



By golly,
what is this

nettl[®]

thing about?





nettl.com



JUST WHAT IS A 'NETTL'?

It's not a fruit.

It's not a vegetable.

It's *not even* a plant.

It's a business system.

It's the largest network of neighborhood web,
print and design studios in the UK.

And Nettl is coming to America.

We'd like *you* to be a part of it.

MAKE mere mortals

FEEL

uncontrollable EMOTION with

PRINTING

to TITILLATE
their wanton DESIRES



PICK
UP
PACKETS

FEEL
PRINTING



LET'S START WITH THE CLIENT

We always think that's a wise place to begin.

In the old days, clients invested their marketing
bucks on print-based advertising.

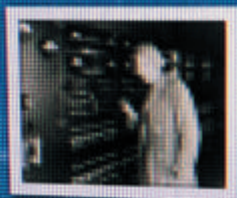
Nowadays, the first thing a start-up business
wants is their website.

Business cards aren't first anymore.

Then, that startup needs help with email
marketing and search engine optimization.

So that's where Nettl starts too.

But it's certainly not where it ends.



**final-final2-copy-
final.jpg**
380 x 295

IT STARTED WITH A JPEG

Don't get us wrong.

It's not that clients don't buy print anymore.

Of course they do.

It's just that the creative relationship starts with
the person who designs the first *thing* .

Since that thing is often a website, the relationship
now starts with their web designer.

Admit it. You've probably cursed the web guy who
sent you a 72 dpi RGB logo to print.

Well, now those files are being uploaded every day
to online printers.

netu

BUSINESS STORE

PURVEYORS of FINE
WEBSITES
CRAFTERS of QUALITY
PRINT & SIGNS
for the discerning
BUSINESSES of BIRMINGHAM

BTW, THIS IS A TRUE STORY

You might be wondering how we know all this.

You see, we were once *the printer*.

Of course, we came up with clever creative.

And we made magical marketing.

But print was our DNA and we had a network of
print stores, sprinkled all around the globe.

Gradually, clients stopped coming in.

Things got harder. Our margins eroded.

And so we changed.

We became Nettl.



YOU *had* ME at

ONLINE BOOKING

(not) Renée Zellweger,
Jerry Maguire



HOW DOES NETTL HELP CLIENTS?

Clients don't want multiple creative relationships.

They hate explaining their brand to a sign guy,
a web girl, some expo dude and then a printer.

They want one person to take care of it all.

But life is complex. All of those things are hard.

Nettl makes it easy to navigate.

We simplify. We cut out the jargon.

We don't patronize people.

(That means talking down to people. Just kidding.)



COFFEE MENU

Latte	£2.50
Cappuccino	£2.50
Flat White	£2.50
Macchiato	£2.50
Espresso	£1.50
Americano	£2.50
Filter Coffee	£2.50
Deconstructed	£3.50
Chocolate Brownie	£2.50
Chocolate Cake	£2.50
Chocolate Mousse	£2.50
Chocolate Truffle	£2.50
Chocolate Tart	£2.50
Chocolate Cheesecake	£2.50
Chocolate Bûche	£2.50
Chocolate Brownie	£2.50
Chocolate Cake	£2.50
Chocolate Mousse	£2.50
Chocolate Truffle	£2.50
Chocolate Tart	£2.50
Chocolate Cheesecake	£2.50
Chocolate Bûche	£2.50

SOUP

Chicken	£2.50
Beef	£2.50
Pork	£2.50
Vegetarian	£2.50
Tomato	£2.50
Butter Bean	£2.50
Leek & Potato	£2.50
Carrot & Celery	£2.50
Onion & Potato	£2.50
Pumpkin & Sage	£2.50
Butter Bean	£2.50

CLIENTS JUST WANT MORE

Ten years ago, a website was just a homepage,
about us and a contact form.

Then clients started wanting to do more.

To take payments. To sell things online.

On the move. On mobile devices.

With stock sync'd to their back office system.

Put up online appointment booking forms.

With live availability of time slots.

They wanted clever systems.

And that's when things got more complex.

Spoiler alert: Nettle does all this and more.



WHERE DO I COME IN?

Maybe you've done a little web.

Perhaps you've sold *absolutely* loads .

Or it might be you've done none at all.

It doesn't matter how experienced you are.

Nettl helps graphic professionals - like you - to

win and make profit from web projects.

It helps them deliver small projects, *profitably* too.

With classroom training and smart software.

And of course, *a little secret sauce*.



BLESSED ARE THE GEEKS

Clients can be demanding.

They want to push the boundaries.

After all, they're entrepreneurs and want results.

But before you can quote for their web project, you

need to know *how to do it*.

Else it could take *days* more than you quoted.

And figuring *how to*, takes time.

Time that clients aren't paying for.

That's where the Nettl Geeks come in.



TAKE THE FAST PATH

The Nettl Geeks build Fast Paths.

They're the blueprints for the *how tos*.

Because every business type has common needs.

Salons need appointment systems.

Stores want click + collect capability.

Financial advisers yearn for mortgage calculators.

Restaurants desire online reservations.

The Nettl Geeks work out *how to*.

