

MAKE *mere mortals*

FEEL

uncontrollable EMOTION *with*

PRINTING

to TITILLATE

their wanton DESIRES

Express Print
Incorporating
nettl
Web Studio

Tums, Tots & Teens



ZOË
PHOTOGRAPHY



Hit them right in the feels, with print

Your website needs to look impressive. It has to be clear and consistent.

You know that already.

But big brands don't just focus everything online. They combine their online presence with offline marketing.

Why? Print and direct mail is proven to build trust. It's perceived to be more credible. It plays with emotions.

And it appeals to multiple senses – touch and sight. There's nothing like it. And you can exploit that power, very cost-effectively.

Sometimes too much choice is daunting. That's why this guide features our top selling collections. Our most popular, best value ranges. With a few curious and quirky options sprinkled in, to titillate and add allure. Let's get started.



The ceremony that starts something special

Isn't it weird? Most meetings start with the same ceremony. We present our business cards and we accept them from others. And that's the start of the relationship.

Everyone wants their relationships to go well. You might as well stack the cards in your favour. And make them look exceptional. We know just the way.

All our business cards are double sided as standard. Put a map on the back, or a photograph of your premises or products. Or even just add a simple accent colour.

Order cards frequently? Have more than ten employees? Let's setup a private online store for you. It's fast and it's easy. Ask for a demo.

BUSINESS CARDS



Regular

Simple, elegant and thick 400gsm silk artboard. Same day despatch available. Delivered in 48 hours as standard.

250 from **£32.40** BCRG4T



Luxury

Our number one best seller. 400gsm matt laminated board on both sides for a sophisticated finish.

250 from **£36.90** BCLX4T



STARMARQUE™

Spot gloss highlights on top of matt lamination which shimmer in the light and look absolutely delicious.

250 from **£56.70** BCSM4T

FANCY OPTIONS

 DELIVERY INCLUDED



Smooth Wove

Crisp uncoated 300gsm board, like classic business cards.

250 from **£36** BCSW4T



GRANDSUEDE

An ultra smooth lamination on both sides, feels soft to touch.

250 from **£41.40** BCGU4T



EMBOSSINI

Add texture with simple embossing on these uncoated beauties.

250 from **£145.80** BCEM4T



Opuleaf Foil

Choose copper, gold or silver foil highlights to shine.

250 from **£145.80** BCO24T



XO 600gsm thick

Show who's the boss, with our thickest 600gsm uncoated cards.

250 from **£107.10** BCXO4T



Folding

Double or triple the space, with creases to fold to regular size.

250 from **£102.60** BCRG4F?



**mike
brewer
motors**

With compliments

Mike Brewer Motors
Bramall Lane, Sheffield S2 4RN
01142 50 60 80
sales@mikebrewermotors.com
www.mikebrewermotors.com

Mike Brewer Motors is a registered company of Sheffield City Council
Registered Address: Thompsons House, Sheafside, S2 4RN
Registered Company No. 02020871 - 020 202 202 07

Low rate finance

Attractive guarantees

Quality used vehicles

Service and MOT

Low rate finance

Attractive guarantees

Quality used vehicles

Service and MOT

When did you last write me a letter?

Many folk 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.

But actually. Why not *handwrite* your marketing letter? Think about it. When did you last get a handwritten note?

Just write your letter once, we'll scan it and print it at the same time as the letterhead. It'll look authentic and impossible to ignore.

We can optionally fold letters in half or third, to save on postage.

See, you noticed!

STATIONERY



Corporate Stationery

120gm bright white smooth wove paper is our number one seller.

250 Letterheads from **£53.10** STCPA40D

250 Comp Slips from **£36.90** STCPCS0D



Echo Stationery

100gsm white bond paper is an even more cost effective range.

250 Letterheads from **£51.30** STREA40D

250 Comp Slips from **£27.90** STRECS0D

FANCY PAPERS



Pharaoh Stationery

120gsm subtle cream.

250 from **£60.30** STPHCS0D



Conqueror Stationery

120gsm Stonemarque texture.

250 from **£63** STCQCS0D



Praxis Stationery

100gsm Micro-laid texture.

