

design and print buying guide



Help us plant
50,000
Trees!



with

David Bellamy



Every order you place with us counts towards our **great big goal** of planting **50,000 Trees** for Schools. **You've helped** us pass the half way mark and we've **already planted** 25,000 trees.

We're **looking for schools** throughout the UK and Ireland who would like to become tree planting sites. Our planting partners, Tree Appeal, will provide them with **free trees** and David Bellamy will turn up at **five lucky schools** to help them with the planting.

Find out more at:

www.printing.com/schools

25,000
TREES PLANTED
ALREADY



hello!

You look lovely today. There. We said it. And we want to make your business look great too. That's why we've packed this guide with our biggest ever collection of brilliant stuff to help you promote yourself better. You'll find a full range of impressive stationery and colourful promotional tools – all at prices up to 76% lower than others. In fact, for the fifth year running, we've reduced or held our low prices. So sit back and let the cheery folk from our stores fill your brain with incredible ideas and amazing advice...

business cards⁴⁻¹⁵
stationery¹⁶⁻²⁹

folders³⁰⁻⁴¹
booklets⁴²⁻⁵³

leaflets⁵⁴⁻⁶¹
folded leaflets⁶²⁻⁶⁹

flyers⁷⁰⁻⁷⁵
showcards⁷⁶⁻⁸¹
credit cards⁸²⁻⁸³
things to mail⁸⁴⁻⁹¹

posters⁹²⁻⁹³
wow! great idea⁹⁴⁻¹⁰⁶





Pete
Salford Store

"can I have your business card?"

That's a question which is asked as frequently as "would you like fries with that?" and "does my bum look big in this?" Every time you meet someone new, you exchange business cards with them. If you don't, you should – you're missing an opportunity as big as Elvis Presley's sequin bill.

Your choice of business card says a lot about you and a lot about your business. Let us help design an effective card which you'll be proud to hand out.

**SAVE
UP TO
55%**

with our
**Bulk Buy
Business Card
Packages**

Order 5 or more sets of **Business Cards** with name changes at the same time, and we'll knock up to **55% off** the total print price...

HOW IT WORKS Order 5 or more sets of any size, style or quantity of Business Cards from pages 5-13 and deduct the appropriate amount in the table above from the total print price. All items must be ordered together and have artwork approved at the same time.

Choose your Business Cards

regular

- ☒ Thick silk artboard
- ☒ Our most popular option

[▶ PAGE 5](#)

SmoothWave™

NEW!

- ☒ Smooth white board
- ☒ Uncoated and sophisticated

[▶ PAGE 7](#)

Fabu-Gloss®

- ☒ Gloss laminated front
- ☒ Eyecatching

[▶ PAGE 9](#)

LUXURY

- ☒ Matt laminated both sides
- ☒ Luxurious to touch

[▶ PAGE 11](#)

STARMARQUE

NEW!

- ☒ Delicious gloss highlights
- ☒ Our most exclusive card

[▶ PAGE 13](#)

ORDER		DISCOUNT
5-10 sets	PACKAGE: B510G	20% off
11-20 sets	PACKAGE: B1120G	30% off
21-30 sets	PACKAGE: B2130G	40% off
31-40 sets	PACKAGE: B3140G	50% off
41+ sets	PACKAGE: B41PG	55% off

WE PRINTED
54,000,000
BUSINESS
CARDS
LAST YEAR

regular business cards

IMPROVED RECIPE!

impressively thick and smooth



500 FOR
£49

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000
REGULAR (85x55mm)	CSBUS	£49^A	£64 ^A	£95 ^A	£139 ^A
	CSBUS44	£84^A	£108 ^A	£152 ^A	£189 ^A

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!

SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



WE'RE UP TO
72%
LESS ON THESE
see page 10

cut-out make your card an interesting shape

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000
CUT-OUT (85x55mm)	CSBUS04	£124^A	£148 ^A	£192 ^A	£229 ^A

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | simple shape cut-out

PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
One straight edge required, otherwise please add £40 for pushing out

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



folding double the space – double the impact

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000
FOLDING thin (170x55mm to 85x55mm)	CSBUSFL	£135^A	£156 ^A	£196 ^A	£232 ^B
FOLDING fat (85x110mm to 85x55mm)	CSBUSFLP	£135^A	£156 ^A	£196 ^A	£232 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | creased in half | supplied flat

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



Smooth finish with
vibrant colours

COLOUR KEY

full colour one side

full colour both sides

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

regular business cards **5**

guaranteed **fast turnaround**

Every print item in this Buying Guide has a guaranteed turnaround.

We make it easy for you to plan your promotions. Just look for the little logo next to the item you're interested in. Approve your artwork by 3pm and your order will be available for collection **3, 5, 7** or **10** working days later. For instance, an item with a **3** day turnaround means approve Monday, collect Thursday. **5** working days: approve Monday, collect the following Monday. If you're supplying artwork electronically, please allow up to 24 hours for us to check it.



get them **quicker**

our normal
turnaround

**choose your
turnaround**

**choose
your price**



9 working days
8 working days
7 working days
5/6 working days

add **20%**
add **35%**
add **50%**
add **100%**



6 working days
5 working days
4 working days

add **35%**
add **50%**
add **100%**



4 working days
3 working days

add **50%**
add **100%**



2 working days
1 working day

add **100%**
add **200%**

You've got the power to make us work even more quickly. With our new flexible turnaround options, you can **choose your turnaround** and **choose your price**.

Our low prices mean we have to work ultra efficiently, so speeding up your order means we rack up lots of extra costs. To help contribute to these costs, we **add** a small premium to the *normal* print price (see left) – it's only fair.

For instance, a print item with *normal* turnaround of **10** working days is also available in **9, 8, 7, 6** or **5** working days with our **Xpress Service** – the less urgent your order is, the lower your price is.

Mike
Ramsgate Store



**ON TIME...
OR IT'S ON US®**

We hate being let down as much as you do. That's why we'll do everything we can to keep our turnaround promise. If we fail to despatch your order on time, we'll give you a print credit to the full value of your order. We're pretty confident mind you – in the past 2 years, we've despatched 99.95% of orders on time, or early.