And they create digital *recipes*, called Fast Paths.

Your team can follow and edit these recipes.

And get a known outcome for a known price.



HANG OUT ON THE GEEK CHANNEL

Sometimes things don't always go to plan.

You get stuck. Something doesn't behave.

You need a bit of code to make that *thing* work.

Maybe you've found a new problem.

Surely someone has tackled the same thing?

That's where the Geek Channel comes in.

It's a private global community.

All our Nettl Geeks and partner network.

Ask a question on there and get help.

Friends don't let friends get stuck.



SO IS THIS JUST A WEBSITE BUILDER?

Oh, my. *Oh no, it's not.*

Nettl is *so much* more than websites.

The journey might well start with a website.

But it could also start with exhibition displays.

Or a request for some business decor.

Nettl covers a full range of marketing collateral.

With product supply chain hooked-in.

Fancy print. Fabric displays. Promo stuff.

And a smart cloud-based, management system to
handle multiple projects going on at one time.



Home | Settings | Help | Support

Control Desk

Search for jobs

Search

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WORKFLOW IS DULL

Yeh, we think so too.

You just want to get the job done.

We've developed our software over two decades.

So we've learned a thing or two about how to save

a few minutes here and a few hours there.

The Nettl back office connects you to clients.

Online payments. File uploads. Proof approvals.

All the self-service things they want to do.

It intelligently automates lots of little tasks.

Like billing. Subscriptions. File preflighting.

It makes your team work more effectively.



Spectacular
SPACES
DESIGN IDEAS
LOOK BOOK

nettl

SELL IT TO ME, BABY

You spend your day working up ideas for clients.

Do you promote yourself as much as you'd like to?

It's like the builder's own unfinished house.

Clients always take priority. *Of course they do.*

Sometimes that means we don't do all the things

we wake up with the best intentions of doing.

Nettl is a full suite of marketing, to help you sell.

Online and offline. E-blasts and Brochures.

In-store, direct mail and for exhibitions.

In a friendly voice, saying new stuff each time.

A reason to contact clients *and win new ones.*

Can I get you ANYTHING...

COFFEE?

TEA? Me?

ECOMMERCE?

with Jane Couch, Working Girl

get your COFFEE
from
KETTLE

ONLINE
BOOKING

TALK ABOUT ME NOW

So, we know you're famous in your town.

Your business was built on your reputation.

We wouldn't want to work with you if it wasn't

So *how* do we work together?

Nettl is a bolt-on franchise.

That means you keep your existing brand.

And you co-brand Nettl with it.

Use as much of our funky brand as you like.

But please know this. The Nettl system and marketing is *not available* as white-label.

**WE WRAP
VEHICLES**

nettl
BUSINESS STORE

WEBSITES
PRINT
&
SIGNS



BUT I'LL SURELY NEED MORE RESOURCES

It's a reasonable thought. Growth needs resources.

But throwing people at a problem isn't the answer.

Nine ladies can't make a baby in one month.

Sometimes it's about being smarter.

A cheetah is the fastest animal on the planet.

Until you give a human a bicycle.

And that's the thing, you see.

Nettl helps you get more from your team.

It uses your designer's existing skill set.


And amplifies it. *Turns it to eleven.*



WHO will you
MEET
IN our PARLOUR
TODAY?

VENTURE IN and
MOISTEN
your
SAUCE-BOX


nettl



TIME to SAVOUR
COFFEE
and have a JOLLY OLD
CHINWAG?

COME INSIDE and
REBOOT
your
GIGGLEMUC


nettl

WHAT DOES IT COST?

Much less than you might think.

And far less than hiring a new person.

Nettl partners pay from \$299 per month,
depending on the size of their territory.

There's a one time set-up fee of \$4,995
(Founder franchisees will pay up to 80% less).

The set-up fee grants geographic exclusivity.

It includes classroom training and your
marketing starter pack.

Everything you need to get going.

To be more Nettl.



WHAT NEXT?

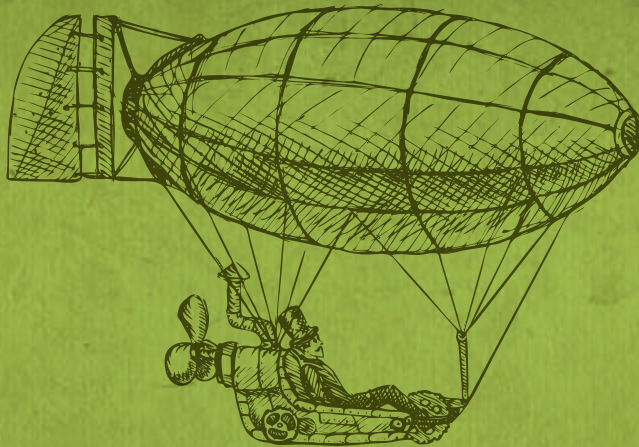
We'd like to show you the Nettl system in person.

We can do that face-to-face, or by webex.

Please email uspartners@nettl.com to arrange.

We'd also like to invite you to an exclusive and
intimate event we're holding.

Register at www.expoganza.net and
use code **GETMEIN** for a pair of free tickets.



be
more
nettl®

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