

*The Great*



**OUTDOOR**

DISPLAY

IDEAS

**LOOK BOOK**

S U M M E R 2 0 1 7



The  
**Great**  
**OUTDOOR**  
**DISPLAY**  
**IDEAS**  
**LOOK BOOK**  
S U M M E R 2 0 1 7



**Hello,**

**It's never been more affordable to promote your business outdoors.**

Are you planning any outdoor events this summer? Going to a festival or fete? Selling your product at a fair or farmers' markets? Sponsoring a fun run or sporting event? Get maximum exposure for your brand with low-cost outdoor displays. Better still, order now and save up to 30% with our special summer deals.

Could your promotion be working harder with some flags outside your premises? They're now such low-cost you can afford to change the design several times a year.

We make this display range in our UK-based production hub, with a small army of talented seamstresses. We've invested heavily in direct-to-fabric printing technology, to give you unrivalled value. Our large UK stockholding of frames, flags and accessories means you can be confident of fast turnaround. We share live availability of our stock online so you can rely on us being able to fulfil your order.

If there's something you'd like that isn't in this look book, please talk to your local studio - we've worked on many custom displays. By having a UK-based design and manufacturing team, we're able to help you turn your ideas into a finished reality.

Let's get to work,

**Peter Gunning**  
CEO, Nettl



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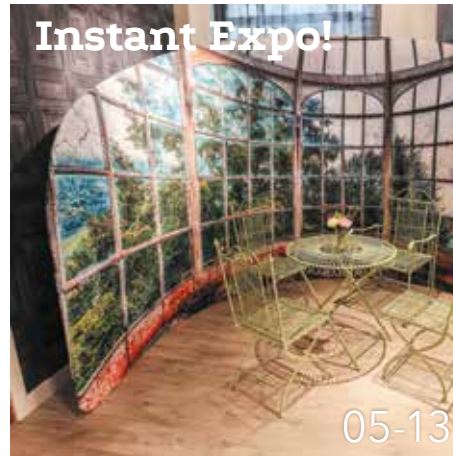
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This Marquis gazebo has a fully printed canopy plus one half height wall and one full height wall – £981

# Stunning savings on new outdoor gazebos

Even a traditional British summer won't spoil your outdoor event

Printed gazebos are all the rage at farmer's markets, festivals and fairs. Our range now features new lower cost options, so you can make the most of your marketing budget.

In every case, the gazebo frame is the same. It's compact for storage, then pops up and locks into place.

You've got a choice of a plain black canopy, your name or logo printed on the front fascia or your branding fully printed on all sides and the top too. Each canopy is a water resistant material that'll keep you and your stock dry if it rains.

Clip on the number of sides you want. A full height wall hangs from the top, or you can choose half height walls, which come with a rail. Why not print a half height wall for the front too, to act as a cool branded counter?

Remember you can buy all the printed parts separately, so you can change your messages for each season or each event, and keep using the same frame. Neat!



Frame contracts to compact size.



Pull the legs outwards – the frame builds itself.



Pop the canopy on top.



Arrange the corners of the canopy.





welcome to  
**EXPOGANZA**

This Marquis gazebo has a fully printed canopy plus two half height walls and one full height wall – £1127

OSLO  
MEDIA STAND  
1700

PEACOCK

EXPOGANZA

# DESIGN YOUR GAZEBO

## Choose your **CANOPY**

The lowest cost gazebos have an unprinted black canopy. Upgrade and get the fascia printed or go all out and have the whole top and pelmet printed.

Black unprinted	£283	FDSMUMFC
Fascia printed	£337	FDSDELFC
Fully printed	£698	FDSGZBFC

## Then add your **WALLS**

You might not want any walls at all, or mix and match half height or full height walls, printed on one side or double sided. Half height include a hanging rail.

Half height single sided	£146
Half height double sided	£202
Full height single sided	£137
Full height double sided	£257



This Viceroy gazebo has a fascia printed canopy plus one half height wall and one full height wall – £620





Complete the look by  
buying unusual furniture  
from eBay (Embrace U)



# Instant booths!

## The new way to exhibit

**Are you exhibiting this year?**

**Did you know it's usually cheaper to hire "space only" than pay for an ugly and restrictive shell scheme?**

**Avoid having to blu-tak posters to the wall with one of these new expo booths.** They made their debut to the UK last season and now they are becoming increasingly popular.

