



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 cost-effectively.

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** BCRG4T

Luxury Bio

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

250 from **£41.40** BCLX4T

STARMARQUE Bio

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

250 from **£60.30** BCSM4T





FANCY OPTIONS





Smooth Wove

Crisp uncoated 300gsm board, like classic business cards.

250 from **£38.70** BCSW4T



GRAND**SUEDE**

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

250 from **£44.10** BCGU4T



• EMB@SSINI •

Add texture with simple embossing on these uncoated beauties.

250 from **£150.30** BCEMAT



Opuleaf Foil

Choose copper, gold or silver foil highlights to shine.

250 from **£150.30** BC0?4T



XO 600gsm thick

Show who's the boss, with our thickest 600gsm uncoated cards.

250 from **£110.70** BCX04T



Folding

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

250 from **£106.20** BCRG4F?



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** STCPA40D 250 Comp Slips from **£39.60** STCPCSDD



Echo Stationery

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

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

FANCY PAPERS



Pharaoh Stationery 120gsm subtle cream.

250 from **£63** STPHCSOD



Praxis Stationery

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



Conqueror Stationery

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



Power User Stationery

80gsm bond. 250 from **£45.90** STRUCSON

COOL STUFF



Stickers

from **£34.20** FFK?



Document Corners

500 from **£81** DOCCORNT



NCR Pads & Business Forms

5 from **£57.60** DINPA620



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** PFA5SOX



GRAND SUEDEM Folders

A luxurious soft-touch feel. Holds A5 or A4. Clever engineering makes this our best value.

500 from **£233.10** PFA5T4D1



STARMARQUE Folders

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

250 from **£683.10** PFA5QOX

5 DELIVERY **INCLUDED**.







Fat Folders

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

250 from **£507.60** FFG40

Corporate Folders

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

250 from **£507.60** CFA4GOX

Peel & Stick Folders

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

250 from **£415.80** PPASGOX





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

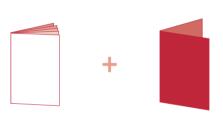


210x297mm pages

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 paper

100gsm uncoated paper

150gsm gloss art paper

160gsm uncoated paper

170gsm silk art paper

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.



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

350gsm starmarque spot gloss

3 Pimp your cover

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



Business card slots



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.





A6 105x148mm	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	LECA64?	£30	£34	£42	£56	0	0	6	-	-	-	-	-	-	_
150gsm gloss art paper	LEGA64?	£38	£44	£47	£85	0	0	4	_	_	_	_	_	_	_
160gsm uncoated paper	LERA64?	£44	£54	£64	£113	-	-	10	-	-	-	-	-	-	_
170gsm silk art paper	LESA64?	£38	£44	£54	£90	0	0	6	_	_	_	_	_	-	_
280gsm artboard	PRCA644?	£41	£45	£54	£101	0	0	4	-	0	-	-	-	-	_
300gsm wove uncoated board	SHWA64?	£42	£52	£83	£197	_	_	10	_	0	_	_	_	0	0
400gsm silk artboard	SHSA64?	£55	£58	£68	£144	0	0	6	-	0	0	0	0	0	0







Other papers

DL 99x210mm	available	too!				n 24 hours	in 48 hours	Deilvered in days	ed to size	Shaped or Creased	Matt bio laminated	Gloss bio laminated	Spot gloss highlights	Foil highlights	Embossed
	FRONT REVERSE	250	500	1,000	5,000	Get in	Geti	Deil	Folded	Shap	Mat	Glos	Spot	Foil	Emb
100gsm bond paper	LEC3A4?	£31	£39	£49	£73	0	0	6	-	-	-	-	-	-	_
150gsm gloss art paper	LEG3A4?	£40	£45	£51	£90	0	0	4	_	_	-	-	-	-	_
160gsm uncoated paper	LER3A4?	£63	£65	£74	£139	-	-	10	-	-	-	-	-	-	_
170gsm silk art paper	LES3A4?	£50	£54	£60	£105	0	0	6	_	_	-	-	-	-	_
280gsm artboard	PRC3A44?	£49	£54	£67	£154	0	0	4	-	0	_	_	_	_	_
300gsm wove uncoated board	SHW3A4?	£50	£64	£117	£271	_	_	10	_	0	-	_	-	0	0
400gsm silk artboard	SHS3A4?	£65	£67	£86	£216	0	0	6	-	0	0	0	0	0	0

