



**MARKETING**  
PRINT  
IDEAS  
**LOOK BOOK**  
S U M M E R 2 0 1 6



# Summer

with 



Hey there, summer is nearly upon us.

Welcome to the first ever [printing.com](http://printing.com) look book.

Over the next few pages, we'd like to share some of the design trends we're seeing and some hot new ways our clients are promoting themselves.

We've been working with businesses like yours for over 15 years. In that time we've seen lots of things change, but lots of things have remained the same.

Our network of local [printing.com](http://printing.com) studios are stubbornly embedded into your community. We live where you live and we know the local area. We know what's happening, what works and, more importantly, what doesn't.

Every [printing.com](http://printing.com) studio is connected to our central production hub, based in the UK. We use advanced automated manufacturing to bring you unrivalled value and a reliable service you can count on.

Please let me know if there's something you think we could do better – email [ceo@printing.com](mailto:ceo@printing.com) and I'll try to make it happen.

Anyway, enough chit chat. Time for some cool stuff...

*Peter*

**Peter Gunning**

CEO, [printing.com](http://printing.com)



# DISPLAY & EXHIBIT



06-09

# BUSINESS CARDS



14-19



colours of summer

20-21

# LEAFLETS & FLYERS



22-31

# Spot the opportunity with SPOT GLOSS



10-15

# FABRIC FURNITURE



32-33



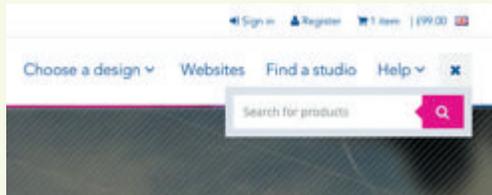


NEW

# We've made printing.com even better

We're pleased to offer the largest range of print in the land, but we know sometimes it's tricky to find the best option. That's why we've now made it easier for you to choose, by highlighting our best sellers – these are the most popular products our clients are choosing.

If you have a specific finish or paper type in mind, no problem. Hit the "every possible option" button and we'll show you absolutely everything we do.



**QUICKLY FIND PRICES** – hit the magnifying glass at the top of the screen, type in any product code printed in this look book and we'll show you all available sizes and quantities.



Tootle along to [www.printing.com](http://www.printing.com) and take a look.

Let us know what you think or if you can't find what you're looking for.



A stunning Curve 30 on display at a gallery event

# “Why is everyone choosing fabric displays?”

Been to an exhibition lately? Noticed how more and more exhibitors are switching from roller banners and magnetic display kits to next generation fabric displays?

Wondered why? They're lighter, they're great value and they're just better.

New direct-to-fabric printing technology has made these within the reach of every business. You don't have to worry about trying to line up multiple panels – the graphics are continuous and can be



absolutely massive. In fact, the bigger they get, the better value they become.

Your local printing.com or Nettle studio is connected to our sophisticated ink on fabric manufacturing hub. We print and stitch all our displays in our UK factory.

## How they work



Inside each stand is an aluminium frame. It clips together in a few minutes.



Then a fabric 'duvet' graphic is stretched over the frame and zipped up.

# THE FABRIC LINE UP

## DISPLAY STANDS



A



B



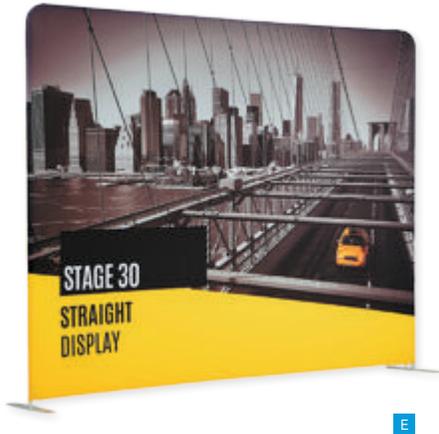
C



D

- A PYTHON** The number one seller – great for networking **£299 for stand + fabric** Product code FDSLDFNC
- B AXE** These make neat signage or navigation **£289 for stand + fabric** Product code FDSTK0FC
- C CURVE 24** 2.4m wide by 2.4m high curved display **£529 for stand + fabric** Product code FDSBLNFC
- D CURVE 30** Bigger curved brother – best selling backdrop **£579 for stand + fabric** Product code FDSROMFC