They work best if you can hire a space which is open on two or three sides. Use both the front and back to create an eye catching display space.



Each booth is made of two parts – a clip together frame, and an enormous fabric cover. Take the frame out of its easy-to-carry case and clip it together. It takes around fifteen minutes. Then slide over the stretchy fabric cover and zip up. When you're done, the whole thing collapses down in minutes and you'll be in the car park while others are still looking for screwdrivers.

*See our new extended range on the next page...*



This Huddle makes an  
inspirational meeting space

# THE BOOTH LINE-UP



A



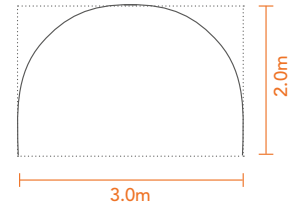
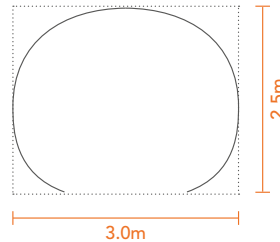
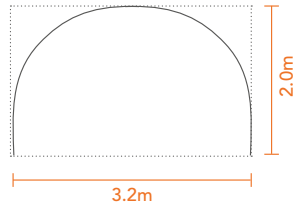
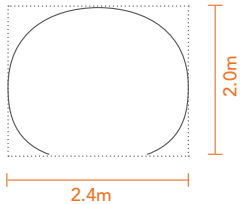
B



C



D



- A SNUGGLE NEW** A cosy booth 1.8m tall with a footprint of 2.0 x 2.4m **£795** Product code FDSWELFC
- B HUDDLE** Interesting sloped shape rises from left 1.25m to 2.3m high on right **£995** ~~£1195~~ Product code FDSBEIFC
- C EMBRACE C NEW** Curves right round on both sides to form hi-backed shape **£995** Product code FDSPREFC
- D EMBRACE U** Fits neatly in a 3x2m exhibition space with a wider U-shaped entrance **£995** ~~£1195~~ Product code FDSCAPEFC





NEW Snuggle booth makes  
a cosy break-out space and  
is printed on both sides

# How to get started

**It starts with an idea.**

**Yours? Great. Writer's block?**

**No problem! That's what designers are for.**

They're used to working on all sorts of briefs. Be as detailed or as loose as you like. If you have absolutely no idea what you want, say so. You can always hire a designer by the hour. They'll be delighted to create multiple ideas for you while you're "on the meter". Pick the ones you like or don't be afraid to keep going until you get the look you want.

If your budget is tight, be straight with the designer. Be prepared to be flexible – best to get your likes and dislikes clearly stated before you start, since you might not want to pay for multiple revisions.

Or you could do it yourself. But, even if you're a pro, you might not have designed for fabric before. And designing a massive display can be daunting. It's different to designing for print. If you're a competent designer, ask for a ready-made design template (or you can download an InDesign file from the item's product page). These templates show all the printable areas and quiet zones.



Whichever way you go, your neighbourhood studio is there to help. They'll be able to source ultra high resolution photography, good enough to print at such enormous resolutions. Or turn your dirty sketch into a striking display.



Add pop-up tables to complete your stand



# TABLES TO COMPLETE THE LOOK

**A** **MOJITO** Pop up cocktail table **from £189** £329 Product Code FDSRIOFC

**B** **BELLINI** Flip cocktail table **from £249** Product Code FDSVENFC

**C** **MARGARITA** Fabric table **from £189** £245 Product Code FDSMEXFC

**D** **ARTHUR 5** 5 foot fitted tablecloth **from £109** £229 Product Code FDTCAR5

**E** **GUINEVERE NEW** Loose tablecloth for 6 foot table **from £89** Product Code FDTCGU6

**F** **ARTHUR 6** 6 foot fitted tablecloth **from £119** £279 Product Code FDTCAR6

**G** **ARTHUR JUNIOR** Table runner **from £59** £89 Product Code FDTRARJ

A Try our Embossini  
cards for a tactile  
indented card



**Emma George**  
Principal  
emma@emmageorgeconsulting.co.uk  
0784 161928



emma@emmageorgeconsulting.co.uk

# NEW SEASON BUSINESS CARDS

Time to refresh your look? Our business cards are always printed in super hi-definition to keep your text nice and crisp.