**SAME DAY
DESPATCH**


We know what it's like. The boss needs new business cards for an important meeting. Someone forgot to order leaflets for the exhibition tomorrow. You've got a last minute marketing opportunity you can't miss. **Don't panic.** Our SOS Same Day Service is available on a wide range of our most popular items. Just approve your artwork by 10am and pick up your print from our Manchester Production Hub that **same night**, or we'll despatch overnight directly to you. Just look out for the SOS logo, add 200% and wipe your brow.

SmoothWave™ business cards

NEW!

uncoated and stylish – really look the business

500 FOR
£49

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
SMOOTHWAVE (85x55mm)		BCSWOF	£49 ^A	£64 ^A	£95 ^A	£139 ^A
		BCSW4F	£84 ^A	£108 ^A	£152 ^A	£189 ^A

THE SPEC 300gsm smooth white uncoated board | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!





cut-out eye-catching shape adds interest

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
CUT-OUT (85x55mm)		BCSW4FCO	£124 ^A	£148 ^A	£192 ^A	£229 ^A

THE SPEC 300gsm smooth white uncoated board | full colour one side or both sides | simple shape cut-out
PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
 One straight edge required, otherwise please add £40 for pushing out
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



folding plenty of room for great product shots

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
FOLDING thin (170x55mm to 85x55mm)		BCSW4FLT	£135 ^A	£156 ^A	£196 ^A	£232 ^B
FOLDING fat (85x110mm to 85x55mm)		BCSW4FLF	£135 ^A	£156 ^A	£196 ^A	£232 ^B

THE SPEC 300gsm smooth white uncoated board | full colour one side or both sides | creased in half | supplied flat
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



Work your Business Cards harder

Don't just plonk on a logo and contact details. Think of your cards as a "micro brochure" and follow these tips...

1. Use the reverse - it's crying out for attention.
2. Pop a map and directions on the back.
3. Ask a direct question that only you can answer.
4. Blast a picture of your website on.
5. Splash up striking images of your products.
6. Highlight some of your killer benefits.
7. Leave them in restaurants and bars.
8. Stick them up on noticeboards in stores.
9. Stick them inside magazines at the dentist.
10. Give two at a time - one for them, one for a friend.



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

before&after

Are you missing an opportunity with your current business cards?
See how we've redesigned these cards and made them work a whole lot harder.
What could we do for you?

There's definitely **room for improvement** with this tired and uninspiring logo.

What do they do?!
There's no indication of their services.

Now we know exactly what this company has to offer us!

We **updated the logo** using contemporary fonts and colours.

We **reinforced the brand** using part of the logo as a design element.



Single sided, two colour business cards are a **wasted opportunity!** For around the same money you could have double sided, full colour cards with twice the space and twice the impact!

The standard 'Times' font and **boring layout** are hardly attention grabbing.



A **price point** is an excellent way of reminding people of the value you offer.

An eye-catching **full colour photo** sells itself without the need for wordy explanation.

Product and services bullet list is concise and to the point.

Fabu-Gloss® business cards

IMPROVED RECIPE!

stand out from the rabble with hi-gloss laminated front for instant impact!

500 FOR
£64



SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
FABU-GLOSS (85x55mm)		FGBUS	£64 ^A	£79 ^A	£110 ^A	£174 ^A
		FGBUS44	£99 ^A	£123 ^A	£167 ^A	£224 ^A

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides | gloss laminated front

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



"as glossy
as it gets!"

Mike
Ramsgate Store

cut-out add a shape to make yourself more memorable

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
CUT-OUT (85x55mm)		FGBUSCO	£139 ^A	£163 ^A	£207 ^A	£264 ^A

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides
gloss laminated front | simple shape cut-out

PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
One straight edge required, otherwise please add £40 for pushing out

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



SAVE with our
UP TO 55% Bulk Buy
Business Card
Packages
see page 4

folding double the selling space

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
FOLDING thin (170x55mm to 85x55mm)		FGBUSFLT	£150 ^A	£171 ^A	£211 ^A	£287 ^B
FOLDING fat (85x110mm to 85x55mm)		FGBUSFLF	£150 ^A	£171 ^A	£211 ^A	£287 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | gloss laminated front | creased in half | supplied flat

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



Add a cut-out
shape for
more impact



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**OUR PRICES
ARE UP TO
76%
LOWER THAN
OTHERS**

Saving you money makes us feel great. We're constantly monitoring our competitors just to make sure we stay ahead of the game. Independent consultants 'Storecheckers' have performed a new price survey of over 152 printers throughout the UK and Ireland. We thought we'd share the results with you. We're nice like that.