250 from **£59.40** STPRCS0D



Power User Stationery

80gsm bond.

250 from **£43.20** STPUCS0D

COOL STUFF



Printed Envelopes

250 from **£82** YE?DL?



Document Corners

500 from **£77.40** DOCCORNT



NCR Pads & Business Forms

5 from **£96** YN2PA60V



Manchester Institute of Biotechnology
Chemistry through innovation



The Manchester Institute of Biotechnology is a world-leading centre for research in the life sciences, providing a unique environment for the discovery and development of new drugs, vaccines, and medical devices. The Institute is a partnership between the University of Manchester and the Wellcome Trust, and is supported by the UK government through the Biotechnology and Biological Sciences Research Council.



UNIVERSITY OF MANCHESTER
LONDON SEMINAR AND WORKSHOP SERIES
Future Energy Supply – Options For The Future
Jubilee Room, Westminster Hall, Houses of Parliament
4 December 2012 - 1.00 to 5.00 pm



Just how do you get their full attention?

Do you write proposals, send quotes or make estimates? Truth is, yours is probably not the only one a client gets.

So how do you increase the chances of winning the work? Following-up is really important of course. Quite often the fastest quote wins the day.

But there are other techniques. Send your proposal by email, but also post a hard copy. Stick it inside a folder. Why? It shows you're serious and credible.

There's some psychology going on too. The act of opening the envelope and unfolding is a bit of theatre.

It's not some tiny flyer. It's a huge double page spread of 'you'. And they're holding you with both hands. And you're blocking out other distractions. And now you have their full attention. Close the deal.

FOLDERS



Presentation Folders

Our best seller. Choose from silk, gloss or matt laminated. To hold A5 or A4. Multiple pocket styles.

250 from **£312.30** PFA5S0X



GRAND SUEDE™ Folders

A luxurious soft-touch feel. Holds A5 or A4. Clever engineering makes this our best value.

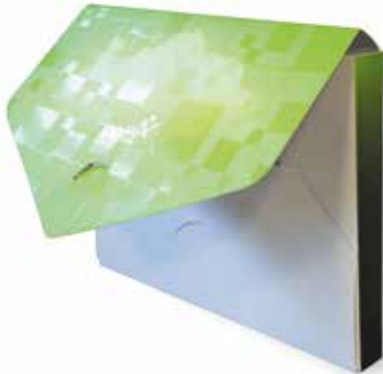
500 from **£226.80** PFA5T4D1



STARMARQUE™ Folders

Spot gloss highlights available as an optional extra on all these folders, except Grand Suede.

250 from **£654.30** PFA5Q0X



Fat Folders

Great for delegate wallets as they hold up to 2cm of paper. To hold A5 or A4.

250 from **£486** FFG40



Corporate Folders

One extra flap, gives you 50% more selling space than other folders. To hold A4.

250 from **£486** CFA4G0X



Peel & Stick Folders

Make smaller or fancier shaped pockets with these. To hold A5 or A4.

250 from **£397.80** PPA5G0X

CLARE FUNDING SUPPORTS THE CLARE COMMUNITY

If you would like to find out more about the Community of the Women of Melanesia, current projects or becoming an associate, please contact the charity.

MELANESIA

THE EDUCATION ISSUE
LEARNING FROM EACH OTHER

ALSO INSIDE THIS ISSUE:
School Partnerships
Cyclone Dinna Update

EXETER PRIDE 2017

SATURDAY 13 MAY 2017

OFFICIAL PRIDE PROGRAMME

FOR MORE INFORMATION VISIT: WWW.EXETERPRIDE.ORG

SUPPORTED BY

EXETER **phoenix** **Devon County Council**

Let me tell you a story

It costs the same to post a book like this as it does to send a postcard. Waaaat? Really? Royal Mail charge the same rate up to 100g, as long as the piece is less than C5 size. You might as well make the most of their generosity.

Take time to explain. Let your story unfold. With a persuasive booklet or eye-catching catalogue.

It's easy to throw lots of messages at people. And overwhelm. And confuse.

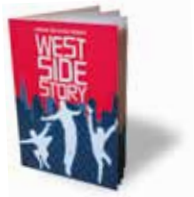
Give them space.