## Regular

Premium silk finish  
and our lowest price

BEST PRICE in

**6** DAYS

Get in

**48** HOURS

50

**£25.20**

£33.60

£65.70

£87.60

500

**£27.00**

£36.00

£75.60

£100.80

85x55mm  
400gsm artboard  
full colour both sides  
product code: BCRG4?

## Luxury

Matt laminated both  
sides for a beautiful feel

BEST PRICE in

**6** DAYS

Get in

**48** HOURS

**£29.70**

£39.60

NEW

NEW

**£31.50**

£42.00

£93.60

£124.80

85x55mm  
400gsm artboard  
full colour both sides | matt laminated both sides  
product code: BCLX4?

## StarMarque

Spot gloss highlights  
on the front to shine

BEST PRICE in

**10** DAYS

FASTEST get in

**3** DAYS

**£47.70**

£63.60

NEW

NEW

**£49.50**

£66.00

£120.60

£160.80

85x55mm  
400gsm artboard  
full colour both sides | matt laminated both sides  
spot UV highlights on front  
product code: BCSM4?

TRY SOMETHING DIFFERENT?

**A Indent to impress with Embossini** Emboss a subtle logo or pattern into these 300gsm uncoated cards **250 from £131.40** PRODUCT CODE BCEM4T

**B Super thick 600gsm with XO** The mummy AND daddy of business cards. 600gsm XO cards in an uncoated finish **50 from £49.50** PRODUCT CODE BCX04L

**C Gold foil with Opuleaf** Matt laminated board or smooth uncoated topped with Gold or Silver foil highlights **250 from £131.40** PRODUCT CODE BCOG4T



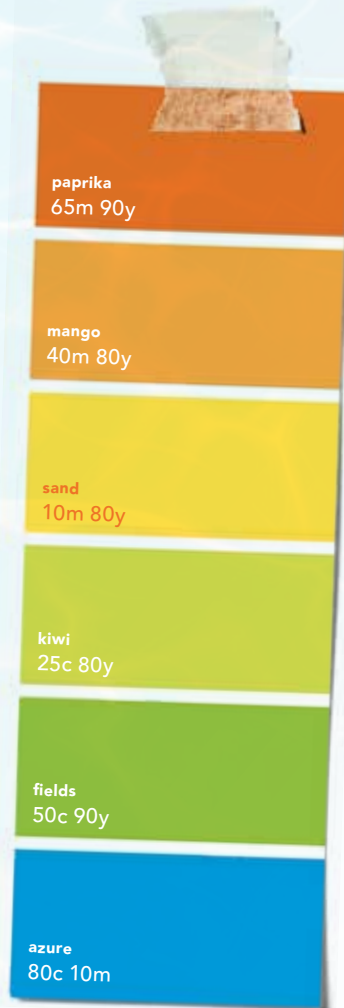
# colours of summer

**Colour trends change like fashion.** Be inspired and tweak your summer marketing to reflect this season's fresh palette.

2017 brings memories of exotic holidays and a colour scheme to blow away grey days.

You may find yourself stocking up on **paprika** at a Moroccan souk, eating fresh **mango** on the streets of India or getting golden **sand** between your toes in Ibiza.

Adrenaline junky? Channel your inner **kiwi** in New Zealand. Looking for something more tranquil – like gazing across Tuscan **fields** or strolling around Santorini amongst the **azure** blue rooftops?







# SUPER SUMMER SEATING

Our new range of printed  
seating can be used indoors  
as well as outside.

*new*





# DECK THE CHAIRS WITH BUMS OF GLORY

These new wooden deck chairs are perfect for festivals or fetes. Create a relaxed environment for punters to laze around and eat or drink more. Responsibly, natch.

The seat is printed in high-definition, using a special process. The ink actually goes right into the material, rather than sitting on top. Then it gets baked into the fabric itself. That means you won't be having an awkward conversation when your logo is reverse branded onto your customer's new white jeans.

**From £89 each** Product code FDSWAIFC



Waterproof ink suitable for indoor or outside use.



Get a few of these around your office to make a fun break-out space.

