



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.

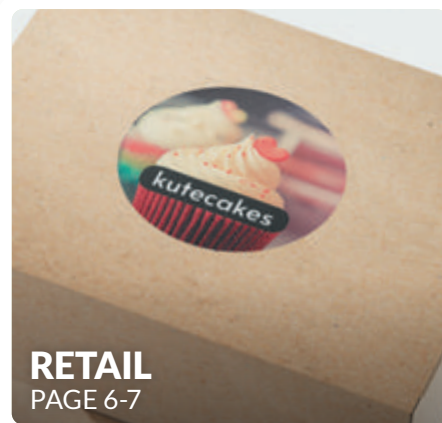
Over the next baker's dozen of pages we've hand-picked a selection of sector-specific ideas. It's a recipe you can use to instantly elevate your brand image, and ultimately make your life sweeter.



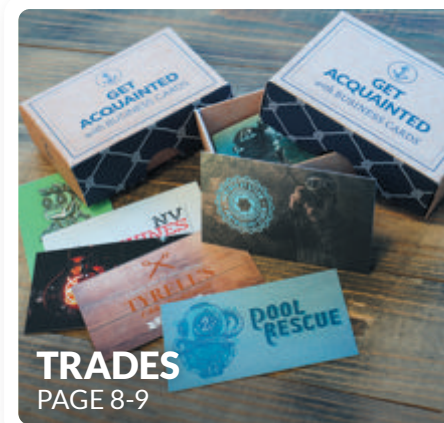
\*This one's not actually baked by Melissa. Still looks yummy though.



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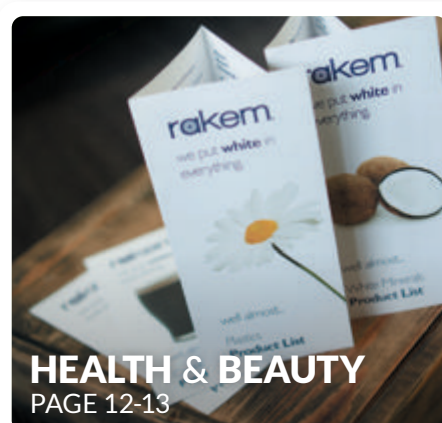
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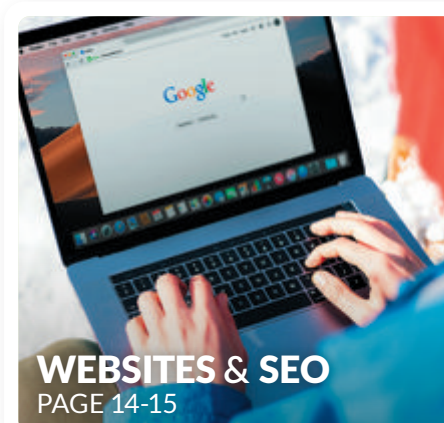
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# HOSPITALITY

*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 APPOINTMENT CARDS** APFRG02M

Perfect to use as loyalty cards or to get reviews

**C DECKCHAIRS**

Get your brand basking in the afternoon sun

[Q DECKCHAIRS](#)

**D MENUS**

Menus that look as impressive as the food and drinks you serve

[Q MENUS](#)

**E 2X2M GAZEBO** NEW FDSMS2FC

Entry-level Gazebo. Sunshine not included

**F TABLE TENT CARDS**

Freestanding beautiful cards – ideal for menus and special offers

[Q TENT](#)



A



B



C



D



E



F



# 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 **FLAGS**

Stand out from the crowd with fantastic custom flags

[Q FLAGS](#)

## B **POSTERS**

Shout about your sales, events and offers

[Q POSTERS](#)

## C **VOUCHERS** FFULG00?

Our uncoated flyers are perfect to use as gift vouchers

## D **STICKERS**

A quick and easy way to brand packaging

[Q STICKERS](#)

## E **SELL SHEETS**

A great way to create a professional, lasting impression. Use as fantastic inserts and fabulous handouts

[Q SELL SHEETS](#)





# 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 will not only help you look more professional but also increase your visibility and attract more customers.

## A **BACKPACK FLAGS**

Stand out in the street with these fantastic backpack flags. Lightweight and easy to assemble – brilliant for taking your message on the move

[Q FLAGS](#)

## B **POP OUT BANNERS**

Lightweight pop out banners that assemble themselves in seconds

[Q POP OUT](#)

## C **NCR PADS**

Leave customers with a lasting impression

[Q NCR](#)

## D **BUSINESS CARDS**

Your business card is your silent salesperson – it carries on your job long after you've gone home

[Q BUSINESS CARDS](#)

## E **BARRIER COVERS** FDBACBS

Hide ugly barriers with printed covers and advertise your company at the same time



A



B



C



D



E

# 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 TOTEM BANNER STAND**

Assembled in minutes – ideal for permanent indoor office or studio props.