A5



A4 A5 148x210mm	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	LECA54?	£34	£42	£54	£83	0	0	6	0	0	-	-	-	-	_
150gsm gloss art paper	LEGA54?	£48	£52	£57	£103	0	0	4	0	_	-	-	_	-	_
160gsm uncoated paper	LERA54?	£69	£74	£82	£156	_	-	10	0	-	-	_	_	_	_
170gsm silk art paper	LESA54?	£55	£60	£66	£119	0	0	6	0	_	_	_	_	-	_
280gsm artboard	PRCA544?	£56	£62	£80	£198	0	0	4	0	0	_	_	_	-	_
300gsm wove uncoated board	SHWA54?	£68	£83	£140	£335	_	_	10	-	0	_	_	_	0	0
400gsm silk artboard	SHSA54?	£75	£77	£102	£293	0	0	6	-	0	0	0	0	0	0

2/3rds A4





Ask for in-between quantities

2DL	94	MICICIO	-3			nrs	hours	days	size	Crease	inated	ninate	ighligi	53	
198x210mm	FRONT REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 ho	Deilvered in days	Folded to siz	Shaped or C	Matt bio laminated	Gloss bio laminate	Spot gloss highligl	Foil highlights	Embossed
100gsm bond paper	LEC2A4?	£45	£54	£64	£118	0	0	6	0	0	_	-	-	-	_
150gsm gloss art paper	LEG2A4?	£56	£68	£81	£152	0	0	4	0	_	-	_	-	-	_
160gsm uncoated paper	LER2A4?	£69	£86	£101	£223	-	-	10	0	-	-	-	-	-	_
170gsm silk art paper	LES2A4?	£57	£72	£86	£190	0	0	6	0	_	-	-	-	-	_
280gsm artboard	PRC2A44?	£86	£114	£202	£343	0	0	4	0	0	-	-	-	-	_
300gsm wove uncoated board	SHW2A4?	£104	£130	£202	£513	_	_	10	_	0	-	_	-	0	0
400gsm silk artboard	SHS2A4?	£104	£130	£202	£513	0	0	6	-	0	0	0	0	0	0



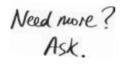


A4 210x297mm	FRONT REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Deilvered in days	Folded to size	Shaped or Creased	Matt bio laminated	Gloss bio laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper	LECA44?	£54	£67	£77	£172	0	0	6	0	0	-	-	-	_	-
150gsm gloss art paper	LEGA44?	£70	£81	£92	£192	0	0	4	0	_	-	-	-	_	_
160gsm uncoated paper	LERA44?	£104	£111	£128	£270	-	-	10	0	-	_	_	_	-	_
170gsm silk art paper	LESA44?	£79	£90	£103	£215	0	0	6	0	_	_	_	_	_	_
280gsm artboard	PRCA444?	£119	£151	£192	£421	0	0	4	0	0	_	_	_	_	-
300gsm wove uncoated board	SHWA44?	£119	£145	£247	£673	_	-	10	_	0	_	_	_	0	0
400gsm silk artboard	SHSA44?	£119	£145	£247	£673	0	0	6	_	0	0	0	0	0	0









A4 297x420mm	As					∩ 24 hours	n 48 hours	Deilvered in days	Folded to size	Shaped or Creased	Matt bio laminated	Gloss bio laminated	gloss highlights	Foil highlights	Embossed
	FRONT REVERSE	250	500	1,000	5,000	Getin	Getin	Deily	Fold	Shap	Matt	Glos	Spot	Foil	Emb
100gsm bond paper	LECA34?	£100	£128	£181	£326	0	0	6	0	0	-	-	-	_	_
150gsm gloss art paper	LEGA34?	£111	£142	£200	£393	0	0	4	0	_	-	_	_	_	_
160gsm uncoated paper	LERA34?	£155	£189	£219	£464	-	-	10	0	-	-	-	-	-	_
170gsm silk art paper	LESA34?	£123	£156	£223	£462	0	0	6	0	_	_	_	_	_	_
280gsm artboard	PRCA344?	£225	£289	£371	£785	0	0	4	0	0	_	_	-	-	_
300gsm wove uncoated board	SHWA34?	£266	£364	£466	£1163	_	_	10	_	0	_	_	_	0	0
400gsm silk artboard	SHSA34?	£266	£364	£466	£1163	0	0	6	-	0	0	0	0	0	0



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.



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.

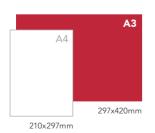


PAPER CHOICES

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.