# TAKE THE WEIGHT OFF...



**A THE ISLAND** An outdoor bean bag with water repellent tent fabric cover **£149 each** Product code FDSBALFC

**B KOLA MAX** High density foam cube stool is great for expos and using around your office or store **£215 each** Product code FDSBOVFC

**C KOLA LITE** A little stool with removable padded seat which reveals some clever storage space **£99 each** Product code FDSDUJFC

**D GIRAFFE** Bar stool with personalised cover to coordinate with your event **£159 each** Product code FDSLASF



new

The  
**PINKGIN**  
distillery  
Co.  
PLYMOUTH



# THROW SOME SHADE

**A GLIMMER** Water repellent parasol  
£199 parasol frame + fabric Product code FDSMIAFC

**B OPTIONAL BASE** Water filled for stability  
£39 Product code FDFBWB



Why advertise someone else's brand outside your café, bar or restaurant? These new printed Patio Parasols can be totally personalised to suit you. Each panel can be individually designed, or have the same pattern repeated.

They're printed in fade-resistant inks on a resilient tent fabric.

They'll fit into a standard umbrella hole, or add an optional base which can be water-filled to add stability.



see page 20

new





event space



# Flag me down all day long

**Right. Let's do a little experiment. On your way home tonight, count the number of flags you see. They're absolutely everywhere.**

Why's that? Well for around a hundred quid, you can get a three meter high wobbling, fluttering, piece of eyecatching marketing for your business. That's such great value that it's no wonder businesses are lining flags up in their car park, on their forecourt and outside their front doors.

Cable-tie the flag to your railings, or buy a base or mount to have it freestanding. A water base or water ring is best if you're going to use it outdoors at an event.

See the next pages for the choice of popular styles, bases and materials. And this summer all our flags are reduced.



## Flag facts

Flags are suitable for both indoor and outdoor use.

Wash flags at 30° before using in wet weather to prevent the ink from spreading.

Use optional rubber ring on the base if you're using outdoors.

Bring them indoors if it gets windier than normal.

# THE FLAG LINE UP



- A APOSTROPHE** Great for wandering round expos to attract attention **From £99** ~~£109~~ **each** Product code FDBFH0
- B HYPHEN** Slot over your shoulders and tootle down the high street **From £109** ~~£119~~ **each** Product code FDBFA0
- C TEARDROP** Elegant shape – use outdoors with ground spike or rubber ring **From £109** ~~£119~~ **each** Product code FDFQ270
- D QUILL** Classic flag shape – choose your material on the right **From £129** ~~£139~~ **each** Product code FDF360
- E EMPIRE** The largest flag – an enormous 3.5m high **From £109** ~~£119~~ **each** Product code FDFE350

# CHOOSE YOUR BASE

## CROSS BASE

For indoor or outdoor use on hard surfaces only.

**£53 each** FDFBCRB



## SQUARE METAL BASE

For indoor or outdoor use on flat surfaces.

**£61 each** FDFBSQ



## WALL MOUNT

For indoor or outdoor use on flat, solid walls.

**£35 each** FDFBWMB



## GROUND SPIKE

Suitable for outdoor use on compacted ground.

**£29 each** FDFBGS



## WATER BASE

Outdoor on flat surfaces in moderate wind conditions.

**£39 each** FDFBWB



## WATER RING

Extra stability for Cross, Square or Water base.

**£17 each** FDFBWR



# CHOOSE YOUR FLAG MATERIAL

## SINGLE SIDED

The lowest cost option. Your design will be printed one side. If viewed from behind, you'll see a mirror image on the reverse.



## DOUBLE SIDED

Have a different message on each side of the flag, or show the same message on both sides – we put a blackout divider in between to prevent showthrough.



## VENT WEAVE

For more exposed environments, opt for a single-sided vent material which allows maximum air to pass through.







Democracy 2020  
The National Endowment for Democracy  
1111 17th Street, NW  
Washington, DC 20036  
[www.ned.org](http://www.ned.org)



Democracy 2020  
The National Endowment for Democracy  
1111 17th Street, NW  
Washington, DC 20036  
[www.ned.org](http://www.ned.org)

with compliments

# CORPORATE STATIONERY

UP TO **48% OFF**

Our best selling Corporate Stationery is now up to 48% lower, forever.

## Letterheads

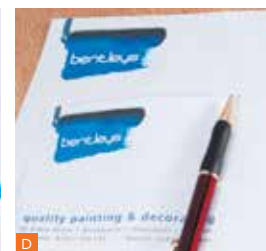
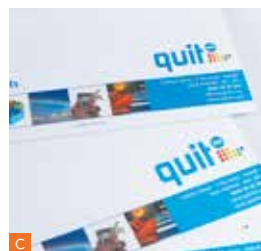
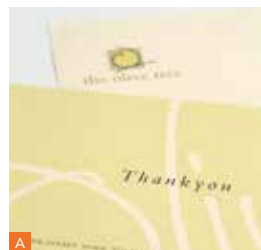
	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>
50	<b>£36.00</b> NEW	£48.00 NEW
500	<b>£57.60</b> £98.10	£76.80 £130.80
5,000	<b>£159.30</b> £225.36	£212.40 £300.48

210x297mm | 120gsm white wove paper  
full colour one side  
product code: STCPA40?