Let them breathe.

Use full page photography, not tiny thumbnails. Say fewer words. Illustrate more. Be clear. Sell more.

BOOKLETS

These are our most popular sizes for booklets, but other possibilities are available – please ask.



A6
105x148mm pages



DL
99x210mm pages



Landscape A5
210x148mm pages



Portrait A5
148x210mm pages



Small Square
148x148mm pages

18



Large Square
210x210mm pages



Landscape A4
297x210mm pages

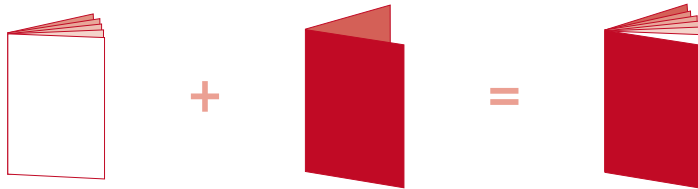


Portrait A4
210x297mm pages

HOW TO CREATE BOOKLETS

1 Choose a paper

Our stapled booklets start from 8 pages and go up to 64 pages. If you need more pages, ask for options.



Most people choose these papers for inside pages:

- 100gsm** silk art paper
- 100gsm** uncoated paper
- 150gsm** gloss art paper
- 160gsm** uncoated paper
- 170gsm** silk art paper

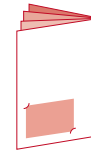
2 Choose a cover

Some people are happy with all pages in the booklet being the same paper. However, most opt to put a thicker cover on the outside.

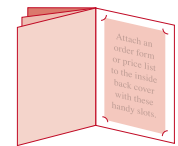
- There are loads of options available, but our best sellers are:
- 250gsm** gloss or matt laminated
 - 280gsm** silk
 - 300gsm** uncoated
 - 350gsm** matt or gloss laminated
 - 350gsm** starmarque spot gloss

3 Pimp your cover

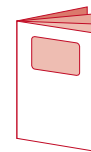
Choose a 250gsm laminated cover and optionally add extra features to make your booklet even more useful. Ask for a price.



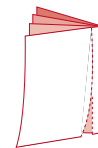
Business card slots



Insert holder slots



Windowed front cover



Perforated back cover

FREE

TASTING SESSIONS



FOOD & DRINK

at local cafes, restaurants

pubs & bars



MASTER CLASS

WORKSHOPS

FOOD & DRINK STALLS
BY LOCAL BUSINESSES

Free Entry



COMPETITIONS



www.worcesterbid.com/foodiefestival
@WorcFoodieFest Worcester BID

shop eat play | live worcester



YOU'RE INVITED TO EXPERIENCE
SWANSEA
newest, most exciting
BAR & BISTRO

New!



Leaflets, flyers, postcards... any size you want

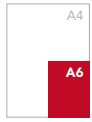
You say pamphlet, we say leaflet. You call it a flyer, we call it a postcard. They're all just rectangles and squares. So we've organised them together, by size.

Whether you want to hand out things at an event, post them through mailboxes or create stunning direct mail pieces, we've got all the options covered. From thin paper to ultra thick board.

On the grids see which paper can be optionally laminated, embossed or die-cut. To add foil accents or spot gloss highlights. To crease. To fold.

Our most popular sizes and paper types are listed on the next few pages, starting from lightest to thickest. These are the best sellers. If you want a paper or size not listed, please ask.

A6



105x148mm

	FRONT	REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Delivered in days	Folded to size	Shaped or Creased	Matt laminated	Gloss laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		LECA64?	£27	£31	£39	£54	<input type="radio"/>	<input type="radio"/>	6	-	-	-	-	-	-	-
150gsm gloss art paper		LEGA64?	£36	£41	£45	£81	<input type="radio"/>	<input type="radio"/>	4	-	-	-	-	-	-	-
160gsm uncoated paper		LERA64?	£41	£51	£62	£109	-	-	10	-	-	-	-	-	-	-
170gsm silk art paper		LESA64?	£36	£41	£51	£86	<input type="radio"/>	<input type="radio"/>	6	-	-	-	-	-	-	-
280gsm artboard		PRCA644?	£38	£43	£51	£98	<input type="radio"/>	<input type="radio"/>	4	-	<input type="radio"/>	-	-	-	-	-
300gsm wove uncoated board		SHWA64?	£39	£49	£80	£191	-	-	10	-	<input type="radio"/>	-	-	-	<input type="radio"/>	<input type="radio"/>
400gsm silk artboard		SHSA64?	£53	£55	£65	£139	<input type="radio"/>	<input type="radio"/>	6	-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>















DL

 DELIVERY INCLUDED



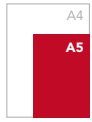
99x210mm

Other papers available too!

