



A CAREFULLY *curated*
ideas PACKED

PRINTING PLAYBOOK

of PROVEN
MARKETING & ESSENTIALS

nettl®

NOTHING SELLS LIKE PRINT

Grasped in quivering hands, it's *IMPOSSIBLE* not to look.
The power of print draws *you in*. That's why they call it a *hook*.

Maybe no silver bullet. But a *golden ticket*, you could say.
If Charlie opened merely an email, would he feel the same way?

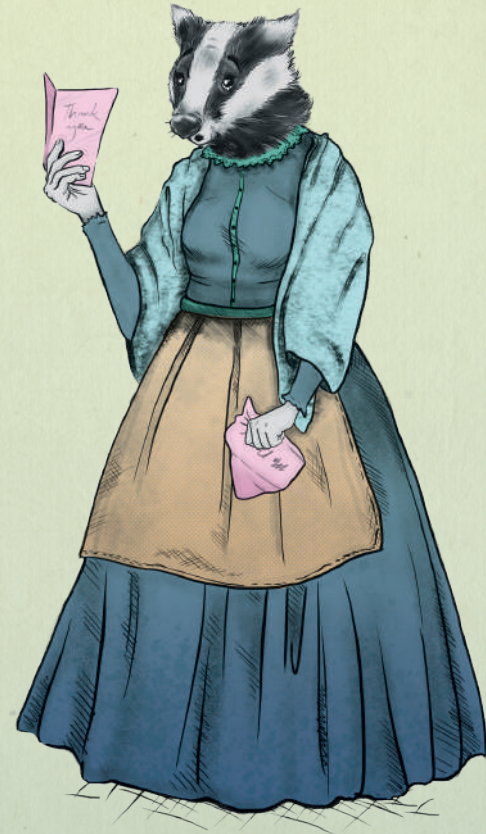
A notable presence other marketing lacks. It stimulates senses.
Visual, tangible and enchanting. Tactile marketing commences.

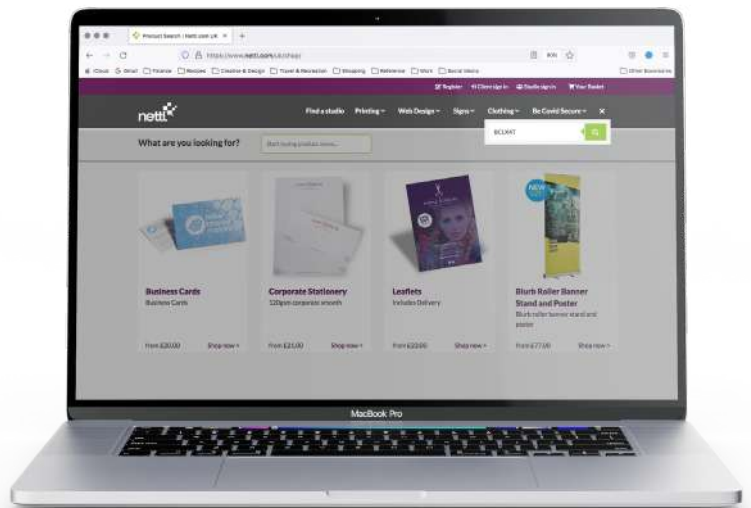
Fingertips, packed with sensors, busy transmitting the *feels*.
We're *hardwired* to react with emotion. Print evokes, print appeals.

It's our pleasure to present this playbook. Ideas in each category.
Three top picks, curated carefully: Favorite, fab, and fancy.

With *powerful print* under your spell, waiting for the right hands.
An essential part of your mix, trust us, *more clients* you shall land.

We're here to *grow your business*. Let's part on a marketing hint.
Of course, digital marketing works. *But nothing sells like print*.





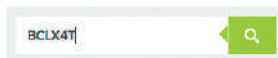
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INSTANT ONLINE PRICES

Sometimes too much choice is daunting. That's why we've featured just a trio of options on each page. But, the truth is, we have *thousands* of options to choose from. So if you don't see what you're looking for – just ask!

To get a price, click on **Search Prices** at **www.nettl.com** then enter the product codes from this guide into the search bar, or simply browse all.



BUSINESS CARDS

Business cards are bouncing back with abundance. The flexibility of this pocket-sized sales tool is undeniable. Add maps, offers, QR codes, or meeting links to help extend engagement.

Want to make a good first impression? Use lavish stocks and finishes to really stand out.



favorite



MATTE BUSINESS CARDS

Our number one best seller. 14pt matte has a sophisticated finish.

BC4MB4T

STARMARQUE BUSINESS CARDS

Spot gloss highlights on top of ultra soft laminate which shimmer in the light and look absolutely delicious.