## STRAIGHT BACKDROPS



**E STAGE 30** Perfect when you're tight on space **£619 for stand + fabric** Product code FDSNYCFC

**F STAGE 46** An insanely enormous display, nearly 5m long **£869 for stand + fabric** Product code FDSSANFC

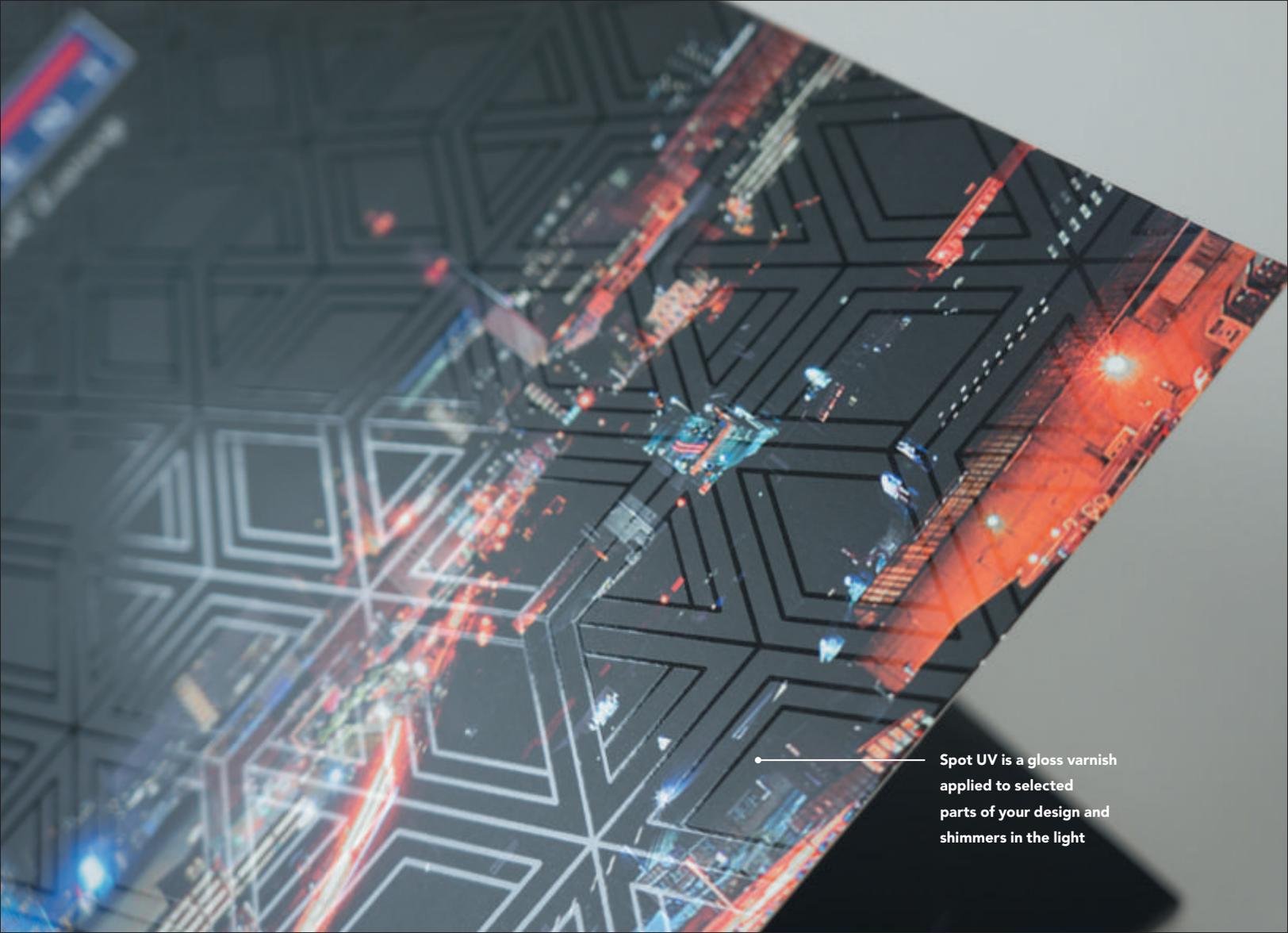
**G KANGAROO** Each basket holds up to 5cm of A4 landscape brochures **£189 for stand + fabric** Product code FDSPARFC

**H PEACOCK** Add a tablet and attach it to a larger monitor above **£329 for stand + fabric** Product code FDSOSLFC

## LITERATURE HOLDERS



 **WHERE TO BUY?** Ask your local studio for a demo. Larger studios carry the full range of demo equipment.



Spot UV is a gloss varnish applied to selected parts of your design and shimmers in the light

# Spot the opportunity with spot UV

It's not just magpies that love shiny things – we're all attracted to them. Diamond necklaces, new cars, crystal glasses. They never fail to get our attention. Increase your chances of getting noticed by adding glossy StarMarque highlights to your marketing material.



## Who's using StarMarque?

Lots of businesses are finding that adding StarMarque to their marketing material is giving it a lot more weight and presence. The gloss highlights provide an additional visual stimulus because of the varied textures on



the single printed surface. This adds depth and impact and sets the perception of high quality in the eyes of your recipient.

If you're selling a premium product or are trying to position your business at the upper end of your market, create a striking first impression with StarMarque Business Cards, Presentation Folders, Thick Booklet Covers and Flyers.



## What works best?

StarMarque looks great added over the top of dark colours – black, dark blue, purple, that kind of thing – that’s where the contrast is greatest. On a light background, the highlights will be less visible and they’ll be practically invisible on white – although that’s sometimes useful if you want to use it as a difficult-to-copy security feature.

Avoid using it over small text or small objects as there is little chance of it exactly lining up and that will be pretty noticeable. Best to think of it entirely as its own design element and use it to enhance a piece, rather than simply putting it over existing elements.

## What does it cost?

StarMarque is a high-end finishing option which is usually out of reach for most small businesses. It’s usually reserved for expensive marketing material and adding it would normally cost a small fortune. Not any more. With printing.com’s revolutionary techniques, you’ll share these high set-up costs with lots of other businesses and pay only a fraction of the normal cost.

Ask your local studio for free samples of StarMarque items, or for ideas on how they could help make your marketing even more effective and eye catching.



## What can I do with spot UV?

The options are endless and each design can be specially tailored to your business.

We recommend treating StarMarque like a separate design element. It can be any pattern or shape you can think of. Stars, diamonds, flock and circles will add interest and texture to your design. Add impact to photos by adding a StarMarque shape over them. You can even cover the whole card with StarMarque and reverse out shapes or text.

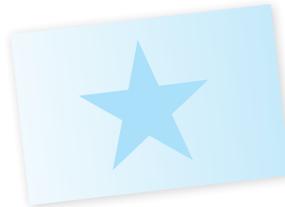
Talk to us. There's probably something we've been wanting to try out.



- 1 Put your logo in gloss on the front and your contact details on the back.



- 2 Add a pattern to make them feel unusual.



- 3 Make them glossy and punch out an area to make it matt.



- 4 Highlight an area in gloss to make it shine.





*Free Magpie  
Seducer*

WITH EVERY ORDER OF

STARMARQUE™



SEE PAGE 15

# SAVE ON STARMARQUE

**UP TO 60% OFF**

**We're all attracted to shiny things.  
Can't fight it. Sorry about that.**

There's a reason our StarMarque range is popular. It demands attention.

You have precious few seconds to get attention and shiny spot gloss highlights are a secret seducer. Add them to menus, invitations, flyers and business cards.

Now they cost less than you think – we've permanently slashed up to **60% off** our StarMarque range – prices start from just £47.70. Even upgrade and add creases, easy-tear perforations or a cut-out shape.

And new for 2016, order as few as 50 copies – perfect for exclusive invitations or special seasonal promos.

Get in touch to share ideas about seducing the inner magpie in your customers.