	FRONT	REVERSE		250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Delivered in days	Folded to size	Shaped or Creased	Matt laminated	Gloss laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		 LEC3A4?	£28	£36	£46	£70	<input type="radio"/>	<input type="radio"/>	6	-	-	-	-	-	-	-	-
150gsm gloss art paper		 LEG3A4?	£37	£43	£48	£86	<input type="radio"/>	<input type="radio"/>	4	-	-	-	-	-	-	-	-
160gsm uncoated paper		 LER3A4?	£61	£63	£71	£135	-	-	10	-	-	-	-	-	-	-	-
170gsm silk art paper		 LES3A4?	£47	£51	£57	£101	<input type="radio"/>	<input type="radio"/>	6	-	-	-	-	-	-	-	-
280gsm artboard		 PRC3A44?	£46	£51	£64	£150	<input type="radio"/>	<input type="radio"/>	4	-	<input type="radio"/>	-	-	-	-	-	-
300gsm wove uncoated board		 SHW3A4?	£47	£62	£113	£264	-	-	10	-	<input type="radio"/>	-	-	-	-	<input type="radio"/>	<input type="radio"/>
400gsm silk artboard		 SHS3A4?	£63	£64	£82	£209	<input type="radio"/>	<input type="radio"/>	6	-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Not available Optional upgrade 23

A5



148x210mm

	FRONT	REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Delivered in days	Folded to size	Shaped or Creased	Matt laminated	Gloss laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		LECA54?	£31	£39	£51	£80	<input type="radio"/>	<input type="radio"/>	6	<input type="radio"/>	<input type="radio"/>	-	-	-	-	-
150gsm gloss art paper		LEGA54?	£45	£49	£54	£99	<input type="radio"/>	<input type="radio"/>	4	<input type="radio"/>	-	-	-	-	-	-
160gsm uncoated paper		LERA54?	£66	£71	£79	£152	-	-	10	<input type="radio"/>	-	-	-	-	-	-
170gsm silk art paper		LESA54?	£53	£57	£63	£115	<input type="radio"/>	<input type="radio"/>	6	<input type="radio"/>	-	-	-	-	-	-
280gsm artboard		PRCA544?	£54	£59	£76	£193	<input type="radio"/>	<input type="radio"/>	4	<input type="radio"/>	<input type="radio"/>	-	-	-	-	-
300gsm wove uncoated board		SHWA54?	£65	£80	£135	£327	-	-	10	-	<input type="radio"/>	-	-	-	<input type="radio"/>	<input type="radio"/>
400gsm silk artboard		SHSA54?	£72	£73	£99	£286	<input type="radio"/>	<input type="radio"/>	6	-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>















2/3rds A4

 DELIVERY INCLUDED

Ask for in-between quantities



198x210mm

	FRONT	REVERSE		250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Delivered in days	Folded to size	Shaped or Creased	Matt laminated	Gloss laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		 LEC2A4?	£42	£52	£62	£114	<input type="radio"/>	<input type="radio"/>	6	<input type="radio"/>	<input type="radio"/>	-	-	-	-	-	
150gsm gloss art paper		 LEG2A4?	£54	£65	£78	£147	<input type="radio"/>	<input type="radio"/>	4	<input type="radio"/>	-	-	-	-	-	-	
160gsm uncoated paper		 LER2A4?	£66	£82	£98	£216	-	-	10	<input type="radio"/>	-	-	-	-	-	-	
170gsm silk art paper		 LES2A4?	£54	£68	£82	£185	<input type="radio"/>	<input type="radio"/>	6	<input type="radio"/>	-	-	-	-	-	-	
280gsm artboard		 PRC2A44?	£82	£110	£197	£335	<input type="radio"/>	<input type="radio"/>	4	<input type="radio"/>	<input type="radio"/>	-	-	-	-	-	
300gsm wove uncoated board		 SHW2A4?	£100	£126	£197	£502	-	-	10	-	<input type="radio"/>	-	-	-	<input type="radio"/>	<input type="radio"/>	
400gsm silk artboard		 SHS2A4?	£100	£126	£197	£502	<input type="radio"/>	<input type="radio"/>	6	-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