## Compliment Slips

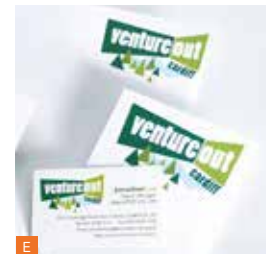
	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>
	<b>£27.00</b> NEW	£36.00 NEW
	<b>£34.20</b> £66.60	£45.60 £88.80
	<b>£95.40</b> £122.40	£127.20 £163.20

99x210mm | 120gsm white wove paper  
full colour one side  
product code: STCPCS0?



Fancy something a bit different? Why not choose other options from our impressive paper range, all printed in hi-definition colour.

- A PHARAOH** A 120gsm natural cotton, creamy finish **from £52.20**
- B CONQUEROR** A textured Stonemarque finish in 120gsm **from £54.90**
- C POWER USER** Perfect for volume mail, lowest cost 80gsm **from £36.90**
- D PRAXIS** With a classic 100gsm micro-laid texture **from £51.30**
- E ECHO** 100% recycled and 100gsm thick **from £22.50**





321380

321379



# BARRIER COVERS

Pimp your crowd control barriers or building site fences with our neat range of covers. They're printed on a vented fabric which lets air flow through, meaning they're less likely to get toppled by the wind. They just slip over the top of your existing barriers. Just secure with cable ties and you're done. Standard sizes available or we can make them to custom size.



**A BOUNCER** 1.0m x 2.2m wrapover crowd barrier cover **from £105** £115 Product Code FDBACBC

**B BUILDER** 1.8m x 3.2m front-printed site barrier cover **from £105** £185 Product Code FDBACBS

# POP OUT BANNERS

Pop out banners are so compact it's amazing. Inside there's a crazy wonder-metal which self erects instantly. Stand back!

Choose from a tall or wide banner. Both are double sided – have the same message on both sides or mix it up.

These are great for special events. Unpack. Peg down. Do your event. Pop back into the bag and be on your way.



The compact carry bag is flat for easy storage and transportation.



The supplied pegs can be used to secure the banner to a soft surface.



Neatly store the pegs in a purpose built side pocket on the carry bag.



**A** LOLLY Tall and narrow

£169 each Product code FDPOMOF

**B** JELLY Fat and low

£169 each Product code FDPOSYF







SANTA MONICA

★ YACHT HARBOR ★  
SPORT FISHING ★ BOATING  
cafes

🚲  
MAY USE  
FULL LANE

⊘

# How to get more web enquiries

## Top 6 tips to get more web enquiries and grow your client list

People are busy and easily distracted. So how do you encourage visitors to stay a bit longer on your website, find what they need, and get in touch easily? Ultimately, how can you convert your web traffic into web enquiries?

There's no magic formula, but research has shown these simple steps can help...

- Be clear about your offering
- Write for the web
- Make it easy to get in touch
- Build trust and credibility
- Be mobile friendly
- Keep it up to date

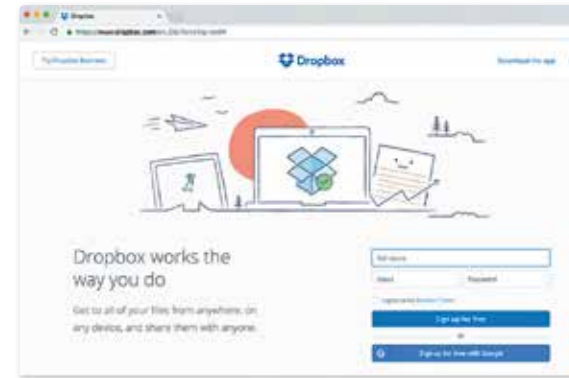
### Be clear about your offering

When someone arrives on your site, you don't have a lot of time. You need to make it clear who you are, what you offer, and what the visitor needs to do to take action.

Headlines and straplines are incredibly important. In very few words, they give you the opportunity to summarise what the business, website or page is all about.

As well as words, use images, icons and video to communicate your message effectively.