	Business Card		A6		A5	
	BEST PRICE in <b>10</b> DAYS	FASTEST get in <b>3</b> DAYS	BEST PRICE in <b>10</b> DAYS	FASTEST get in <b>3</b> DAYS	BEST PRICE in <b>10</b> DAYS	FASTEST get in <b>3</b> DAYS
50	<b>£47.70</b>	£63.60	<b>£94.50</b>	£126.00	<b>£172.80</b>	£230.40
	NEW	NEW	NEW	NEW	NEW	NEW
500	<b>£49.50</b>	£66.00	<b>£98.10</b>	£130.80	<b>£183.60</b>	£244.80
	£120.60	£160.80	£172.80	£230.40	£215.10	£286.80
5,000	<b>£198.00</b>	£264.00	<b>£396.00</b>	£528.00	<b>£636.30</b>	£848.40
	£282.60	£376.80	£451.80	£602.40	£812.70	£1083.60
	85x55mm   400gsm artboard full colour both sides matt laminated both sides spot UV highlights on front product code: BCSM4?		105x148mm   400gsm artboard full colour both sides matt laminated both sides spot UV highlights on front product code: SHQA64?		148x210mm   400gsm artboard full colour both sides matt laminated both sides spot UV highlights on front product code: SHQA54?	

Magpies have individual personalities and we cannot guarantee they will not resist your seduction.

 **BCSM4?** Go to [www.printing.com](http://www.printing.com) for prices and to order.  
Type in any of the product codes in the top search box.



Edit templates on iPad  
or desktop computer,  
wherever you are

# Time to save time

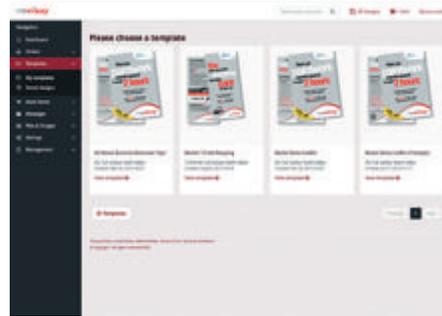
Be like the big brands. Put your frequently ordered marketing collateral (like leaflets, stationery and booklets) into a simple print ordering system.

Your team can easily edit details, without learning design skills – and order instantly. You get approval control and brand integrity built-in. No more waiting for proofs.

Want it? Edit it. Get it printed and delivered as soon as tomorrow.

BrandDemand technology is available from selected printing.com & Netfl locations. Setup fees apply depending on anticipated volume.

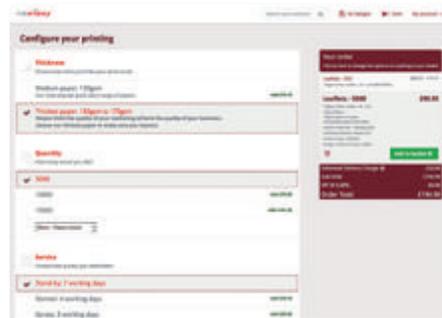
## HOW IT WORKS



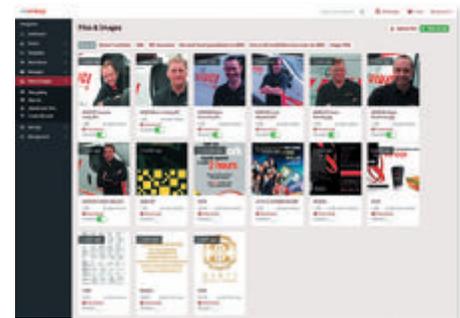
We'll set up templates for your marketing, like business cards and flyers.



Choose a template in your private password-protected catalogue and edit in your browser.



Limit the papers/boards to suit your brand or opt for all our best deals.



Share your hi-res brand images and logos in your digital asset store.

A Opuleaf with gold foil  
on the front – for a  
decadent finish



# CARDS THAT MEAN BUSINESS

We've permanently reduced the price of our most popular business cards. And now they're double sided as standard.



## 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 Gold foil with Opuleaf** Matt laminated board or smooth uncoated topped with Gold or Silver foil highlights **250 from £152.10** PRODUCT CODE BCOG4T

**B Super thick 600gsm with XO** The mummy AND daddy of business cards. 600gsm XO cards in an uncoated finish **50 from £107.10** PRODUCT CODE BCX04L

**C Indent to impress with Embossini** Emboss a subtle logo or pattern into these 300gsm uncoated cards **250 from £152.10** PRODUCT CODE BCEM4T

# colours of summer

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

Summer 2016 evokes that much loved, and elusive, 'endless summer day' feeling. An expanse of cheery **sky blue** stretches overhead, so pack a picnic and romp around the countryside in your vintage **turquoise** motor.

Soft **powder blue** tiles in the swimming pool create a lazy afternoon bubble of calm. You're probably going to swap those **denim blue** shorts for swimwear and take a dip.

The sharp **lime green** looks refreshing in your leg-wobbling mojito before the day finally descends into a seductive **midnight blue** and bids you a warm goodnight.



midnight blue  
100c 40m 65k

denim blue  
100c 65m

sky blue  
85c 20m

powder blue  
45c 12y

turquoise  
60c 35y

lime green  
30c 100y



*Premium*  
GLOSS  
LEAFLETS  
REDUCED  
FOREVER

UP TO **65% OFF**



# Premium GLOSS LEAFLETS

**UP TO 65% OFF**

*All double-sided  
- use both sides!*

Thick 150gsm gloss art with extra shiny gloss coating.

	1/3rd A4	
	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>
50	<b>£27.00</b> £50.40	£36.00 £67.20
500	<b>£36.00</b> £106.20	£48.00 £141.60
5,000	<b>£75.60</b> £153.00	£100.80 £204.00

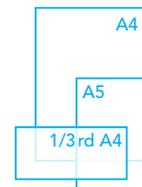
99x210mm | 150gsm gloss art paper  
full colour both sides  
product code: LEG3A4?

	A5	
	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>
	<b>£28.80</b> £54.00	£38.40 £72.00
	<b>£41.40</b> £117.00	£55.20 £156.00
	<b>£88.20</b> £180.00	£117.60 £240.00

148x210mm | 150gsm gloss art paper  
full colour both sides  
product code: LEGA54?/MBGA54?