A4



210x297mm















	FRONT	REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Delivered in days	Folded to size	Shaped or Creased	Matt laminated	Gloss laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		LECA44?	£52	£64	£73	£167	<input type="radio"/>	<input type="radio"/>	6	<input type="radio"/>	<input type="radio"/>	-	-	-	-	-
150gsm gloss art paper		LEGA44?	£67	£77	£89	£187	<input type="radio"/>	<input type="radio"/>	4	<input type="radio"/>	-	-	-	-	-	-
160gsm uncoated paper		LERA44?	£100	£108	£124	£262	-	-	10	<input type="radio"/>	-	-	-	-	-	-
170gsm silk art paper		LESA44?	£75	£86	£99	£208	<input type="radio"/>	<input type="radio"/>	6	<input type="radio"/>	-	-	-	-	-	-
280gsm artboard		PRCA444?	£115	£146	£187	£411	<input type="radio"/>	<input type="radio"/>	4	<input type="radio"/>	<input type="radio"/>	-	-	-	-	-
300gsm wove uncoated board		SHWA44?	£115	£141	£241	£657	-	-	10	-	<input type="radio"/>	-	-	-	<input type="radio"/>	<input type="radio"/>
400gsm silk artboard		SHSA44?	£115	£141	£241	£657	<input type="radio"/>	<input type="radio"/>	6	-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A3

 DELIVERY INCLUDED



*Need more?
Ask.*

	FRONT	REVERSE	250	500	1,000	5,000	Get in 24 hours	Get in 48 hours	Delivered in days	Folded to size	Shaped or Creased	Matt laminated	Gloss laminated	Spot gloss highlights	Foil highlights	Embossed
100gsm bond paper		 LECA34?	£97	£124	£176	£318	<input type="radio"/>	<input type="radio"/>	6	<input type="radio"/>	<input type="radio"/>	-	-	-	-	-
150gsm gloss art paper		 LEGA34?	£108	£137	£195	£383	<input type="radio"/>	<input type="radio"/>	4	<input type="radio"/>	-	-	-	-	-	-
160gsm uncoated paper		 LERA34?	£151	£183	£213	£453	-	-	10	<input type="radio"/>	-	-	-	-	-	-
170gsm silk art paper		 LESA34?	£118	£152	£216	£451	<input type="radio"/>	<input type="radio"/>	6	<input type="radio"/>	-	-	-	-	-	-
280gsm artboard		 PRCA344?	£219	£282	£362	£768	<input type="radio"/>	<input type="radio"/>	4	<input type="radio"/>	<input type="radio"/>	-	-	-	-	-
300gsm wove uncoated board		 SHWA34?	£259	£355	£455	£1139	-	-	10	-	<input type="radio"/>	-	-	-	<input type="radio"/>	<input type="radio"/>
400gsm silk artboard		 SHSA34?	£259	£355	£455	£1139	<input type="radio"/>	<input type="radio"/>	6	-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

rakem.

we put **white** in
everything.



well almost...

Plastics
Product List

rakem.

we put **white** in
everything.



well almost...

White Minerals
Product List



Folded leaflets, brochures, price lists and menus

It makes sense to fold larger leaflets down to smaller sizes.

Breaking information down into smaller pages – or panels – makes it easier to digest. And brochures which are C5 or below also qualify for Royal Mail's lowest postage rate.

We've put together our most popular folding styles, along with our bestselling paper types.

But. And it's a big but. There are far too many sizes and styles to list on these couple of pages.

If you don't see the shape, size or fold style you'd like, please ask.