A great example of this is Dropbox's homepage. The snippet of text clearly says "Get to all of your files from anywhere, on any device, and share them with anyone."



There you go. Exactly what they can do for you. In one sentence. And to complete this fabulous landing page, a very simple form. You know exactly what you need to do next. Apply this simple approach to your website and you're sure to increase web enquiries.





## Write for the web

People read differently on the web. They tend to scan and pick up snippets.

Typically, users read less than 30% of the page, and this is mostly the top section and headings. Attention declines dramatically as they move down the page. So it's a good idea to put the most important information first and get your message across in the headings.

By getting a clear, unified message to your audience, you stand a much better chance of communicating value and purpose, which will in turn encourage more web enquiries.

In general, it's best to use simple language. Avoid jargon and complicated terms. Government advice regarding writing for web suggests people prefer to read information in plain English because it allows them to understand the information as quickly as possible. Writing in CAPITAL LETTERS is more difficult to read. It also looks a bit shouty, so should be avoided anyway.

Make the text easier to read by using:

- **Short sentences**
- **Sub headings**
- **Bullet points**
- **Highlighted keywords**

## Make it easy to get in touch

This one sounds obvious but it's often overlooked. Typically, the contact page is the second highest visited page, other than the main homepage. Some people are searching for your business online, just so they can get in touch.

To boost your web enquiries, give them what they want, nice and early. Consider putting your phone number in the header. Make sure the footer includes your phone number and email details.

If you have a business where the location is important, like a hotel, shop or restaurant for instance, make a big effort to clearly show where you are and how to find you.

And your opening times! Particularly when there are bank holidays – customers want to know whether you're open or closed.

A clear call-to-action (CTA) should exist at the bottom of each page. There's potential for multiple CTAs throughout the page at different sections. The goal is to make it very clear what the visitor needs to do next

This could be anything as simple as a:

- **Telephone number**
- **Email address**
- **Contact form**
- **Link to social media**
- **Button to apply/register/download**

Consider adding a live chat feature to encourage engagement. Although we'd only advise this if you have the resources. At least one person needs to be available to monitor and respond to the enquiries. An idle chat can look understaffed and have a detrimental effect.

A weathered, greyish-brown wooden sign is mounted on a green-painted wooden wall. The sign is made of a single piece of wood with a prominent knot on the right side. The words "GONE" and "FISHING" are painted in white, blocky, hand-painted letters across the sign. The background wall consists of vertical green planks, some with peeling paint and a dark metal hinge or latch visible on the left side.

GONE  
FISHING

## Build trust and credibility

Building trust is especially important for businesses that sell online. Customers will want to feel an extra level of reassurance. After all, there's an element of the unknown about the internet. You want to feel safe handing over your payment details. You want to feel confident granny's present is going to arrive on time.

But for websites that don't sell, credibility is still often the primary objective. That's the case for most brochure websites. Visitors typically arrive for the first time, usually after hearing about the company in some way.

This may have been through personal contact, recommendation, online search or a piece of marketing literature. Visitors will be looking for indications that the company is professional and able to deliver on it's promises.

People like to do a little digging. Here are five ways to help boost your credibility and increase web enquiries:

### Get an SSL certificate

Having an SSL certificate – that little padlock symbol – on your site means the data passed between your site and your visitor is secure. SSL helps you gain trust from potential customers and makes you look more professional. Your local studio can help you buy and setup SSL.

### Look the part

Professional design and well written copy is of paramount importance. Even subliminally, good design will go a long way towards the perception of your brand. By association, if the website is high quality, your product or service is high quality. SEO expert, Rand Fishkin of moz.com believes 'Design isn't just important, it's 50% of the battle'.

### Use testimonials and accreditations

People are far more likely to believe what someone else has said about your business than what you say yourself. It's human nature. So combine great design with industry accreditations and social proof.

Use testimonials as a powerful way to say how great you are. Work them into relevant case studies to demonstrate your capability. This will really cement your credibility and encourage users to take the next step with confidence.

### Allow visitors to 'Meet the Team'

Our experience tells us that 'meet the team' pages are very popular destinations. Typically only falling behind the home page and contact page in terms of visits. It's easy to see why, people like doing business with people.

### Publish a blog

Another popular hotspot for visitors are blogs or latest news sections. Not only does a fresh, relevant blog keep Google happy, it also helps position your company as experts in your field.