	A4	
	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>
	<b>£39.60</b> £61.20	£52.80 £81.60
	<b>£67.50</b> £152.10	£90.00 £202.80
	<b>£169.20</b> £266.40	£225.60 £355.20

210x297mm | 150gsm gloss art paper  
full colour both sides  
product code: LEGA44?/MBGA44?



*Thicker ↑  
than most!*

**HAVE  
THEM  
FOLDED**

50 ADD £25  
500 ADD £27  
5,000 ADD £50  
and 2 working days



**HALF**  
A5 & A4



**ROLL**  
A4 only



**CROSS**  
A4 only



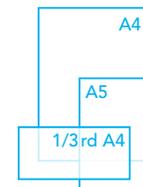
**Z**  
A4 only

# Premium SILK LEAFLETS

UP TO 66% OFF

Our thickest leaflet stock – an elegant 170gsm art paper coated with super silk for a lustrous finish.

	1/3rd A4		A5		A4	
	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>
50	<b>£32.40</b>	£43.20	<b>£34.20</b>	£45.60	<b>£46.80</b>	£62.40
	NEW	NEW	NEW	NEW	NEW	NEW
500	<b>£43.20</b>	£57.60	<b>£48.60</b>	£64.80	<b>£75.60</b>	£100.80
	<del>£129.60</del>	<del>£172.80</del>	<del>£143.10</del>	<del>£190.80</del>	<del>£185.40</del>	<del>£247.20</del>
5,000	<b>£90.00</b>	£120.00	<b>£102.60</b>	£136.80	<b>£189.00</b>	£252.00
	<del>£187.20</del>	<del>£249.60</del>	<del>£219.60</del>	<del>£292.80</del>	<del>£324.90</del>	<del>£433.20</del>
	99x210mm   170gsm silk art paper full colour both sides product code: LES3A4?		148x210mm   170gsm silk art paper full colour both sides product code: LESA54?/MBSA54?		210x297mm   170gsm silk art paper full colour both sides product code: LESA44?/MBSA44?	



HAVE  
THEM  
FOLDED

50 ADD £25  
500 ADD £27  
5,000 ADD £50  
and 2 working days



**HALF**  
A5 & A4



**ROLL**  
A4 only



**CROSS**  
A4 only



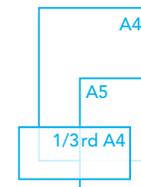
**Z**  
A4 only

# Premium RECYCLED LEAFLETS

UP TO **58% OFF**

A modern thick 160gsm uncoated finish – 100% recycled cartridge paper.

	1/3rd A4		A5		A4	
	BEST PRICE in <b>10</b> DAYS	FASTEST get in <b>3</b> DAYS	BEST PRICE in <b>10</b> DAYS	FASTEST get in <b>3</b> DAYS	BEST PRICE in <b>10</b> DAYS	FASTEST get in <b>3</b> DAYS
50	<b>£43.20</b>	£57.60	<b>£45.00</b>	£60.00	<b>£59.40</b>	£79.20
	NEW	NEW	NEW	NEW	NEW	NEW
500	<b>£54.00</b>	£72.00	<b>£61.20</b>	£81.60	<b>£95.40</b>	£127.20
	<del>£153.90</del>	<del>£205.20</del>	<del>£170.10</del>	<del>£226.50</del>	<del>£220.50</del>	<del>£294.00</del>
5,000	<b>£120.60</b>	£160.80	<b>£136.80</b>	£182.40	<b>£239.40</b>	£319.20
	<del>£222.30</del>	<del>£296.40</del>	<del>£261.00</del>	<del>£348.00</del>	<del>£386.10</del>	<del>£514.80</del>
	99x210mm   160gsm recycled uncoated paper full colour both sides product code: LER3A4?		148x210mm   160gsm recycled uncoated paper full colour both sides product code: LERA54?/MBRA54?		210x297mm   160gsm recycled uncoated paper full colour both sides product code: LERA44?/MBRA44?	



 More sizes, styles and quantities  
at [www.printing.com](http://www.printing.com)

HAVE  
THEM  
FOLDED

50 ADD £25  
500 ADD £27  
5,000 ADD £50  
and 2 working days



**HALF**  
A5 & A4



**ROLL**  
A4 only



**CROSS**  
A4 only



**Z**  
A4 only

**EVENT TIMETABLE  
FRESHERS 2011**

CAMPUS WEST    CAMPUS EAST    VILLAGE    WOODSIDE

Sun 25th Sep	Fresh 'n' Free - Look out for the SRC 'Facebox' booth
Tue 27th Sep	Cardiff Trip - Discover the delights of the Capital
Wed 28th Sep	Surf Lessons - Over 50% Discount!
Thur 29th Sep	Free Coach Trip - Trip to seaside village of Mumbles
Fri 30th Sep	Gower Day Trip - Including a delicious lunch

For more details and prices, speak to an SRC member or contact Lois on:  
 Email: [Lsouth@swansea.ac.uk](mailto:Lsouth@swansea.ac.uk)  
 Tel: 82914 (from your room)  
 Call to: Penmaen on Campus.

**SRC**  
Student Residents' Committee

**NOMINATE YOURSELF!**

EST    CAMPUS EAST    VILLAGE    WOODSIDE

Each SRC is made up of four elected student officers who live in University accommodation and serve a years term. Nominations are now open for the 2011/12 SRC! As a resident of University accommodation you can nominate yourself for a position in:

to nominate yourself for President, Vice-President, Publicity Officer or Community Officer, email: [Lsouth@swansea.ac.uk](mailto:Lsouth@swansea.ac.uk)

Tell us in no more than 100 words what position you'd like to run for, why you'd like to get involved and what you would like to see happen as an SRC member.

**SRC**  
Student Residents' Committee

**HAVE YOUR SAY...  
YOUR WAY**

**NOMINATIONS CLOSE ON  
FRIDAY 14TH OCTOBER**

# Get cute with cut-outs

Were you one of those kids that loved origami? Well it's time to dust off your origami black belt and get cutting and engage in some creative paper engineering.

Bespoke cut-out shapes are normally an expensive addition to your marketing campaign. Not any more. With our revolutionary techniques, you'll pay a fraction of the usual costs and make your marketing stand out from the clutter.