FOLDED LEAFLETS



Roll Fold

Makes three panels or more, which are rolled into one another. Available on A4 and bigger leaflets.



Z Fold

A bit like a concertina. Have three or more folds on pieces A4 or larger really good for odd sizes.



Half Fold

Simplest and most popular. Folded in half, either from the short edge or the long edge. Any size from A5 up.



Cross Fold

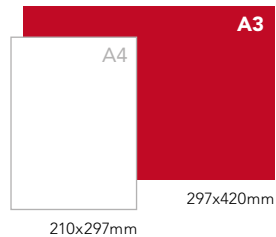
Folded in half, then half again, to make the leaflet a quarter its original size. Available on A4 and larger.

PAPER CHOICES

Our most popular papers and sizes are listed.









Please ask for other sizes, no matter how weird they may be.

We promise we won't judge you.











 DELIVERY INCLUDED

A4 folded

	FRONT	REVERSE	250	500	1,000	5,000
100gsm bond paper		 MBCA44?	£79	£94	£104	£245
150gsm gloss art paper		 MBGA44?	£92	£103	£118	£235
160gsm uncoated paper		 MBRA44?	£126	£134	£153	£311
170gsm silk art paper		 MBSA44?	£100	£112	£128	£257

A3 folded

	FRONT	REVERSE	250	500	1,000	5,000
100gsm bond paper		 MBCA34?	£115	£141	£191	£478
150gsm gloss art paper		 MBGA34?	£133	£163	£224	£432
160gsm uncoated paper		 MBRA34?	£176	£218	£297	£618
170gsm silk art paper		 MBSA34?	£144	£179	£245	£500

The COFFEE list

Hot BEVERAGES



Nellyone
Quality Guaranteed

*From the field to the sea...
Understanding Operations.*

THINKING OF LETTING
YOUR PROPERTY?

MANAGEMENT FEES
5%

bluehorizon
Sales, Leasing and Property Management

Shape me, crease me, perforate me

Any good at origami? Once you know it's possible to manipulate card with creases, cuts and perforations, your imagination can run riot.

Shape flyers to make them more interesting. Add creases to cards to make them easier to fold. Perforate leaflets to create easy-tear sections. Add hook shapes, holes or round corners.

It's usually really expensive to do all this stuff. Not with us. You share the costs with loads of other people, making it really affordable.

Tell us what you'd like and we'll help find a paper or board which is suitable. Not too thin, not too thick. Just right.

MENUS & SHAPED PRODUCTS



Cut-out Flyers

Add a simple shape to flyers to make them instantly different and engaging.

250 from **£79.20**

COBA744T



Menus

Put a crease into thick 400gsm thick flyers to make tall cocktail or food menus.

250 from **£109.80**

MENSAS5



Greeting Cards

Send thank you cards and celebrate customers' anniversary with you.

250 from **£109.80**

GCCLKA5



Tent Cards

Promote offers and give instructions with these "table talkers" totems.

250 from **£109.80**

TENTMN

CLEVER CUT-OUTS

 DELIVERY INCLUDED



Key Wallets

250 from **£90.90**

KEYWAL



Folio Wallets

250 from **£185.40**

FOLIOWL



Swing Tickets

500 from **£61.20**

SWICC



Wobblers

500 from **£207**

WOBA7S



Menu Covers

250 from **£296.10**

MECA5?



Menu Grips

250 from **£351.90**

MEGA4?



Receipt Clips

250 from **£72**

RCLIP?



Laser Mailers

250 from **£90.90**

LMA40D



Waste Goblin

Same day or
next day pick-ups

Your local Worcestershire waste removal service

We offer a fully licensed trade waste removal service to homeowners and local businesses. No need to pay for an expensive skip, call Waste Goblin today for a quote and we'll get rid of your rubbish quickly and efficiently.