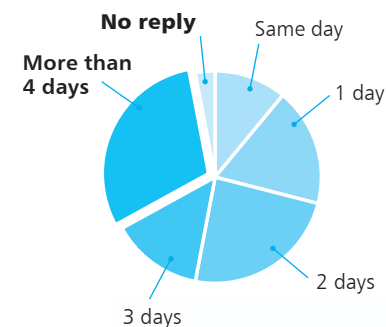


stickers 500 – full colour one side STKD1SK – see page 95	printing £49 SAVE 74% INDUSTRY AVERAGE PRICE £191
regular business cards 500 – full colour one side CSBUS – see page 4	printing £49 SAVE 72% INDUSTRY AVERAGE £179
luxury business cards 500 – full colour one side ML4BC – see page 11	printing.com £69 SAVE 66% INDUSTRY AVERAGE PRICE £207
luxury showcards 250 A7 – full colour one side SHMA70 – see page 80	printing.com £70 SAVE 68% INDUSTRY AVERAGE PRICE £225
gloss leaflets 250 A4 – full colour one side LEGA40 – see page 59	printing.com £90 SAVE 47% INDUSTRY AVERAGE £170
starmarque business cards 500 – full colour one side BCSM4F – see page 13	printing.com £99 SAVE 76% INDUSTRY AVERAGE PRICE £413
recycled letterheads 1,000 A4 – full colour one side STREA40 – see page 19	printing.com £104 SAVE 57% INDUSTRY AVERAGE PRICE £247
postcards 1,000 A6 – full colour front, b&w reverse GPA61 – see page 85	printing.com £129 SAVE 52% INDUSTRY AVERAGE PRICE £274
budget credit cards 10,000 – full colour both sides PRCCC44 – see page 82	printing.com £129 SAVE 55% INDUSTRY AVERAGE PRICE £292
folding business cards 500 – full colour both sides CSBUSFLL – see page 5	printing.com £135 SAVE 59% INDUSTRY AVERAGE PRICE £334
recycled leaflets 250 1/3rd A4 – full colour both sides LER3A4 – see page 60	printing.com £151 SAVE 31% INDUSTRY AVERAGE PRICE £221
gloss litho posters 250 A3 – full colour one side LPGA30 – see page 93	printing.com £159 SAVE 18% INDUSTRY AVERAGE PRICE £194
gloss laminated flyers 250 A5 – full colour both sides PMGA54 – see page 73	printing.com £161 SAVE 37% INDUSTRY AVERAGE PRICE £257
gloss folded leaflets 250 A4 folded – full colour both sides MBGA44TH – see page 67	printing.com £164 SAVE 22% INDUSTRY AVERAGE PRICE £210
promo flyers 10,000 A6 – full colour both sides PRCA644 – see page 71	printing.com £199 SAVE 56% INDUSTRY AVERAGE PRICE £454
corporate stationery pack 1,000 L'heads/Comp Slips & 500 Business Cards STCP7 – see page 17	printing.com £206 SAVE 55% INDUSTRY AVERAGE PRICE £461
mass marketing leaflets 10,000 1/3rd A4 – full colour both sides MMLS3A44 – see page 55	printing.com £211 SAVE 44% INDUSTRY AVERAGE PRICE £382
power user letterheads 10,000 A4 – full colour one side STPUA40 – see page 21	printing.com £257 SAVE 36% INDUSTRY AVERAGE PRICE £406
gloss folded leaflets 10,000 A4 folded – full colour both sides MBWA44X – see page 64	printing.com £453 SAVE 14% INDUSTRY AVERAGE PRICE £528
presentation folders 500 A4 – full colour one side PFA4G0 – see page 31	printing.com £566 SAVE 18% INDUSTRY AVERAGE PRICE* £698

Don't waste your time waiting for quotes.

Storecheckers found other printers were pretty slow at sending their quotes – the average was a sluggish 3 days. Don't waste your life hanging on for their quotes – our Buying Guide has over **3,000 fixed price deals** ready calculated, and there's even more at **www.printing.com**.

Wait time for quotes from other printers




LUXURY business cards

IMPROVED RECIPE!



matt laminated both sides for an impressive finish

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000
LUXURY (85x55mm)	 ML4BC	£69 ^A	£84 ^A	£115 ^A	£189 ^A
	 ML4BC4	£104 ^A	£128 ^A	£172 ^A	£239 ^A

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides | matt laminated both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



500 FOR
£69

cut-out increase the chances of being remembered



SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000
CUT-OUT (85x55mm)	 ML4BC4C0	£144 ^A	£168 ^A	£212 ^A	£279 ^A

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides
matt laminated both sides | simple shape cut-out
PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
One straight edge required, otherwise please add £40 for pushing out
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



WE'RE UP TO
66%
LESS ON THESE
see page 10

folding folds to the same size as a regular card

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000
FOLDING thin (170x55mm to 85x55mm)	 ML4BCFLT	£155 ^A	£176 ^A	£216 ^A	£302 ^B
FOLDING fat (85x110mm to 85x55mm)	 ML4BCFLF	£155 ^A	£176 ^A	£216 ^A	£302 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides
matt laminated both sides | creased in half | supplied flat
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



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it's all in the ingredients

All printing's the same, right? Leaflets from us are the same as leaflets from that bloke your brother knows. Business cards from that little shop on the high street are as good as ours, right? Wrong. They may sound the same, but it's like comparing apples with whales. We give you a 'business class' product at an 'economy class' price.

HDRTM HIGH DEFINITION REPRODUCTION

They say "the squirrel is in the detail" (or something like that). That's why we print every order with High Definition Reproduction. This means your photos and text will be printed so clearly that you'll want to lick them. Have a look at the magnified example on the right. (If you're the curious techie-type, we use a patented XM cross-modulated screening technology to achieve these results).

how it works

You don't have to understand it to appreciate it, but here's a brief explanation if you're the inquisitive type. Full Colour (or process colour) is a system which allows a multiplicity of shades to be created from just four primary printing inks – Cyan, Magenta, Yellow and Black (CMYK).

Full colour means you can have virtually every colour of the rainbow, without worrying that you'll need the pot of gold at the end to pay the extra costs. As many colours as you want. As many photographs as you want. One price. Simple.

Cyan



Magenta



Yellow



Black



check out the detail...

HDRTM HIGH DEFINITION REPRODUCTION



Clients tell us that 90% of their marketing campaign costs go on distribution – postage, promo girls (and boys!) or inserts. That's why we believe it's so important for the print element to work its hardest for you. We apply a special **High Impact Coating** to every job (except where we can't, like on letterheads). This feels beautiful and makes the colours look their best. Your recipients will notice the difference too.

STARMARQUE™ business cards NEW!



spot gloss highlights – like your card just stepped out of a salon

500 FOR
£99

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
STARMARQUE (85x55mm)		BCSM0F	£99^A	£114 ^A	£145 ^A	£264 ^A
		BCSM4F	£134^A	£158 ^A	£202 ^A	£314 ^A

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides
matt laminated both sides | spot UV varnish one side

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



WE'RE UP TO
76%
LESS ON THESE
see page 10



cut-out stand out with a shaped card

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
CUT-OUT (85x55mm)		BCSM4FC0	£174^A	£203 ^A	£257 ^A	£360 ^A

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides
matt laminated both sides | spot UV varnish one side | simple shape cut-out

PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
One straight edge required, otherwise please add £40 for pushing out