## Clutter is evil

You've only got a few seconds to grab attention. There's no substitute for a relevant, well-written headline, but you can increase your odds by making your mailer an interesting shape. People notice difference. Selling sports goods? Make your mailer the shape of a football. Coffee Shop? How about a flyer in the shape of a coffee cup?

## Make it clear and say it loud

The most important thing to decide is what's your message? What are you trying to tell your recipient? Why are you contacting them? Say it out loud. Right now. (If you're reading this on the bus, sorry if people are looking at you funny). OK.

Assuming you've managed to say something, did you waffle? Let's try again. This time, try to compress your "pitch" into five seconds. If you can't verbalise it in five seconds, you'll struggle to keep your reader's attention.

Keep working on this until you're happy with the reason for creating the marketing item. If you're completely stuck, give your local studio a call – they can really help with this part.





## Make it!

The possibilities are limitless.  
What could you make?

Door hangers	Brochures
Packaging	Love hearts
Point-of-sale	Menus
Folio wallets	Price lists
Receipt holders	Voucher sheets
Shaped mailers	Tent cards

## Make it visual – make it sell

You've got the message. It's short. It's punchy. It leaves no-one in any doubt as to what you're trying to tell them. Great. Now think creatively.

How can you add impact to this message with a shape? Are you trying to make people wealthier? Make your mailer the shape of an upwards arrow. Estate Agent? How about a house-shaped flyer? Dentist? Wow. When did you last see a tooth-shaped flyer?



## It's a material world

What finish will your item have? Does it need to be written on? Should it feel heavy? Shiny or matt? There are lots of materials to choose from 100gsm to 400gsm.

## It's simple!

Every shape is made just for you. As you can imagine, complex shapes can be very costly – that's why we keep it simple! If your item is smaller than A4, your cut-out shape can have up to 12 anchor points (anywhere the shape changes direction). A4 or larger and you can allow up to 17 points. Talk to your designer for more details.

## Think outside the rectangle

How big will your item be? You could go as small as a business card or as big as a poster. Decide what you want your finished size to be, then look at [www.printing.com](http://www.printing.com) (search for product codes listed on page 31). You'll find lots of different sizes – simply choose the material you'd like, then check out the fixed prices. Find the size of rectangle that fits your design (maybe A5 or A3) and Bob's your auntie.

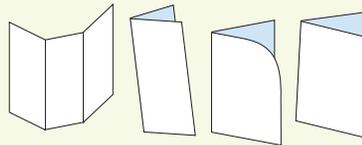


## Cut it out (or not)

Our giant "cookie-cutter" die-cutting machine not only makes beautiful shapes, it can also create other useful things:

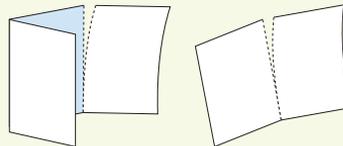
### Creases

- ▼ Add these to make your item easy to fold. Turn a flat sheet into a menu or an elegant brochure.



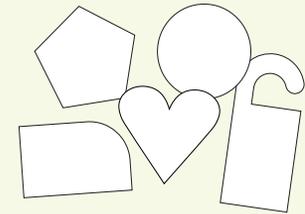
### Perforations

- ▼ Add tear-off perforations to create reply cards and vouchers.



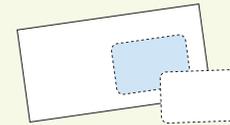
### Shapes

- ▼ Cut-out any simple shape you like – use your imagination.

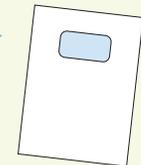


### Pop-outs

- ▼ Add pop-outs to create a removable shape – maybe a discount card?



A pushed out window makes a perfect report cover.





What's the point of marketing that gets ignored? Your prospects need to bite. They need to be entertained and kept interested.

Our **Promo Flyers** are now up to **65% off**. Why not shape them to add intrigue? Cut-out any simple shape you can think of – not just standard templates. Or add a pop-out credit card, easy-fold crease or tear-off perforation.

# FLYERS

UP TO **65% OFF**

## A6

BEST PRICE in **6 DAYS** Get in **48 HOURS**

50	<b>£27.00</b> £62.10	£36.00 £82.80
500	<b>£36.00</b> £74.70	£48.00 £99.60
5,000	<b>£88.20</b> £134.10	£117.60 £178.80

105x148mm  
280gsm gloss artboard  
full colour both sides  
product code: PRCA64?

## 1/3rd A4

BEST PRICE in **6 DAYS** Get in **48 HOURS**

50	<b>£34.20</b> £95.40	£45.60 £127.20
500	<b>£43.20</b> £113.40	£57.60 £151.20
5,000	<b>£135.00</b> £188.10	£180.00 £250.80

99x210mm  
280gsm gloss artboard  
full colour both sides  
product code: PRC3A4?

## A5

BEST PRICE in **6 DAYS** Get in **48 HOURS**

50	<b>£41.40</b> £117.90	£55.20 £157.20
500	<b>£50.40</b> £143.10	£67.20 £190.80
5,000	<b>£174.60</b> £242.10	£232.80 £322.80

148x210mm  
280gsm gloss artboard  
full colour both sides  
product code: PRCA54?

Search for **PRCA64?**

Order online at [www.printing.com](http://www.printing.com) or probe us at your local studio for ideas on giving your next promo a bit more bite.



ADD A  
**CUT-OUT  
SHAPE**  
FROM  
**£36**<sup>†</sup>

<sup>†</sup> Add a shape to quantities of 250 and above, with silk finish. Price and turnaround increases by 2-6 working days, depending on your chosen service level.

*double sided*





# Sit on it or swivel (round it)

Why use the same furniture as everyone else? Your own branded furniture is way cooler. Each of these stools and tables have a frame inside and then a stretch-over fabric cover, printed any way you like. How cool will yours be?