Waste Goblin	VS	
<input checked="" type="checkbox"/> No permits		<input checked="" type="checkbox"/> No permits
<input checked="" type="checkbox"/> Vehicle provided		<input checked="" type="checkbox"/> Vehicle provided
<input checked="" type="checkbox"/> No extra cost for what you use		<input checked="" type="checkbox"/> No extra cost for what you use
<input checked="" type="checkbox"/> Cheaper prices on completion		<input checked="" type="checkbox"/> Cheaper prices on completion
<input checked="" type="checkbox"/> No extra cost hourly		<input checked="" type="checkbox"/> No extra cost hourly

01905



Keep it simple with direct mail

These new GDPR laws are making it much more difficult to use email marketing to win new business. As well as proving when someone opted in to receive your emails, you need to record what you said you'd send them. And only send them that. Things could get even worse with ePrivacy laws still going through parliament.

Fortunately, it's much easier to send direct mail. As long as you give people a way to opt out of future mailings, sending printed catalogues or leaflets are classed as being within the 'legitimate interests' of your business.

That's why lots of folk are revisiting direct mail. Sure, sending a mailer costs more than sending an email (assuming you don't count fines from the ICO of course!) But business is always about return on investment.

A targeted, posted piece which looks credible, might have a significantly higher conversion rate than junk email.

Ask for a free copy of our "Soon" guide to GDPR.



THINGS TO MAIL



Glossy Postcards

Kiss me quick, read me slowly. Save on envelopes and post a glossy postcard with easy-write reverse.

250 from **£49.50** GPA74T



One-piece Mailers

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

250 from **£91.80** OPMSL3T



Voucher Cards

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













250 from **£152.10** VCSSM

 DELIVERY INCLUDED

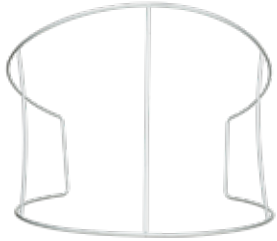


Invitations

Get maximum attendance at your event by making your invitations irresistible. There are so many fancy techniques we can apply, depending on whether you want to look lavish and exclusive or frugal and inclusive.

	FRONT REVERSE		A6			
			50	250	500	1,000
300gsm uncoated	 	SHWA64T	-	£39	£49	£80
300gsm uncoated + foil highlights	 	SH07A64T	-	£320	£356	£423
400gsm silk	 	SHSA64	£41	£53	£55	£65
400gsm + matt lamination	 	SHMA64	£49	£64	£71	£86
400gsm + matt lamination + spot gloss	 	SHQA64	£107	£108	£110	£177
600gsm uncoated	 	SHXA64	£100	£121	£136	£193





Exhibiting has never been more affordable



Gone are the days of lugging around heavy cases. Goodbye to magnetic bars and crying-trying to hang graphics precisely. Say farewell to posters which don't last a second show.

There's many reasons people are choosing fabric displays.

They're lightweight – each comes with a carrycase. They're compact – fit them in the boot of a car. They're robust – use

them time and time again. They look great – a single continuous graphic in eye-popping High-definition. They're great value – they cost much less than you'd think.

Each display is a frame, which clips together. Then stretch a 'duvet' graphic over. Up in minutes, down in half that time.

BACKDROPS



Rialto Bridge & Stage 30

Combine a straight backdrop with bridge to make a 3D stand. Connection kit available separately. TV not included.

Stage 30 from **£415** FDSNY0FC

Rialto Bridge from **£415** FDSHAMFC



Curve 30
3.0m wide curved stand
from **£384** FDSRO0FC



Curve 24
2.4m wide curved stand
from **£325** FDSBLOFC



Stage 18
1.8m wide straight stand
from **£305** FDSCH0FC



Stage 46
4.6m wide straight stand
from **£659** FDSSEA0FC

BOOTHS



Embrace U

Hire a space only stand and pop-up one of these beauties. Printed inside and outside. Use to make secluded meeting areas.