OLD  
AMERSHAM  
HOTELS

HOME OUR PHILOSOPHY OUR PROPERTIES INVEST NEWS CONTACT

OLD  
AMERSHAM  
HOTELS

Welcome



OLD  
AMERSHAM  
HOTELS

OUR PHILOSOPHY



## Be mobile friendly

Or perhaps even 'mobile first'. That means designing your site primarily with your phone user in mind. Sure, it has to look great on a desktop too, but with more and more people browsing on their phones these days, considering their needs first would not be a bad thing.

Think about it, if you're checking the web on the go, you don't want to struggle to do what you want to do. Encourage mobile web enquiries by making things quick and simple to do on a phone.

People are often 'quickly' doing something on their phone, while they're doing something else. Quickly sign up for this, quickly pay that bill, quickly book a table... if your website doesn't support 'quickly' then you'll quickly be shown the door.

### Things to watch out for are:

- Text too small to read
- Buttons too small to click
- Forms too tricky to navigate
- Hefty images and downloads

If you have to pinch and zoom to find your way around the site, time to change, speak to your local studio.

## Keep your website up to date

Google likes fresh, new, relevant content, but so do real people! Sure, a lively blog will help your search engine rankings but it will also indicate that you're an active business on top of it's game. Frequent updates will encourage users to come back for more, it can help position you as an expert in your field, and it will create the confidence that leads to web enquiries.

We mentioned trust earlier. It's important to keep on top of updates to maintain credibility. You don't want your site to look like you've gone for lunch and not come back.

If a feature has stopped working, if the footer still says 2015, if the blog section has gathered dust and the social media feed is more #london2012 than #pyeonchang2018, a bit of tender loving care is needed to avoid putting people off.

A well maintained website is also necessary for security. If you need a hand keeping on top of things, just ask us about our concierge service.

### We can help

Web traffic is great but website enquiries are better. Use the advice above to convert your browsers into business opportunities.

There's a lot to think about, but we're here to help. Call or pop into your local studio for advice on how to make your website work harder.

# GRAND SUEDE



With a super sexy and tactile soft touch lamination.



We've engineered the template on these Grand Suede folders to make maximum use of space.



# GRAND SUEDE FOLDERS



**£50 OFF**  
this summer

*with a soft-to-the-touch suede finish*

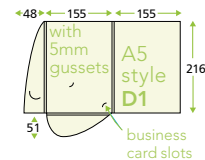
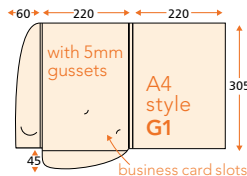
We've engineered the template on these Grand Suede folders to make maximum use of space. That means they're even lower cost than other folders, yet come with a super sexy and tactile soft touch lamination. Available for either A4 documents or smaller A5s.

The back features cut-out slots for holding a business card, which can be either landscape or portrait.

Get them £50 off this summer.

	Holds A4		Holds A5	
	BEST PRICE in <b>10 DAYS</b>	FASTEST get in <b>3 DAYS</b>	BEST PRICE in <b>14 DAYS</b>	FASTEST get in <b>4 DAYS</b>
<b>500</b>	<b>£299.20</b> £349.20	£415.60 £465.60	<b>£156.10</b> £206.10	£224.80 £274.80
<b>1,000</b>	<b>£486.40</b> £536.40	£665.20 £715.20	<b>£272.20</b> £322.20	£379.60 £429.60
	Full colour one side product code: PFA4T0G1		Full colour both sides product code: PFAST0D1	

400gsm silk artboard | soft touch laminated outside | template styles **G1 & D1**  
interlocking flaps | supplied flat with creases | holds up to 16 sheets





# Photography that sells

## An image can capture emotion like nothing else.

Think about all the iconic images of our time, which have cut through the mush and defined the moment. Photography is powerful. Sometimes the most effective advertising is nothing more than an image and a word. Give your message more weight, by saying less and showing more. We know how to help, just ask.

Low-cost stock photography has never been more accessible or of such high quality. Now you have 50 million images at your fingertips.

**Sign in to your online account,** → search for images you like and add them to your lightbox. Your lightbox is securely shared with your studio – tell us when you're ready and we'll purchase the hi-res imagery to use in your next project, for less than you can buy direct.





# PVC BANNERS

These **PVC banners** are designed for outdoor use, but can be used indoors too.