# FAB FABRIC FURNITURE



A



B



C



D



E

- A KOLA LITE** A little stool with removable padded seat which reveals some clever storage space **from £99 each** Product code FDSDU1FC
- B KOLA MAX** High density foam cube stool is great for expos and using around your office or store **from £139 each** Product code FDSB06SC
- C MOJITO** A pop up cocktail table for events – stand and have a natter or use with bar stools **from £329 each** Product code FDSR10FC
- D BOOTH** Giving away samples, asking people to sign up or selling something? A pop-up kiosk is the answer **from £329 each** Product code FDSBARFC
- E ARTHUR** Already have a table? Pimp it with a fabric table cloth and make it look fancy **from £229 each** Product code FDTCAR5

# There's a new big way to display

## Big posters have always been a bit of a problem.

Snap frames are good up to a certain size. PVC banners with eyelets are an option, but need a frame to be tied to. Both are tricky and time-consuming to change.

Now there's a new way to make easy-to-change massive displays. Our Wall and Floor Boxes are made from a super lightweight aluminium. We print special stretchy Fabric Box posters, with silicone edges. This locks into the frame and holds the poster tight. To change a poster, just pull from the corner and pop in the new one.



## HOW THEY WORK



**A** Fix the Wall Box frame to the wall with screws, or assemble your Floor Box



**B** Our Fabric Box Graphics have little silicone edges stitched onto each side



**C** Simply squeeze the poster into the special frame into the channel to grip

**D** The finished result is an imposing display with almost invisible edges

## DISPLAY SYSTEMS

### Wall Boxes

Mount these on walls using screws to make eye-catching frameless displays. Super low profile.

Size	Each	Product Code
0.5 x 0.5m	<b>£113</b>	FDWB0505
0.5 x 1m	<b>£126</b>	FDWB0510
1 x 1m	<b>£140</b>	FDWB1010
1 x 1.5m	<b>£153</b>	FDWB1015
1 x 2m	<b>£166</b>	FDWB1020
1.5 x 1.5m	<b>£166</b>	FDWB1515
2 x 2m	<b>£193</b>	FDWB2020

Prices are for floor box only – please add Box Graphics.  
19mm aluminium frame with channels  
Supplied flat – requires assembly

### Floor Boxes

These freestanding displays have feet and are perfect for signage. They're double sided, so you'll need two Box Graphics.

Size	Each	Product Code
0.5 x 0.5m	<b>£281</b>	FDFB0505
0.5 x 1m	<b>£310</b>	FDFB0510
1 x 1m	<b>£340</b>	FDFB1010
1 x 1.5m	<b>£369</b>	FDFB1015
1 x 2m	<b>£398</b>	FDFB1020
1.5 x 1.5m	<b>£398</b>	FDFB1515
2 x 2m	<b>£457</b>	FDFB2020

Prices are for wall box only – please add Box Graphics.  
44mm aluminium frame with channels  
Supplied flat – requires assembly

### Fabric Box Graphics

You'll need one graphic for Wall Boxes and two for Floor Boxes. Choose the appropriate size.

Size	Each	Product Code
0.5 x 0.5m	<b>£38</b>	FDBGA1
0.5 x 1m	<b>£48</b>	FDBGB1
1 x 1m	<b>£64</b>	FDBGC1
1 x 1.5m	<b>£81</b>	FDBGD1
1 x 2m	<b>£97</b>	FDBG E1
1.5 x 1.5m	<b>£103</b>	FDBGF1
2 x 2m	<b>£154</b>	FDBGG1

260gsm stretch graphic | full colour one side  
finished with hem and silicone edge



# CORPORATE STATIONERY

UP TO **48% OFF**

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

## Letterheads

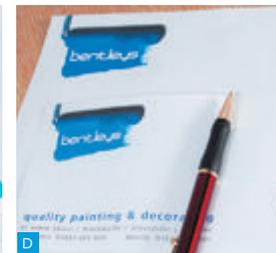
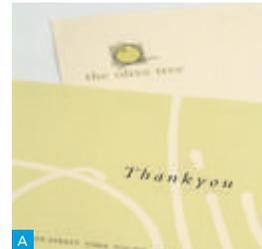
	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>
50	<b>£36.00</b>	£48.00
	NEW	NEW
500	<b>£57.60</b>	£76.80
	£98.10	£130.80
5,000	<b>£159.30</b>	£212.40
	£225.36	£300.48

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

## Compliment Slips

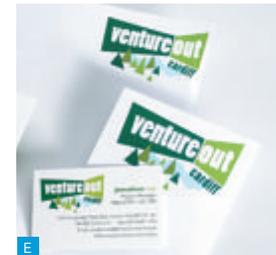
	BEST PRICE in <b>6 DAYS</b>	Get in <b>48 HOURS</b>
	<b>£27.00</b>	£36.00
	NEW	NEW
	<b>£34.20</b>	£45.60
	£66.60	£88.80
	<b>£95.40</b>	£127.20
	£122.40	£163.20

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 £51.00**
- B CONQUEROR** A textured Stonemarque finish in 120gsm **from £54.00**
- C POWER USER** Perfect for volume mail, lowest cost 80gsm **from £43.00**
- D PRAXIS** With a classic 100gsm micro-laid texture **from £49.00**
- E ECHO** 100% recycled and 100gsm thick **from £45.00**



**BizTalk360**



**What's the  
business value of  
using BizTalk360?**

*How can BizTalk360 help to improve the  
operational efficiency in your Microsoft  
BizTalk Environments and increase the  
Return on Investment in the platform?*



# GRAND SUEDE FOLDERS **NEW**

**Our finest folders.** A thick 400gsm silk artboard printed in glorious full colour on every side and flap. We then apply a soft touch matt lamination which feels like suede and looks sharp.

We've discovered a secret recipe which means we can sell our best folders at our lowest ever price.