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



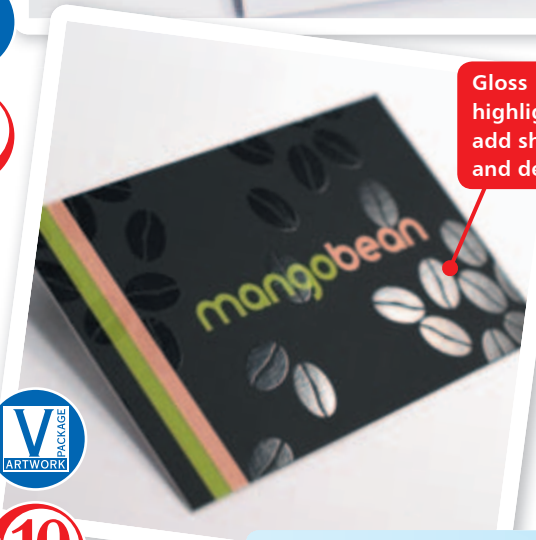
folding like a four page micro brochure

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
FOLDING thin (170x55mm to 85x55mm)		BCSM4FLT	£185^A	£211 ^A	£261 ^A	£383 ^B
FOLDING fat (85x110mm to 85x55mm)		BCSM4FLF	£185^A	£211 ^A	£261 ^A	£383 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides
matt laminated both sides | spot UV varnish one side | creased in half | supplied flat

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



Gloss highlights
add shine
and detail

SAVE with our
UP TO **55%** Bulk Buy
Business Card
Packages
see page 4

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK
(WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

the environment and us



Sarah Portsmouth Store



The mark of responsible forestry

SGS-COC-004676

© 1996 Forest Stewardship Council A.C.

It all just makes sense. Our business works because we use as few resources as we can. Fewer resources equal less waste. We simply couldn't afford to offer you such low prices if we were wasteful or inefficient. That's why we reward our Production Hub team for reducing waste and we pay bonuses to anyone in our family who has an idea on how we can work more efficiently.

Our Environmental Management System has been assessed by BSI and we're certified for **ISO 14001**, the Environmental Standard. That means an independent auditor keeps an eye on our environmental objectives and the progress we're making with our targets.

We only use paper from well managed forests and we've increased the number of recycled and **FSC approved** papers we use – find out more on page 18. Any unavoidable waste paper is compacted and recycled and we separate all other waste into seventeen distinct streams for recycling or reprocessing. Our printing plates are recycled and used chemicals are disposed of responsibly.

Over the past few years we've planted 25,000 trees with our partners, Tree Appeal and David Bellamy. We're doubling our target and would love your help with our campaign to plant **50,000 Trees for Schools** – see page 2 for more details. If you think there's something else we should be doing to act responsibly, email lovething@printing.com.



Environmental Policy



As a leading manufacturer of print and promotional items, printing.com plc understands its duty to operate to the highest levels of quality whilst respecting the environment.

This statement reflects the environmental philosophy of printing.com plc and defines our broad improvement objectives. Our environmental policy forms the cornerstone of our efforts to prevent pollution and continually improve our environmental performance.

Through the maintenance of formal environmental management measures, designed to meet the requirements of International Standard BS EN ISO 14001:2004, we shall where practicable:-

- Meet and, where possible, exceed the requirements of all relevant environmental laws, regulations and other requirements;
- Use only paper manufactured from well managed forests;
- Assess and manage any significant environmental aspects of our operations;
- Monitor and minimise the levels of waste generated by our operations;
- Dispose of waste in an environmentally responsible manner, whilst seeking to reuse and recycle where practicable;
- Invest in modern technology and machinery to minimise the consumption of water and energy in relation to our manufacturing processes;
- Work with our suppliers to ensure they recognise and reduce the environmental impact of their products and transportation;
- Communicate our aims through this policy statement to everyone who works with us, to ensure they are all aware of their environmental responsibilities in relation to our operations.



EMS 522805

Specsavers, Derby

Jamie Flint

"The local printing.com team have always been there to bounce ideas off and help in whatever way they can, suggesting things I may not have thought of myself. They've been extremely helpful in allowing us to raise our brand awareness in the city.

When I took over this role, my predecessor drilled into me 'before you look anywhere else, see what printing.com can do'.



Our marketing costs have been kept at a lower level than they ever have, meaning the money can be put to use in other ways."



appointment cards

a super glossy front and easy to write on reverse

Sick of clients missing their appointments? Losing money when your treatment room is vacant, your hot stones are getting cold or your therapy chair is as empty as a hermit's address book? Here's a solution. Pop the time of their next visit on the easy-write back of glossy **Appointment Cards** and sweat that chair from morning 'til night, baby.

SIZE/STYLE	FRONT REVERSE	1,000	2,000	5,000	10,000	20,000
WALLET (85x55mm)	 AP WALL	£99 ^A	£129 ^A	£200 ^A	£309 ^A	£529 ^B
POCKET (105x74mm)	 AP POCK	£129 ^A	£168 ^A	£261 ^A	£402 ^B	£682 ^B

THE SPEC 330gsm coated artboard – FSC certified | full colour front with a black & white reverse | gloss laminated front
 THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
 XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



"these are great for golf score cards too!"



Pete
Salford Store

your stationery IS your image

Like it or not, people judge you. If your letters look sloppy, they'll assume your work is too. If your logo looks dated, they'll figure your business is out of touch. If your stationery is home-made, they'll worry that your business is your hobby and you're not serious. Badly designed stationery may cost you a lot more than well designed and well crafted stuff.

looking for **smooth white** stationery? choose...

115gsm

CORPORATE ▶ PAGE 17

looking for **recycled** stationery? choose...

100gsm

echo ▶ PAGE 19

looking for **big volume** stationery? choose...

80gsm

Nevosn ▶ PAGE 21

looking for **laid texture** stationery? choose...

100gsm

P R A X I S ▶ PAGE 23

looking for **cream** stationery? choose...

120gsm

PHARAOH ▶ PAGE 25

looking for **extra thick** stationery? choose...

120gsm

conqueror ▶ PAGE 27

All our papers are laser and inkjet guaranteed, although we recommend you try a few samples on your own printer before you order – just in case it's a fussy feeder or a picky printer.

