehicle, or a  
selfie rocking branded gear.



### RULES OF THE GAME

By sharing your content, you agree we can share your photo or video on social media  
platforms and you allow us to use your image for promotional purposes. However, we  
reserve the right to choose not to show it. 3 different winners will be chosen by our  
judging panel. Judges decision is final. The competition is running across nettl and  
printing.com brands in the UK and ROI. Each winner will be sent one Fujifilm Instax  
SQUARE SQ1 camera with film, subject to availability. No cash alternative.

Entries must be received by 30/06/2023.

### STEP 1

Post a picture or video on  
Instagram of you in your workplace.

### STEP 2

Mention @nettl\_uk and use  
the hashtag #InstaVation

### STEP 3

Follow us on Instagram @nettl\_uk  
We'll repost our favourites and choose 3  
lucky, but also clearly talented, winners.

## 3 WINNERS WILL BE CHOSEN

By our judging panel based on this  
awarding criteria:

*Branding / Background*  
*Popularity / Engagement*  
*Best vibe / Fun factor*

### 📷 NO INSTA?

No problem! We can help with everything  
from setting up your profile to monthly  
management. [nettl.com/ie/social-media](https://nettl.com/ie/social-media)

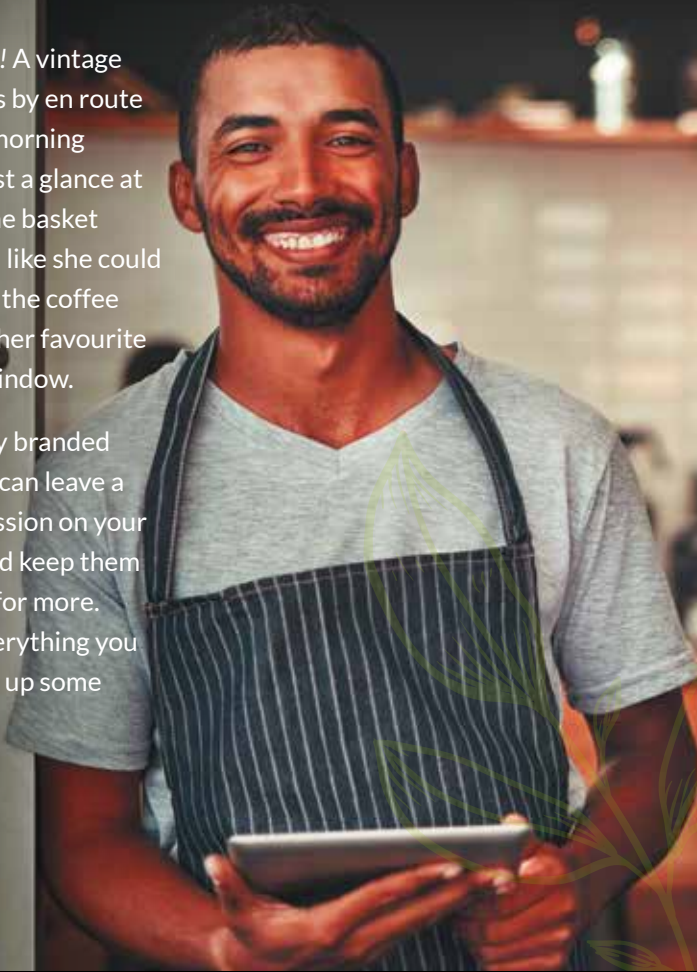
In the meantime, if you'd still like to enter,  
either ask friends/family to post, or you can  
email your photo to [instavation@nettl.com](mailto:instavation@nettl.com)



# HOSPITALITY

*Trr-ing trr-ing!!* A vintage bicycle passes by en route to the cafe's morning deliveries. Just a glance at the logo on the basket made her feel like she could already smell the coffee aroma, sat in her favourite spot by the window.

A consistently branded environment can leave a lasting impression on your customers and keep them coming back for more. We've got everything you need to serve up some serious style.