BCQRG01T

OPULEAF LUXE FOIL BUSINESS CARDS

For the ultimate in business card chic, choose copper, gold or silver foil highlights to add dazzling shine.

BCL?

STATIONERY

Many people 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.

It won't go unnoticed. 70%* of consumers say receiving mail makes them feel more valued.

**Source: Royal Mail Marketreach, 2017*



With compliments

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favorite



PREMIUM LETTERHEADS

70lb premium uncoated text paper is our number one seller.

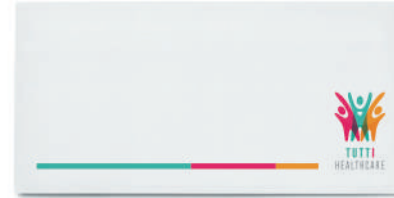
Letterheads ST7L0T



LINEN LETTERHEADS

A splendid 70lb linen stock with a subtle cross hatch texture.

Letterheads ST7LL0D



NEED ENVELOPES?

Order matching envelopes to ensure your letters travel in style.

Premium Envelopes EN7PB0T

Linen Envelopes EN7LB0T

THINGS TO POST

Delivering your message through a mailbox really gets you noticed. People can't resist the allure. During 2020, a record 96% of all mail was engaged with.*

We can help you create a compelling message to post on a card. Or rustle up a dapper piece of direct mail to help you generate a quick response.

**Source: JICMAIL, Q2 2018 – Q2 2020*



favorite



POSTCARDS

Kiss me quick, read me slowly.
Save on envelopes and post a
glossy postcard.

PCOGUS0T

ONE-PIECE MAILERS

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

MLGSMR2T

GREETING CARDS

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

GCSRG01T

LIGHTWEIGHT FLYERS

Pamphlets, leaflets, flyers. A rose by any other name would sell as sweet.

This proven marketing impresario never gets old. In fact, it remains one of the most trusted forms of marketing today.

Simple yet powerful, this versatile attention-getter comes in a range of sizes and paper types to suit any budget.



favorite



PREMIUM GLOSS FLYERS

Our popular 100lb gloss book flyer is glossy and luxurious.

FBPOS4T



PREMIUM UNCOATED FLYERS

70lb premium stock with an uncoated natural finish.

FLOUS4T



PREMIUM SILK FLYERS

100lb silk art paper with a matte aqueous finish that feels super.

FLSHA02T

FOLDERS

First impressions count, right? Do you frequently send quotations, estimates, tenders or proposals? Gain gravitas. Be more persuasive. Seriously improve how professionally your business is perceived with Interlocking Presentation Folders.



favorite



FAST&FEW FOLDERS

Take these 110lb cover coated silk folders and add a matt or gloss lamination to make them more durable. Holds 8.5 x 11".

FPFM20L



SILK FOLDERS

140lb silk cover folders with an ultra soft finish on both sides. Option to add uv or spot uv on one, or both sides. To hold 8.5 x 5.5" or 8.5 x 11".

FILMID1D



SPOT UV FAT FOLDERS

Larger capacity, great for delegate wallets. The spot uv finish makes these folders look simply fabulous.

FFQSDD1D

FOR MAKING NOTES

Did you know, writing things down makes you statistically more likely to remember them? Now, where did we leave that pen...

A little jotting can be both good for the mind and beneficial for the budget. We have a range of flexible options to suit the notetaking task.



favorite



APPOINTMENT CARDS

Sick of clients missing their appointments? Pop the time of their next visit on the easy-write back of glossy appointment cards.

APFRG02M



NOTEPADS

Printed in full colour on 70lb linen and glued in 50's with a board back. 8.5 x 3.5".

NPSLCA0T



DUPLICATE FORMS

NCR Forms are a simple and efficient way to provide copies of a single document with handwritten or typed information.

NCRHIT

THICKER FLYERS

A flyer in the hand is worth two in the bush. Marketing is all about getting the right message, in front of the right people, at the right time. So increase your chances of success by adding flyers into the mix. This flexible marketing favorite has a knack for getting into all the right places.



favorite



SILK FLYERS

Add a little more weight to your message with a 14pt silk artboard.

SCNHA01M



GLOSS UV FLYERS

Look picture perfect with shiny 16pt gloss uv flyers with a high gloss front.

SCFPK01T



SPOT UV FLYERS

Deliciously decadent and impressive. These flyers are ultra-soft and finished on the front with spot uv gloss highlights.

SCQPK01T

BROCHURES

Brochures are like the TARDIS of marketing. Bigger on the inside than on the outside, let your story unfold. Breaking information down onto panels makes it easier to digest.

Choose from a wide range of paper types to begin. Then roll-fold, z-fold, half-fold, cross-fold, or smash out a combo. It's no origami, but we've got folding options for most sizes.



favorite



PREMIUM GLOSS BROCHURES

Thicker than your average leaflet, colors look impressive on this high quality 100lb text with gloss aqueous.