**Ask your local studio for a free sample.**

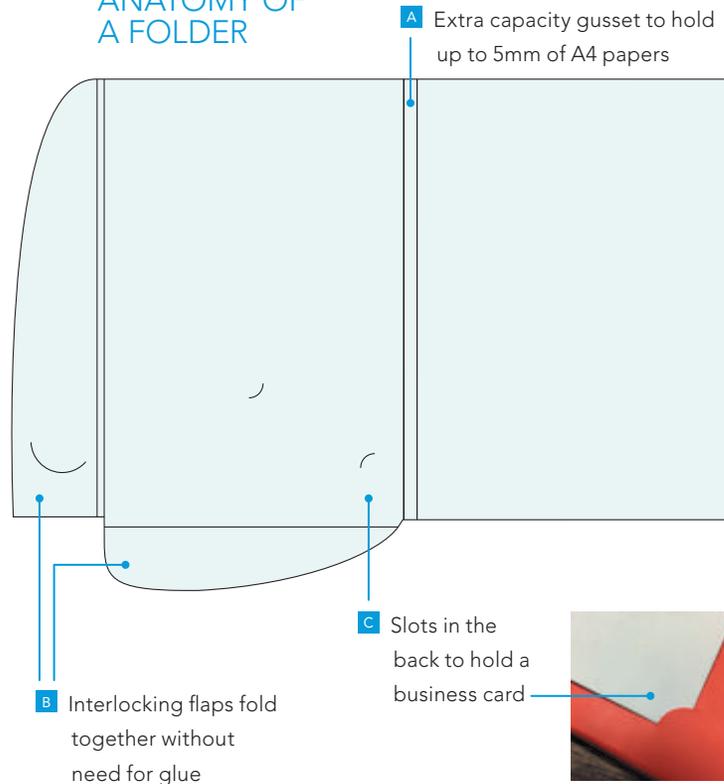
**500 from £349.20**

compare at £606.60†

To hold A4 | 400gsm silk artboard  
full colour both sides | soft touch matt lamination outside  
interlocking flaps | supplied flat  
Price shown is for standby service  
Faster turnarounds available.

†Nearest alternative presentation folders  
full colour both sides, laminated one side

## ANATOMY OF A FOLDER



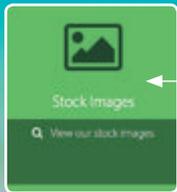


"Toucan play at that photography game"

# 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.



# Flutter flipping flag fantastic

Have you noticed how everyone's using flags these days? Retailers are sticking them outside their shops to attract attention. Exhibitors are using them at expos as signposts and gateways. Schools and colleges are using them on playing fields and at fairs.

Prices have tumbled and the quality has improved. See the range on the next pages.



## 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 the winds are above 15mph or so.

# THE FLAG LINE UP



- A APOSTROPHE** Great for wandering round expos to attract attention **From £109 each** Product code FDBFH0
- B HYPHEN** Slot over your shoulders and tootle down the high street **From £119 each** Product code FDBFA0
- C TEARDROP** Elegant shape – use outdoors with ground spike or rubber ring **From £119 each** Product code FDFQ270
- D QUILL** Classic flag shape – choose your material on the right **From £139 each** Product code FDFQ360
- E EMPIRE** The largest flag – an enormous 3.5m high **From £119 each** Product code FDFE350

# 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.

## USING YOUR FLAG OUTSIDE



If you plan to use your flag outside, wash it at 30° first to prevent the ink from running. Using it on a pavement or solid surface? Opt for a rubber ring water base. Fill it with water and slip it over the feet to add weight.

**£25 each** Product Code Q-UFZMWR



Alternatively, if you're using on grass or soil, a ground spike might be best. This firmly plants your flag in the ground.

**£30 each** Product Code Q-UFZMGS



# £20 OFF ALL FLAGS



Use this voucher at your local Netti or printing.com and take **£20 off** the price of any flags during the summer. To order online use gift voucher code **FLAGS20G** in your basket.

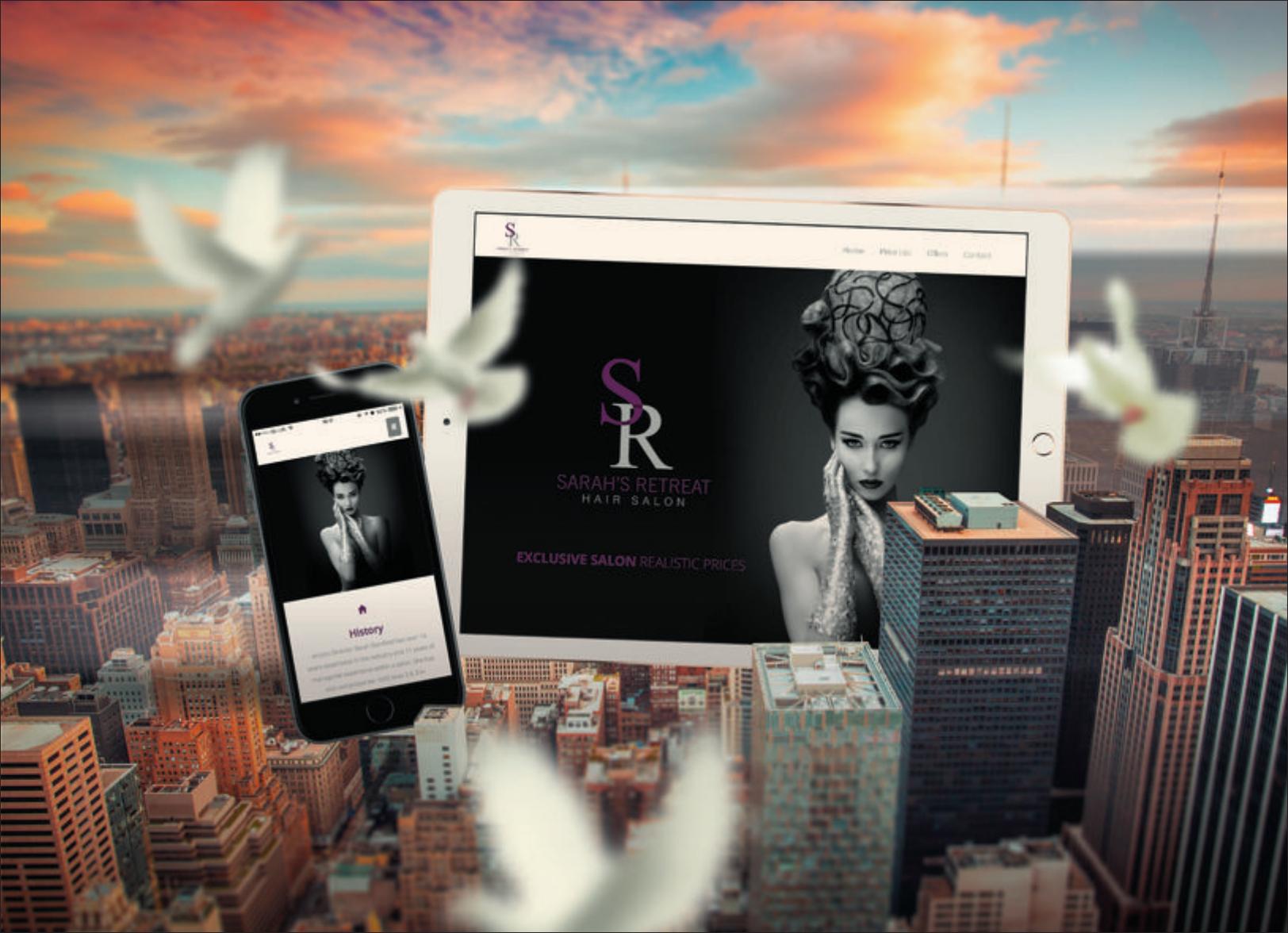
Artwork must be approved by 30/09/16.