## **A SILK DOOR HANGERS** DOORSKSM

Avoid embarrassing encounters with discreet door hangers

## **B BUDGET PLACE MATS** PM1A30T

Advertise weekly specials or print fun activities for kids

## **C PARASOLS**

Get your brand basking in the afternoon sun

**Q PARASOLS**

## **D 1M CAFE BARRIERS** (Black) FDC1TOB1

Longer lengths and chrome frames available

## **E TAKEAWAY BOXES**

Get your logo seen all over town with branded takeaway boxes

**Q TAKEAWAY BOXES**

## **F 2X2M GAZEBO** NEW FDSMS2FC

Entry-level Gazebo. Sunshine not included

## **G MENUS**

Get taste buds tingling ahead of service with a beautiful menu

**Q MENUS**

## **H PRINTED APRONS** WMUKAPRO

Create a warm welcome with matching branded aprons for all the team



# RETAIL

Why did the shopper cross the road? Because the window display offered free samples.

Whether it's the hustle and bustle of the high street or an out-of-town store, your business is a destination.

Are you ready to attract new arrivals? Our range of branded ideas will help you stand out from the crowd and continue to be remembered.



## A PAVEMENT SIGNS

Use a bold pavement sign to capture the attention of passing trade

Q PAVEMENT SIGNS

## B FOLIO WALLETS FOLIOWL

Put receipts in wallets printed with a friendly message to encourage a return visit

## C POSTERS

Shout about your sales, events and offers

Q POSTERS

## D BUNTING WMUKTRIA

Break out the bunting for special occasions and seasonal celebrations

## E WINDOW VINYL IGWCFA1

Never stop messaging, even when your store is closed with window vinyls

## F PRODUCT TRAYS IGCDU1

Highlight items for sale on a counter top

## G STICKERS

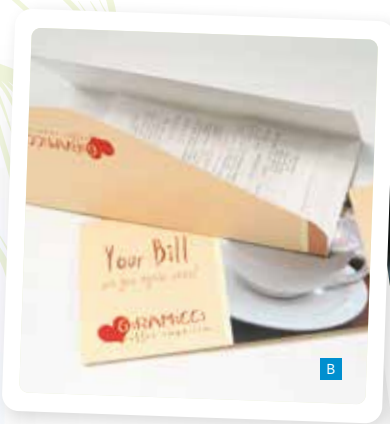
A quick and easy way to brand packaging

Q STICKERS





A



B



C



D



E



F



G



# TRADES

As a tradesperson, you know the importance of having the right tools for the job. But did you know that your brand is an equally valuable asset for your business?

Our range of products, including custom-printed workwear and vehicle graphics, will not only help you look more professional but also increase your visibility and attract more customers.

**A VEHICLE MAGNETS** IGMAGA  
Elevate your vehicle with decorative signage

**B HI VIS** WMBAHIV1  
Why opt for generic when you can wear branded safety workwear?

**C PVC BANNERS** LFPVC51  
Ensure passers by know who's responsible for that wonderful work you're doing

**D NCR PADS**  
Leave customers with a lasting impression

 **NCR**

**E BARRIER COVERS** FDBACBS  
Hide ugly barriers with printed covers and advertise your company at the same time

**F PENS**  
A promotional giveaway favourite

 **PENS**





[nettl.com/ie/branded-merchandise](http://nettl.com/ie/branded-merchandise)



# OFFICE

With your brand's logo plastered on everything from the corridor to your coffee mug, you can't help but feel like you're all part of one team. This isn't just a workplace, it's mission control.

Who knows, maybe someday you'll all get matching tattoos. But for now, you'll settle for collaborating on the latest project and crushing your goals together.

**A MUGS** Choose from 6 styles

[MUGS](#)

**B LANYARDS** NKAILANY

Create unity amongst your office team

**C DUAL BANNER STAND** NEW

Budget and deluxe versions available in various widths

[DUAL](#)

**D FOLDERS**

For well dressed documents

[FOLDERS](#)

**E ENVELOPES**

[ENVELOPES](#)

**F STATIONERY**

[STATIONERY](#)

**G MATT TRIPLEX BUSINESS CARDS** NEW

Add personality to your business cards with a multi-layered sandwich style card WMOFUNC3

**H FABRIC BOOTHS**

Revamp breakout spaces or meeting areas

[BOOTHS](#)

**I SEATING CUBE** FDSBOSFC





A



B

NEW



C



D



E

NEW



G



F



H

I



[nettl.com/ie/exhibit](http://nettl.com/ie/exhibit)



# HEALTH & BEAUTY

Your shoulders relax as you step inside the spa. Sliding into a comfy space of luxury and self-care.