Lindsay
Swansea Store

CORPORATE stationery

REDUCED!



extra white and extra smooth, a paper for everyone

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000	10,000	20,000
COMPLIMENT SLIPS (99x210mm)	STCPCS0	£74^A	£84 ^A	£110 ^A	£145 ^A	£220 ^A	£372 ^B
	STCPCS4	£112^A	£127 ^A	£164 ^A	£218 ^A	£290 ^A	£485 ^B
A5 LETTERHEADS (148x210mm)	STCPA50	£81^A	£95 ^A	£122 ^A	£182 ^A	£316 ^B	£475 ^C
	STCPA54	£122^A	£144 ^A	£184 ^A	£263 ^A	£424 ^B	£623 ^C
A4 LETTERHEADS (210x297mm)	STCPA40	£109^A	£124 ^A	£179 ^A	£320 ^B	£486 ^C	£815 ^D
	STCPA44	£158^A	£185 ^A	£264 ^A	£430 ^B	£629 ^C	£1068 ^D
A4 CONTINUATION SHEETS (210x297mm)	STCPCTU	£34^A	£41 ^A	£69 ^A	£139 ^B	£222 ^C	£387 ^D
	STCPCT0	£109^A	£124 ^A	£179 ^A	£320 ^B	£486 ^C	£815 ^D
	STCPCT4	£158^A	£185 ^A	£264 ^A	£430 ^B	£629 ^C	£1068 ^D
A3 LETTERHEADS (297x420mm)	STCPA30	£180^A	£217 ^A	£335 ^B	£501 ^C	£899 ^D	£1591 ^E
	STCPA34	£242^A	£273 ^A	£414 ^B	£627 ^C	£1127 ^D	£2126 ^E
DL ENVELOPES (to fit folded A4)	STCPENV	£45^A	£90 ^A	£180 ^A	£450 ^B	£900 ^D	£1800 ^E

THE SPEC 115gsm smooth white Fedrigoni Splendorgel – FSC certified | full colour one side or both sides (envelopes and blank continuation sheets – unprinted)

THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!



500
FOR
£74



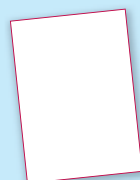
SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



WE'RE UP TO
55%
LESS ON THESE
see page 10

**SAVE
20%**
with our
Stationery
Packs

pick 'n' mix 'n' save...



Order any
Letterheads
from this page

+



and any
Compliment
Slips

+



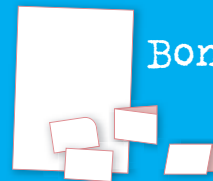
and any Business Cards
from pages 5-13 and get
20% off the total

**20%
OFF**

example...

500 Corporate
+ Letterheads
500 Corporate
+ Compliment Slips
500 Regular
Business Cards
FOR **£185** £232
PACKAGE: STCP?

Bonus!



Order Continuation Sheets
and/or extra sets of
Business Cards and get
20% off them too

HOW IT WORKS Order any size, style or quantity of Letterheads and Compliment Slips from this page, then add any number of Business Cards from pages 5-13 (any size, style or quantity) and take 20% off the total print price. Optionally add any size, style or quantity of Continuation Sheets from this page and take 20% off them too. All items must be ordered together and have artwork approved at the same time.

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

corporate stationery **17**

paper today, paper tomorrow

We've pledged to change more of the paper we use to be recycled or made from wood sourced from well managed forests certified by the Forest Stewardship Council.

More choice of recycled paper than ever!

We've changed the recipe of our best selling 400gsm artboard to make it **50% recycled**. We use this board for most of our **Business Cards, Showcards** and **Folders**, which means that much more of our printing now has recycled content.

We've added a new low-cost range of Saver Recycled **Leaflets** and **Folded Leaflets** alongside our impressive Premium Recycled Leaflets. And don't forget our popular Echo Recycled **Letterheads** and **Compliment Slips** which are made from 100% post-consumer waste.



what the FSC?

The Forest Stewardship Council is a not-for-profit organisation established to promote the responsible management of the world's forests. We're certified under FSC's Chain-of-Custody programme which means that FSC certified wood is tracked all the way through production until it ends up as your finished printing. Look for the little FSC logo in this brochure next to items which are made from FSC certified paper. Learn more at www.fsc.org.



RECYCLING THE FACTS

There's a lot of hype and myths about the recycling of paper. So here's the facts. No fluffy words. Just facts.

WRAP (Waste & Resources Action Programme) commissioned a major international research project. The study found that 50% less energy was used when recycling paper (instead of incinerating it) over its entire life-cycle. In other words, virgin paper followed by incineration consumed **twice as much energy as recycling**.

The study identified the environmental benefit of recycling is especially clear in the categories of energy use, energy related impacts, waste generation, waste water and importantly the reduction of carbon emissions (CO₂). It concluded recycling of waste paper has a lower environmental impact than the alternatives of landfilling or incineration.

According to WRAP, recycled paper is **better for the environment** than virgin paper. Firstly, it helps divert waste paper away from landfill, and secondly its manufacture is less damaging to the environment than the manufacture of virgin paper.

So that's the facts (for more, see www.wrap.org.uk) If someone's filled your head with nonsense that recycling is just a fad and some marketing hype, maybe its time to make up your own mind.

Too expensive? Wrong. We've got recycled leaflets and letterheads which cost less than unrecycled. Now's the time to do your bit.

Help us plant
50,000
Trees!

See page 2

"it's easy to get excited about using recycled paper"

























Alex
Beeston Store

echo recycled stationery REDUCED!

environmentally friendly without compromising quality

500
FOR
£66

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000	10,000	20,000
COMPLIMENT SLIPS (99x210mm)	  STRECS0	£66^A	£73 ^A	£93 ^A	£107 ^A	£154 ^A	£247 ^B
	  STRECS4	£101^A	£113 ^A	£133 ^A	£165 ^A	£211 ^A	£335 ^B
A5 LETTERHEADS (148x210mm)	  STREA50	£71^A	£82 ^A	£102 ^A	£130 ^A	£212 ^B	£310 ^C
	  STREA54	£110^A	£127 ^A	£147 ^A	£193 ^A	£296 ^B	£424 ^C
A4 LETTERHEADS (210x297mm)	  STREA40	£94^A	£104 ^A	£149 ^B	£222 ^B	£324 ^C	£526 ^D
	  STREA44	£138^A	£163 ^A	£207 ^A	£306 ^B	£433 ^C	£714 ^D
A4 CONTINUATION SHEETS (210x297mm)	  STRECTU	£34^A	£39 ^A	£62 ^A	£98 ^B	£149 ^C	£250 ^D
	  STRECT0	£94^A	£104 ^A	£149 ^A	£222 ^B	£324 ^C	£526 ^D
	  STRECT4	£138^A	£163 ^A	£207 ^A	£306 ^B	£433 ^C	£714 ^D
A3 LETTERHEADS (297x420mm)	  STREA30	£154^A	£181 ^A	£270 ^B	£340 ^C	£586 ^D	£1009 ^E
	  STREA34	£213^A	£237 ^A	£351 ^B	£438 ^C	£758 ^D	£1396 ^E

THE SPEC 100gsm recycled white laser bond | full colour one side or both sides (blank continuation sheets – unprinted)

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

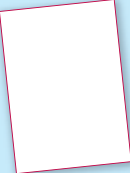




WE'RE UP TO
57%
LESS ON THESE
see page 10



**SAVE
20%**
with our
Stationery
Packs

pick 'n' mix 'n' save...