Screen banners are finished with eyelets, so you can tie them to railings or goal posts or hoardings. Just use cable ties. They roll up easily and can be reused.

Alternatively our new Exposure banner stand has a water filled base which you can clip the supplied poster to.

Both are printed using latex inks which give them a scratch, UV and water resistant finish.



# SCREEN

## Outdoor PVC banner

All our banners are printed on 440gsm PVC with a welded hem. Common sizes are below, but get them any size.

size	each	
0.5 x 1.0m	£19	LFPVC51
0.5 x 1.5m	£28	LFPVC15
1.0 x 2.0m	£67	LFPVC12
1.0 x 3.0m	£99	LFPVC13
1.0 x 4.0m	£131	LFPVC14
1.5 x 3.0m	£144	LFPVC153
1.5 x 4.0m	£190	LFPVC154



GET A  
CUSTOM  
SIZE

from £29  
per m<sup>2</sup>

See website for  
price and minimum/  
maximum dimensions.

# EXPOSURE

## Outdoor banner stand

Two metres high by 0.8 metres wide, these 440gsm PVC outdoor banner stands come with a water base for stability. Add an optional back pack for easy transport.

from £149 each

Product code BSP0BPVC

new





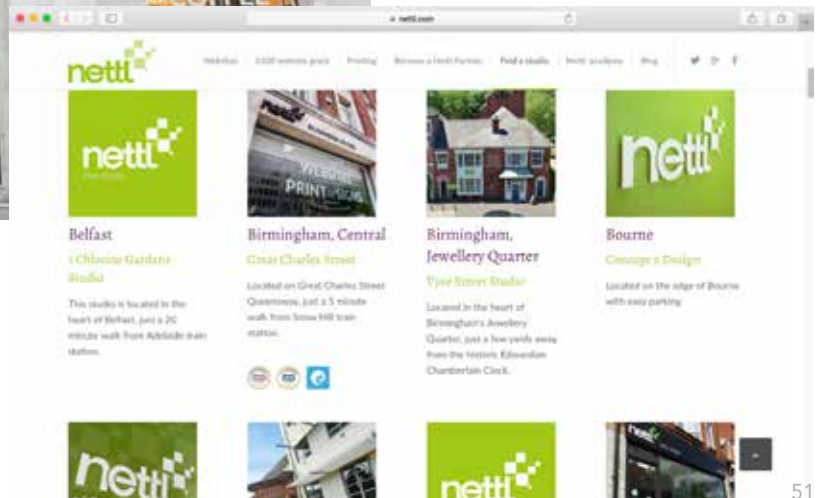
# BESTSELLERS

Make sure you're stocked up.  
Here's our best sellers of the season.

- A PROMO FLYERS** Great for handouts – a medium weight 280gsm gloss artboard, double sided as standard **5,000 A6 from £88.20** Product code PRCA644V
- B LUXURY BUSINESS CARDS** Matt laminated on thick 400gsm board – now starting as low as 50 **500 from £31.50** Product code BCLX4F
- C STARMARQUE BUSINESS CARDS** Spot gloss highlights catch the light and look sophisticated **500 from £49.50** Product code BCSM4F
- D CORPORATE LETTERHEADS** Thick super smooth wove letterheads, look elegant and professional **1,000 A4 from £70.20** Product code STCPA40D
- E PREMIUM GLOSS LEAFLETS** Photos look best with a high gloss coating on these 150gsm beauties **5,000 A5 from £88.20** Product code LEGA54V
- F PREMIUM SILK FOLDED LEAFLETS** 170gsm silk – perfect for brochures, price lists and chic marketing **1,000 A4 from £115.20** Product code MBSA44T
- G GRAND SUEDE BUSINESS CARDS** New soft touch lamination applied to 450gsm artboard feels sublime **250 from £35.10** Product code BCGU4F



# FIND YOUR NEAREST STUDIO



Find your nearest at [www.netti.com](http://www.netti.com)



**The small print:**

We don't build every option into our prices – we think it's best you choose what you need – so we haven't included file checking or artwork (which we'd love to do for you), carriage (you can pick up free from your local studio) or VAT. Price points may not represent products in photos. Crossed out prices are 2016 list prices. Some reductions end 31/08/17.  
Prices are correct as at 01/05/17 and are subject to change without notice.  
All sizes and dimensions are approximate  
Issued subject to our standard terms and conditions | E&OE

*find your local studio at*  
[www.nettl.com](http://www.nettl.com)