BRGLH00T



PREMIUM UNCOATED BROCHURES

These 100lb text uncoated leaflets have a thick, velvety feel for an elegant and tasteful finish.

FFFLTUL



PREMIUM SILK BROCHURES

Thick, smooth and tasteful. 100lb text with matte aqueous looks sophisticated.

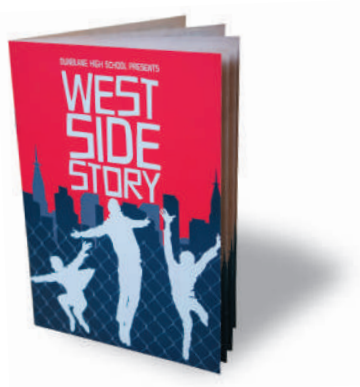
BRSLH00T

BOOKLETS

Our stapled booklets start from 8 pages and go up to 52 pages. Add a thicker cover with a stylish finish for that extra persuasive touch.



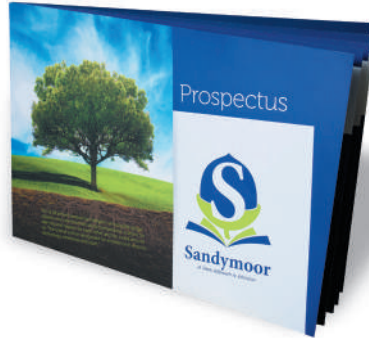
favorite



GLOSS BOOKLETS

Booklets are an excellent way to clearly display product information. Try these full color booklets printed on smooth 80lb gloss book.

BK8UB45



GLOSS + AQ BOOKLETS

100lb gloss cover pages with aqueous throughout to protect and enhance the pages.

BK0GQB4D



GLOSS + UV BOOKLETS

Give your booklets even more impact with 100lb gloss book pages and a UV coating on the front cover.

CT01A4T

STICKERS

Are you “Sticker happy”? Well, you should be! Otherwise, you’re not getting maximum exposure to your brand.

Get stickering at every opportunity you can - on the side of every box that leaves your warehouse, on the front of every envelope that leaves your office and on the forehead of every customer that leaves your store. (We’ve taken that too far, haven’t we?)

THE
DRAWING
ROOM

FOR HIRE

favorite



STICKERS

Create marvellously memorable marketing campaigns with durable full color stickers. Split liner back.

SK7U00T

GLOSS STICKERS

Great to use as product labels, box and envelope seals, and guerrilla marketing campaigns. UV front.

SK7L20D

ROLL LABELS

These semi-gloss full color labels have a permanent adhesive. They're great to use as packaging labels, box seals, and bottle branding.

RLGUA0T

MENUS

Your menu should look as impressive as the food and drinks you serve. Whether it's breakfast, lunch or dinner, with professionally printed menus you're definitely on to a winner.

Fabulous for cocktail menus, wonderful for wine lists and delightful for dessert cards.

favorite



GLOSS MENUS

100lb gloss cover menu with aqueous coating to keep your menus looking their best.

FB0G1M4D



TENT CARDS

Compact little table talkers. These are ideal for stand-up three sided menus, or for adding QR codes, table numbers, and order instructions.

TCGSMC1L



UNCOATED MENUS

The perfect marketing option for restaurants, trade shows and events. These 14pt uncoated menus have a natural finish.

MNNUA4T

BANNERS

Throughout history, banners have been used as a focal point. A way to communicate your position. To bring people together, to motivate and boost morale, loyalty and team spirit. So it's little wonder they garner as much attention today.

Let a banner become your beacon. Raise it up and command instant attention. We have a wide range of banners to suit any situation, indoors or outdoors. For table-tops, low ceilings, or for when the sky's the limit!



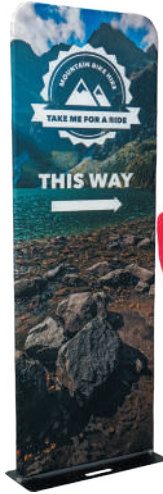
favorite



AXE BANNER STAND

6.5ft tall banner to direct footfall or highlight specific areas, like collection points or waiting areas.

FDSTK0FC



TOTEM FABRIC STAND

Perfect for navigation, our slimline Totem stand has a small footprint. Get it printed both sides or just one. Collapses down into a small bag.

FDSKE0FC



KING PYTHON FABRIC STAND

At 11.5ft tall, this enormous fabric display will tower above others, giving your expo stand extra height. Base weighted for stability.

FDS0UBFC



Get prices, book a call or order at
www.nettl.com

Use the codes in this booklet (eg. BC4MB4T) to search for prices online. See full range and product specifications online. R1.0