One voucher per order.

Valid with purchase of flag stand or backpack and graphic (cannot be used on graphics only).

Not valid in conjunction with any other vouchers or promotions.

Participating outlets only.

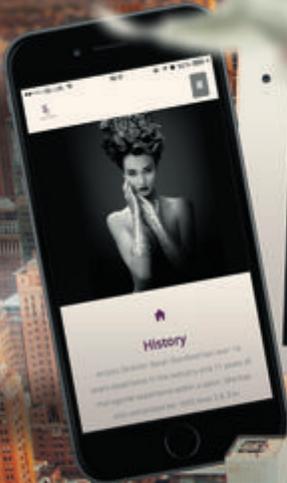


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SR

SARAH'S RETREAT  
HAIR SALON

EXCLUSIVE SALON REALISTIC PRICES



History



# Is it too late to fix your website?

**A few years back, if you didn't have a good looking website, it probably didn't matter.** These days, all that has changed. Your prospects are silently judging you while you're sleeping.

They're searching for businesses like yours and they're making a decision on whether you look like you can help them. And they're using their mobile phone much more. In fact, 94% of local search is now done on a phone.

If your website is difficult to navigate, like if you have to pinch and zoom to read it, then you're putting yourself at a distinct disadvantage. It's not too late. We can quickly upgrade your site to work across any device that's viewing it.

It all starts with a free consultation. Talk to your local studio and we'll get started.

## Punters want more than your telephone number

These days your customers want to **interact with you online**. They don't want to enquire about a booking – they want live availability. They want to make a reservation, book tickets and buy stuff online. Now. Oh, and on their mobile phone.

If you've looked at this in the past and thought it was out of your grasp, think again. Technology has moved on and things have got easier and cheaper to implement. Talk to your local studio about the kind of things we're doing for other customers in your industry.



Just some of the websites created by nettl & printing.com studios



BJK Delivery



Bulk Baits



DW Pumps



Expoganza

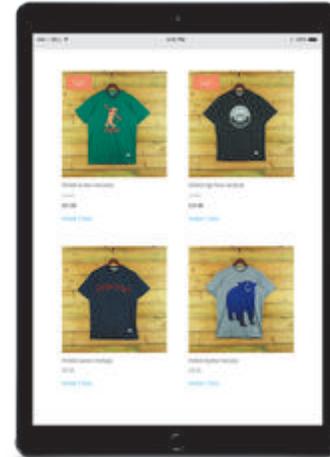
## What will it cost and how long will it take?

**These are the two questions we're asked all the time.**

There are a few things that influence that. The first is how big your site is. It stands to reason that the bigger a site, the more work it needs and the more it costs. A small site starts at a few hundred pounds and larger sites typically run into the mid thousands.

It also depends on what our starting point is. If you're well organised and have written all your text in a Word doc, chosen all your images and saved them as JPEGs, then we can get going more quickly and it will cost you less. If you need help with the copy and finding imagery, that's totally fine. We love doing that. It just will take a little longer and cost you a little more.

Why don't we meet and talk about what you'd like? We can give you a quote and take it from there. Sound good?



Fentley Kitchens



Finches B&B



Get printing.com



Sarah's Retreats



# NEW! Barrier covers

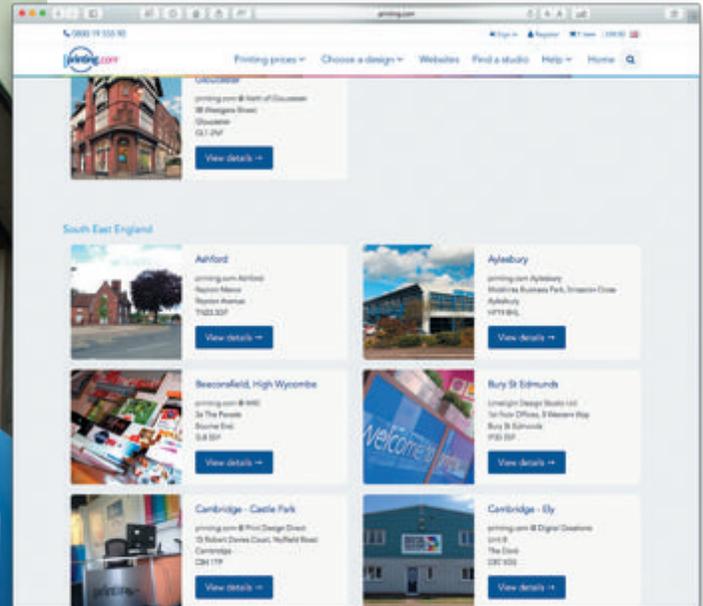
Pimp your crowd control barriers or building site fences with our neat range of covers. They're printed on a vented fabric which lets air flow through, meaning they're less likely to get toppled by the wind. They just slip over the top of your existing barriers. Just secure with cable ties and you're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

**Bouncer**  
1000x2270mm for **£115**

**Builder**  
1800x3200mm for **£185**

# FIND YOUR NEAREST STUDIO

The printing.com product range is available from licenced partners.



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



call us free on

0800 19 555 90

order online at  
[www.printing.com](http://www.printing.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 2015 list prices.

Prices are correct as at 01/05/16 and are subject to change without notice. All sizes and dimensions are approximate. Issued subject to our standard terms and conditions | E&OE