A4 folded	FRONT REVERSE	250	500	1,000	5,000
100gsm bond paper	MBCA44?	£82	£98	£108	£252
150gsm gloss art paper	MBGA44?	£96	£107	£123	£242
160gsm uncoated paper	MBRA44?	£130	£138	£157	£319
170gsm silk art paper	MBSA44?	£104	£116	£133	£264

A3 folded	FRONT REVERSE	250	500	1,000	5,000
100gsm bond paper	MBCA34?	£119	£145	£197	£490
150gsm gloss art paper	MBGA34?	£137	£169	£230	£442
160gsm uncoated paper	MBRA34?	£181	£225	£306	£632
170gsm silk art paper	MBSA34?	£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

Add a simple shape to flyers to make them instantly different and engaging.



Menus

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



Greeting Cards

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



Tent Cards

Promote offers and give instructions with these "table talkers" totems.

250 from **£82.80**

COBA744T

250 from **£113.40**

250 from **£113.40**

250 from **£113.40**

CLEVER CUT-OUTS





Key Wallets 250 from **£94.50**



Folio Wallets
250 from £190.80



Swing Tickets 500 from **£63.90**



Wobblers 500 from **£213.30** WORATS



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** GPA74T

One-piece Mailers

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

250 from **£95.40** OPMSL3T

Voucher Cards

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

250 from **£156.60** vcssm

DELIVERY INCLUDED.

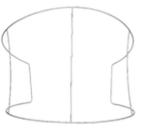


Invitations

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	SHWA64T	-	£42	£52	£83
300gsm uncoated + foil highlights	SHO?A64T	-	£328	£365	£433
400gsm silk	SHSA64	£44	£55	£58	£68
400gsm + bio matt lamination	SHMA64	£54	£69	£76	£91
400gsm + bio matt lamination + spot gloss	SHQA64	£112	£114	£116	£186
600gsm uncoated	SHXA64	£104	£126	£141	£198





Exhibiting has never been more affordable



Gone are the days of lugging around heavy cases. Goodbye to magnetic bars and crying-trying to hang graphics precisely. Say farewell to posters which don't last a second show

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 eye-popping 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** FDSHMOFC Rialto Bridge from **£425** FDSHAMEC



Curve 24
2.4m wide
curved stand
from £334 FINSRIGEC



3.0m wide curved stand from £394 FIDEROOFG

Curve 30



Stage 18
1.8m wide straight stand
from £313 FISCHOFC



5m wide curved stand

from £715 FDSDUOFC

Stage 46

4.6m wide straight stand

from £674 FDSSAUFC

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 FDSCAPFC



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



Embrace C
Large C-shaped booth
from £995 FDSPREFC



Huddle
Sloped meeting booth
from £995 FDSBEFC



Cubicle with curtain from **£815** FDSVATEC

FURNITURE



Mojito
Pop-up cocktail table
from £283 FDSRIOFC



The Island
Waterproof bean bag
from £154 FIRRALEC



Bellini
Swivel cocktail table
from £195 FDSVENFC



Bondi
Deck chair
from **£93** FISWAIFG



Kola Max
Foam seating cube
from £164 FDSBOSFC



Kola Lite
Seating cube + storage
from £99 FDSDULFC



Margarita
Low table
from £195 FDSMEXFC



Kubrick
Director's chair
from £99 FDSHOLFG



Python
2.3m high stand
from £246 FIDSIDNEC



Baby Python
1.9m high stand
from £236 FDSWINFC



▼ King Python
3.5m high stand
from £511 FDSDUBFC



▼ Totem
Slimline stand
from £170 FDSKEDFC



◆ Axe Navigation stand from £236 FDSTKOFC



▲ Booth
Pop up kiosk
from £338

FDSBARFC



Kangaroo Literature holder from £170 FDSPARFG



Peacock
Media display stand

from £338 FDSOSLFC



from **£164** FDSOSAFC

Tablet not included



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 FDBFHO



Hyphen
Backpack flag
from £113 FDBFAO



Teardrop
Standing flag
from £99 FDF0270
Base from £18



Quill
Standing flag
from £89 FDFF360
Base from £18



Empire
Standing flag
from £99 FDFE350
Base from £18



If nobody sees your marketing, does it

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** SCRBCIT

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





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

20 from **£79.20** NPA70



Plastic Cards

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

50 from **£102.60** PCBC70L



Stickers

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

500 from **£54** STKDISK

€ DELIVERY **INCLUDED**.

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