 +  +  = **20% OFF**

Order any
Letterheads
from this page

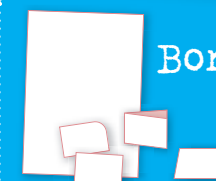
and any
Compliment
Slips

and any Business Cards
from pages 5-13 and get
20% off the total

example...

500 Recycled
+ Letterheads
500 Recycled
+ Compliment Slips
500 Regular
Business Cards
FOR **£167** £209
PACKAGE: STRE7

Bonus!



Order Continuation Sheets
and/or extra sets of
Business Cards and get
20% off them too

HOW IT WORKS Order any size, style or quantity of Letterheads and Compliment Slips from this page, then add any number of Business Cards from pages 5-13 (any size, style or quantity) and take 20% off the total print price. Optionally add any size, style or quantity of Continuation Sheets from this page and take 20% off them too. All items must be ordered together and have artwork approved at the same time.

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

make your stationery active

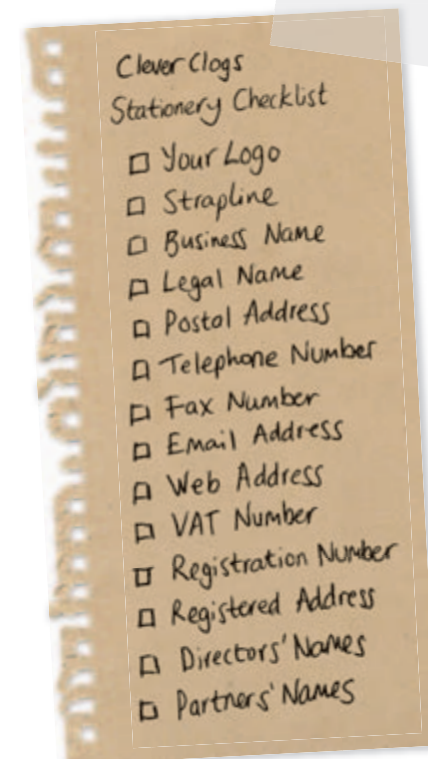
With just a few simple tweaks, your stationery can become an active part of your marketing, rather than an overhead. Follow the tips below.

If your cards aren't **double sided**, you're missing out – add a calendar, map or photo on the back and make it more useful

Don't let people forget you – pop your **portrait** on your card... don't be shy

Is your logo looking tired? **Invigorate your brand** with our Corporate Identity packages – see page 26

Upgrade to **double sided** Corporate or Echo Stationery and stick an advert or sexy photo of your products or premises on the back



Order Letterheads, Compliment Slips and Business Cards at the same time and take **20% off** – see right

A **colourful reverse** will make your letters more memorable

Increase traffic to your website by prominently showing your **web address**

Remind people why they should be your customers – list your **key benefits** down the side

Navosn[®] power user stationery

REDUCED!

you'll save a bundle buying in bulk – great for order forms, invoices and direct mail letters

SAVE UP TO
36%
see page 10

SIZE/STYLE	FRONT	REVERSE	5,000	10,000	20,000	50,000	100,000
COMPLIMENT SLIPS (99x210mm)			STPUCS0 £89^B	£117 ^B	£174 ^C	£328 ^F	£585 ^Z
			STPUCS1 £132^B	£156 ^B	£226 ^C	£423 ^F	£750 ^Z
A5 LETTERHEADS (148x210mm)			STPUA50 £104^A	£157 ^A	£215 ^B	£507 ^D	£994 ^F
			STPUA54 £150^A	£210 ^A	£280 ^B	£637 ^D	£1233 ^F
A4 LETTERHEADS (210x297mm)			STPUA40 £189^B	£257 ^B	£392 ^C	£857 ^F	£1634 ^Z
			STPUA44 £248^B	£326 ^B	£499 ^C	£1084 ^F	£2058 ^Z
A4 CONTINUATION SHEETS (210x297mm)			STPUCTU £128^B	£163 ^B	£230 ^C	£463 ^F	£851 ^Z
			STPUCT0 £189^B	£257 ^B	£392 ^C	£857 ^F	£1634 ^Z
			STPUCT1 £248^B	£326 ^B	£499 ^C	£1084 ^F	£2058 ^Z
A3 LETTERHEADS (297x420mm)			STPUA30 £276^B	£456 ^C	£815 ^F	£1711 ^Z	£3203 ^Z
			STPUA31 £360^B	£592 ^C	£1055 ^F	£2163 ^Z	£4009 ^Z

THE SPEC 80gsm Navosn extra white bond | full colour one side or full colour front with a black & white reverse (blank continuation sheets – unprinted)
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



Extra white paper at an extra special price



5,000 FOR £89

SAVE 20%
with our
Stationery Packs

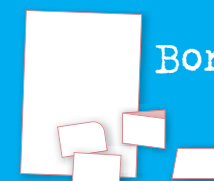
pick 'n' mix 'n' save...

Order any **Letterheads** from this page
 and any **Compliment Slips**
 and any **Business Cards** from pages 5-13 and get **20% off the total**

example...

5,000 **Power User Letterheads**
 +
 5,000 **Power User Compliment Slips**
 +
 500 **Regular Business Cards**
 FOR **£261** ~~£327~~
 PACKAGE: STPU7

Bonus!



Order **Continuation Sheets** and/or **extra sets of Business Cards** and get **20% off** them too

HOW IT WORKS Order any size, style or quantity of Letterheads and Compliment Slips from this page, then add any number of Business Cards from pages 5-13 (any size, style or quantity) and take 20% off the total print price. Optionally add any size, style or quantity of Continuation Sheets from this page and take 20% off them too. All items must be ordered together and have artwork approved at the same time.












the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

overprinted envelopes

increase your chance of being opened



Get your message working hard, even before your recipient opens your letter. Our **Overprinted Envelopes** are the first stage in the sales process. Create a 'hook' on the outside to draw your reader inside. If you're worried they'll throw the letter away without opening it, then you need to put your effort into making that hook irresistible.