Or maybe your pace quickens as you walk through the gym doors. Focused and motivated to get this done.

You see, it's not just an entranceway. It's a reciprocal rite of passage. An emotive part of the client experience. Multiple branded touchpoints help transport you there.

**A ETCHED WINDOW STICKERS** IGWGEA3S  
Add sophistication to internal windows instantly with etched stickers

**B GLOSS FOLDED LEAFLETS** MBG3MS4L  
Our most popular folded leaflets work wonderfully as price lists

**C HAND SANITISER STATIONS**  
Countertop, wall mounted or floor-standing sanitising stations

**Q SANITISER**

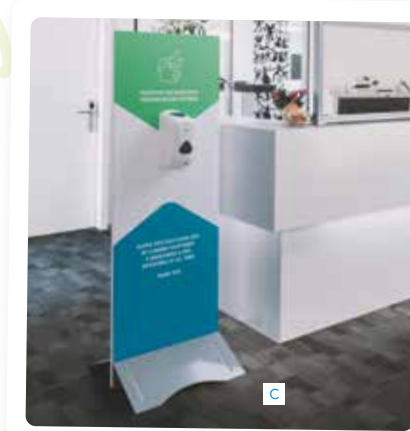
**D STRUT CARDS** IGSCA4  
Choose from 4 popular sizes

**E SPORTS BOTTLES** WMUKSPOR  
Choose from white or silver aluminium

**F PLASTIC CARDS**  
Instantly elevate your brand with exclusive-looking membership cards

**Q PLASTIC**

**G APPOINTMENT CARDS** APWALL4  
Help clients track their appointments



# (ALWAYS) OPEN FOR BUSINESS

## *Congrats!*

You've just hired a real gem.

This dedicated employee greets customers, showcases your products, and takes orders. Even when you're 'closed'. What's more, they never take a day off and don't need a break\*.

This crucial member of your team is, of course, your website.

But just having a website isn't enough. You'll also need a way to help customers find you. Lucky for you, we're friends. And we know lots of practical ways to drive the right kind of visitors to your site.

\*Keep your website in tip-top condition. Ask about our Care Plans.



[nettl.com/ie/web](http://nettl.com/ie/web)



## WEBSITES



We've helped thousands of businesses get the most from their website. Whether it's selling online, improving the user experience, or just getting started.

- ✓ **Mobile-friendly or mobile-first design**
- ✓ **Online booking/eCommerce**
- ✓ **Variety of customer targeting**

FREE instant web quote

[nettl.com/ie/webquote](https://nettl.com/ie/webquote)

## SEO



SEO is the business of ranking organically on search engines, for searches related to your business. By improving relevance and authority, Google rankings can increase over time.

- ✓ **Organic search attract most clicks**
- ✓ **SEO efforts yield residual results**
- ✓ **PPC also available for instant traction**

from €375 a month

[nettl.com/ie/seo](https://nettl.com/ie/seo)

## SEO CONSOLE



Make it easy for potential customers to find your business online. Encourage and respond to reviews to manage reputation. Fix and improve the technical aspects of your website.

- ✓ **Manage listings across 50+ directories**
- ✓ **Encourage, and respond to reviews**
- ✓ **Make improvements to your website**

### Full Bundle

from €45 €55 a month

[nettl.com/ie/seo-console](https://nettl.com/ie/seo-console)



# INSTANT BRAND IMAGE ELEVATION

Order online at  
**nettl.com**



**The small print:**

\*Prices shown include delivery to one Irish address.

They exclude VAT and design.

Faster turnaround upgrades are available – ask for a price.

See full product specifications online. Participating studios only.