[TOTEM](#)

**C FOLDERS**

For well dressed documents

[FOLDERS](#)

**D ENVELOPES**

[ENVELOPES](#)

**E STATIONERY**

[STATIONERY](#)

**F FOIL BUSINESS CARDS**

Matt laminated thick board, topped off with metallic gold, silver or copper foil highlights

[FOIL](#)

**G FABRIC BOOTHS**

Revamp breakout spaces or meeting areas

[BOOTHS](#)

**H SEATING CUBE** FDSBOSFC





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

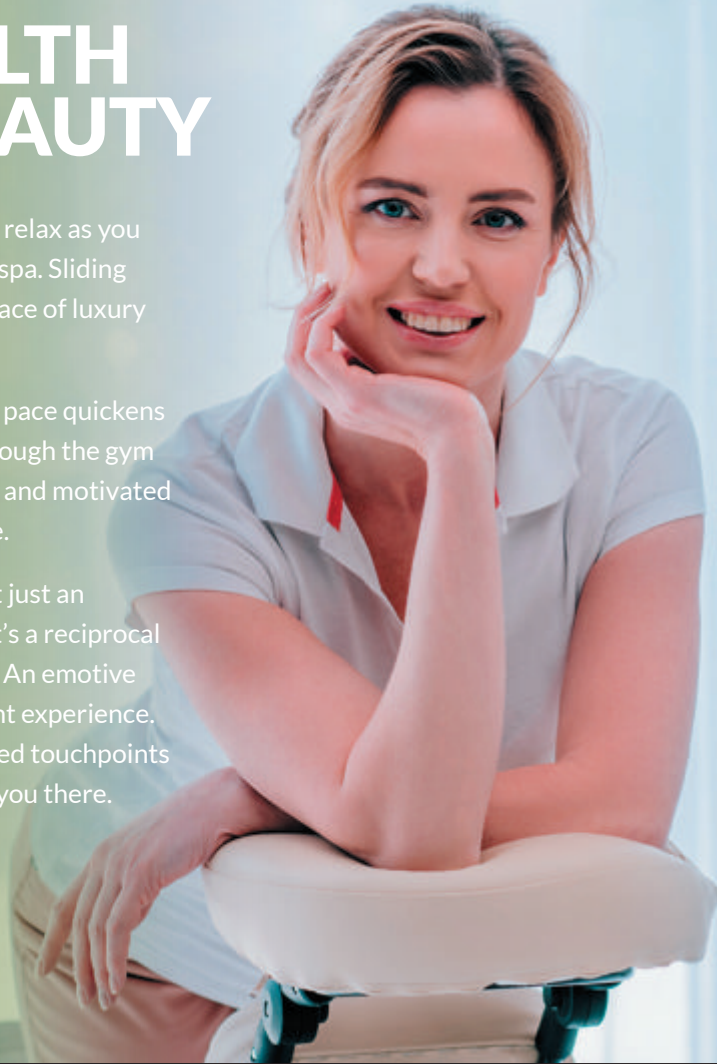


# HEALTH & BEAUTY

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 KANGAROO

Fabric literature stand with two metal baskets to hold booklets and brochures

[KANGAROO](#)

## B GLOSS FOLDED LEAFLETS MBG3MS4L

Our most popular folded leaflets work wonderfully as price lists

## C GREETING CARDS

Why not surprise your loyal customers with a greeting card containing a special offer or discount

[GREETING](#)

## D POSTERS

[POSTERS](#)

## E APPOINTMENT CARDS APFRG02M

A useful reminder for your customers of their future appointments



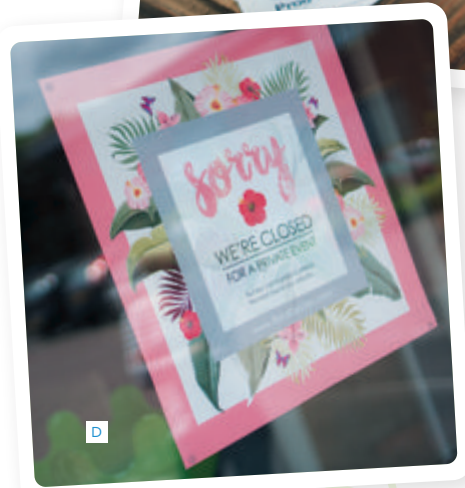
A



B



C



D



E

# (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/us/web](http://nettl.com/us/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 options*

### Website Design

FREE instant web quote

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

## SEO



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

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

### SEO Packages

from \$375 a month

[nettl.com/us/seo](https://nettl.com/us/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 \$50 \$65 a month

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



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