SIZE/STYLE		FRONT REVERSE	1,000	2,000	5,000	10,000	20,000
DL (110x220mm)	unwindowed	  ENDL40	£418^A	£470 ^A	£630 ^B	£893 ^C	£1423 ^D
	windowed	  ENDL40W	£423^A	£480 ^A	£648 ^B	£929 ^C	£1489 ^D
C5 (162x229mm)	unwindowed	  ENC540	£437^A	£503 ^B	£702 ^B	£1034 ^C	£1694 ^E
	windowed	  ENC540W	£462^A	£546 ^B	£796 ^B	£1212 ^C	£2042 ^E
C4 (324x229mm)	unwindowed	  ENC440	£530^A	£645 ^B	£992 ^C	£1570 ^D	£2730 ^F
	windowed	  ENC440W	£538^A	£658 ^B	£1020 ^C	£1625 ^D	£2835 ^F

THE SPEC 120gsm white bond | full colour one side | opaqued inside | wallet style | self-seal strip | requires unprinted border on all four edges

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



"make sure your stationery is roadworthy and legal"



IS YOUR STATIONERY BREAKING THE LAW?

New laws are now in force which require companies and limited liability partnerships to make sure that their **legal name** is stated in legible lettering on all letters, order forms, invoices, receipts, websites and emails. Check now. Are you complying with the law?

It doesn't stop there. You're also breaking the law if your letterheads don't have the following printed on them:

- **Your place of registration** (ie England, Wales, Scotland, Ireland)
- **Your company registration number**
- **Your registered office address**

It's not really in our interest for our customers to be in jail, so please check you're not a Larry Law-breaker. If you are, we won't tell – just stop using your old letterheads and get some new ones printed sharpish.

The Companies (Registrar, Languages and Trading Disclosures) Regulations 2006 www.companieshouse.gov.uk



Lindsay
Swansea Store

P R A X I S microlaid stationery

REDUCED!

the classic style of a traditional laid paper,
with a modern and appealing twist

500
FOR
£74

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	10,000
COMPLIMENT SLIPS (99x210mm)		STPRCS0	£74 ^A	£84 ^A	£111 ^A	£151 ^A	£234 ^B
A5 LETTERHEADS (148x210mm)		STPRCS0	£81 ^A	£95 ^A	£124 ^A	£192 ^A	£338 ^B
A4 LETTERHEADS (210x297mm)		STPRA40	£109 ^A	£124 ^A	£182 ^A	£340 ^B	£521 ^C
A4 CONTINUATION SHEETS (210x297mm)		STPRCTU	£34 ^A	£42 ^A	£71 ^A	£150 ^B	£240 ^C
		STPRCT0	£109 ^A	£124 ^A	£182 ^A	£340 ^B	£521 ^C
A3 LETTERHEADS (297x420mm)		STPRA30	£181 ^A	£220 ^A	£343 ^B	£535 ^C	£970 ^D

THE SPEC 100gsm Praxis Microlaid Crystal White | full colour one side (blank continuation sheets – unprinted)
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!

COLOUR KEY

unprinted
 full colour one side

Classic laid
texture paper



WE PRINTED
29,000,000
LETTERHEADS
LAST YEAR



**SAVE
20%**
with our
Stationery
Packs

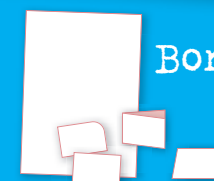
pick 'n' mix 'n' save...

+ + = **20% OFF**
Order any Letterheads from this page and any Compliment Slips and any Business Cards from pages 5-13 and get **20% off the total**

example...

500 Praxis Letterheads
500 Praxis Compliment Slips
500 Regular Business Cards
FOR **£185** ~~£232~~
PACKAGE: STPR7

Bonus!



Order Continuation Sheets and/or extra sets of Business Cards and get **20% off** them too

HOW IT WORKS Order any size, style or quantity of Letterheads and Compliment Slips from this page, then add any number of Business Cards from pages 5-13 (any size, style or quantity) and take 20% off the total print price. Optionally add any size, style or quantity of Continuation Sheets from this page and take 20% off them too. All items must be ordered together and have artwork approved at the same time.

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

praxis microlaid stationery **23**

TIME TO DETOX YOUR BRAND?

Now we're not suggesting your brand has put on a little 'holiday weight'. Not at all. We're talking about a different kind of detox. And one that doesn't involve a plastic tube and 6 litres of water. Or Gillian McKeith. First things first, we need to find out if your brand is toxic? (Don't think you have/need a brand? Talk to us).

Take this quiz

If you've ticked **Yes** to any, we need to talk. Your brand may need a detox. Give us a call and we can arrange for a free and honest appraisal of your existing identity. It needn't be painful. Sometimes we can spend an hour or two on a quick facelift. Or if you can afford to invest a bit more in your identity, we'd be delighted to chat through some options.



TAKE OUR ONE MINUTE TOXIC BRAND QUIZ...

Does your stationery use any **fonts** in the shameful list? (see right)

Was your **logo** designed in "WordArt" or "MSPaint"?

Does each bit of your stationery look slightly **different** from the others?

Are your letterheads **breaking the law**? (see page 22)

Is your **colour scheme** in the dated list? (see right)

Are your contact details (telephone, address, email) **out-of-date**?

Is your logo a **clip-art** cartoon or downloaded free from the web?

Are your business cards printed at home on your inkjet printer?

Do people ever say "oh, I didn't realise that's what you did"?

Do your business cards have "Printed for free" by someone on the back?

Are you a bit **embarrassed** to hand someone your card?

Yes
✓

No
X

☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐
☐ ☐


FONT FOCUS

Your choice of typeface says a lot about you and your business.

An important first step in creating your brand is to select an appropriate font family which suits your desired image.

Don't worry, we can help you choose wisely.

Meta Normal
Bembo Semibold
Officina Sans
Chopin Script
Le Figaro

Shameful
Arial
Times New Roman
Comic Sans
Zapf Chancery
Brush Script

Delightful

HUE DO YOU THINK YOU ARE?