from **£995** FDSCAFPC



Snuggle

Small C-shaped booth
from **£795** FDSWELFC



Huddle

Sloped meeting booth
from **£995** FDSBEIFC



Embrace C

Large C-shaped booth
from **£995** FDSPREFC



Modesto

Cubicle with curtain
from **£795** FDSVATFC

FURNITURE



Mojito
Pop-up cocktail table
from **£275** FDSRIOFC



The Island
Waterproof bean bag
from **£149** FDSBALFC



Bellini
Swivel cocktail table
from **£189** FDSVENFC



Bondi
Deck chair
from **£89** FDSWAIFC



Kola Max
Foam seating cube
from **£159** FDSBOSFC



Kola Lite
Seating cube + storage
from **£99** FDSDU1FC



Margarita
Low table
from **£189** FDSMEXFC



Kubrick
Director's chair
from **£99** FDSHOLFC



Python
2.3m high stand
from **£239** FDSLDFNC



Baby Python
1.9m high stand
from **£229** FDSWINFC



◀ **King Python**
3.5m high stand
from **£499** FDSUBFC



◀ **Booth**
Pop up kiosk
from **£329**
FDSBARFC



◀ **Axe**
Navigation stand
from **£229** FDSKOFCC



Kangaroo
Literature holder
from **£165** FDSPARFC



Peacock
Media display stand
from **£329** FDSOSLFC
Tablet and TV not included



Padium
Tablet holder
from **£159** FDSOSAFC
Tablet not included

**VINYL
PANELS
POP-UPS
POSTERS
SIGNAGE
DISPLAYS
BANNERS
ACRYLICS
GRAPHICS
WINDOWS
WALLPAPER
FOAMBOARD**



We print onto just about any substrate, in almost any size. Ask for a copy of our Spectacular Spaces Look Book for our full range of posters, signage and displays.



FLAGS

Great for indoors and outdoors. Prices below are for a flag printed one side (double-sided is an option) plus pole. We have a few different bases, depending on where you want to use your flag – inside, outside on a hard surface, or on grass.



Apostrophe
Backpack flag
from **£99** FDBFH0



Hyphen
Backpack flag
from **£109** FDBFA0



Teardrop
Standing flag
from **£99** FDFQ270
Base from **£18**



Quill
Standing flag
from **£85** FDFP360
Base from **£18**



Empire
Standing flag
from **£99** FDFE350
Base from **£18**

www.pickwickpawnbrokers.co.uk

Pickwick Pawnbrokers

**INSTANT
WIN
£25 FREE
CREDIT FOR
ANY PICKWICK
JEWELLERY PURCHASE**



80 Week Street, Maidstone • 01622 753600

3600

If nobody sees your marketing, does it even exist?

Woah, mind blown. That's a bit deep for so late in the book. Sorry about that.

It's just that, well, what's the point of marketing which is ignored? Without a reaction, it's just money down the toilet.

Studies have shown it's better to send five things to 1,000 people than one thing to 5,000. Repetition is important.

Repetition is important. (Sorry). But so is making your marketing engaging and exciting.

We've got a few more tricks up our sleeves on these final pages.

In the end, it's down to the quality of design. The power of creative.

The potency of the message. Let us help. We ain't just the printer. We're here to help you with ideas to grow your business. It's what we do.

SCRATCH CARDS



Nobody can resist a scratch card. Available in a variety of shapes and sizes, with a single or multiple latex scratch panels.

250 from **£45** SCRBC1T

What's under the scratch panels?

Buy cards in multiples of 250. Get a set for each different prize or message you want your game to have. For instance, mostly losers and a few winners, then buy two sets. If you want more variety, perhaps with 10%, 20%, 30%, 40%, 50% off, order 5 sets. We'll help design your promotion.

e.g.



or



OTHER IDEAS



Notepads

Great for giveaways and conferences. Available from pocket-size A7, right up to A2 desk planner size.

20 from **£75.60** NPA70



Plastic Cards

Create loyalty cards or special VIP schemes. Plastic cards feel like the real deal and build trust.

50 from **£102.60** PCBC70L



Stickers

For mailing, packaging and branding anything you can stick on. Have them shaped or in sheets.

20 sheets of 35 Stickers from **£41.40** FFKS3737



 **DELIVERY INCLUDED***

The small print: *Prices shown include delivery to one UK mainland address. They exclude VAT and design. Unless stated, prices shown are for standby service. Faster turnaround upgrades are available – ask for a price. See full product specifications online. Price point may not represent products in photos. Prices shown include any discount or promotion. Participating studios only. SAMPOOTM/PRG/CRH/03-18/R1

find your local studio at
www.expressprint.co.uk

Express Print
Incorporating
nettl
Web Studio