Just like your wardrobe, colour tones can go out of fashion – that's why some major brands make subtle adjustments to theirs through the years.

Dated



Dapper





PHARAOH stationery

luxurious, elegant and fit for a king or queen

REDUCED!

500
FOR
£78

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	10,000
COMPLIMENT SLIPS (99x210mm)		STPHCS0	£78 ^A	£91 ^A	£128 ^A	£203 ^A	£331 ^B
A5 LETTERHEADS (148x210mm)		STPHA50	£88 ^A	£107 ^A	£145 ^A	£265 ^A	£493 ^B
A4 LETTERHEADS (210x297mm)		STPHA40	£117 ^A	£137 ^A	£214 ^A	£484 ^B	£765 ^C
A4 CONTINUATION SHEETS (210x297mm)		STPHCTU	£34 ^A	£44 ^A	£83 ^A	£218 ^B	£358 ^C
		STPHCT0	£117 ^A	£137 ^A	£214 ^A	£484 ^B	£765 ^C
A3 LETTERHEADS (297x420mm)		STPHA30	£206 ^A	£256 ^A	£420 ^B	£773 ^C	£1450 ^D



THE SPEC 120gsm Pharaoh Natural Cotton | full colour one side (blank continuation sheets – unprinted)

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



Beautiful cotton textured paper in a subtle shade of cream

SAVE 20%
with our
Stationery Packs

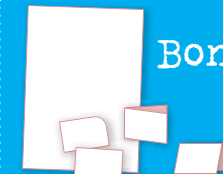
pick 'n' mix 'n' save...



example...

500 Pharaoh
+ Letterheads
500 Pharaoh
+ Compliment Slips
500 Regular
Business Cards
FOR **£195** £244
PACKAGE: STPH?

Bonus!



Order Continuation Sheets and/or extra sets of Business Cards and get **20% off** them too

HOW IT WORKS Order any size, style or quantity of Letterheads and Compliment Slips from this page, then add any number of Business Cards from pages 5-13 (any size, style or quantity) and take 20% off the total print price. Optionally add any size, style or quantity of Continuation Sheets from this page and take 20% off them too. All items must be ordered together and have artwork approved at the same time.

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

Are you branding to fail?

Is your brand losing you business? Trust us, the quality of your branding can mean the difference between success and failure. No matter what size your business is, branding is essential to differentiate yourself from the competition. It's your personality. And it needn't cost the earth. How you're perceived will depend on the effort you put into your marketing communication.

Your logo is central to your brand. Compare your logo with your competitors. If it's not better or at least as compelling, then you need some logo surgery. And sharpish. Without a logo – or worse, with a poorly designed one – your organisation may look amateurish. You may be thinking “I can live without a logo”. Yes, probably you can. But, a great logo will help your customers identify with you and is more likely to help you succeed. We've got loads of experience creating great logos – suck our know-how dry. We dare you.

It isn't just about your logo though. Keep a similar “look and feel” through all your communications to help people become familiar with your brand. Familiarity leads to trust. Trust leads to sales. And we don't have to tell you what sales lead to. Apply a consistent look and feel to any marketing material, products and advertising through a coherent use of colours, themes, design elements and typefaces. We'll help you with this. Remember, if you can see it, you can brand it.

corporate identity

“I don't need a logo to succeed.” Maybe. But it sure helps. It's the centrepiece of your brand. If it wasn't important, would the big boys spend so much developing theirs? We think not. We design logos day in, day out and we've got Corporate Identity packages to suit any budget – from a pigeon's purse to a walrus's wallet. Ask for our Artwork Package guide for details and low prices.



how we create your perfect logo

We'll ask you lots of questions to help us understand what you're about and what you're trying to achieve. From this we'll come up with some ideas...



You might love one of these straight off, or we can refine your favourite...



The end result is your perfect logo...



We'll work this into a coherent look and feel in everything we do for you...



conqueror[†] stonemarket stationery

REDUCED!

a unique textured finish – create a lasting impression

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	10,000
COMPLIMENT SLIPS (99x210mm)		STCQCS0	£83^A	£99 ^A	£144 ^A	£249 ^A	£418 ^B
A5 LETTERHEADS (148x210mm)		STCQA50	£95^A	£118 ^A	£164 ^A	£331 ^A	£631 ^B
A4 LETTERHEADS (210x297mm)		STCQA40	£126^A	£150 ^A	£244 ^A	£613 ^B	£982 ^C
A4 CONTINUATION SHEETS (210x297mm)		STCQCTU	£34^A	£46 ^A	£93 ^A	£278 ^B	£462 ^C
		STCQCT0	£126^A	£150 ^A	£244 ^A	£613 ^B	£982 ^C
A3 LETTERHEADS (297x420mm)		STCQA30	£229^A	£291 ^A	£491 ^B	£986 ^C	£1877 ^D
DL ENVELOPES (to fit folded A4)		CQENVDL	£55^A	£110 ^A	£220 ^A	£550 ^B	£1100 ^D

THE SPEC 120gsm Diamond White Conqueror Stonemarket | full colour one side (envelopes and blank continuation sheets – unprinted)

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

The word **Conqueror** and the Sword logo are trademarks of Arjo Wiggins



Unique textured look and feel

SAVE 20%
with our
Stationery Packs

pick 'n' mix 'n' save...

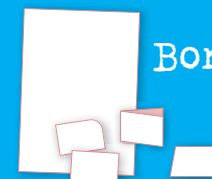
+ + = **20% OFF**

Order any Letterheads from this page and any Compliment Slips and any Business Cards from pages 5-13 and get **20% off the total**

example...

500 Conqueror Letterheads
+ 500 Conqueror Compliment Slips
+ 500 Regular Business Cards
FOR **£206** ~~£258~~
PACKAGE: STCQ?

Bonus!



Order Continuation Sheets and/or extra sets of Business Cards and get **20% off** them too

HOW IT WORKS Order any size, style or quantity of Letterheads and Compliment Slips from this page, then add any number of Business Cards from pages 5-13 (any size, style or quantity) and take 20% off the total print price. Optionally add any size, style or quantity of Continuation Sheets from this page and take 20% off them too. All items must be ordered together and have artwork approved at the same time.

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

conqueror stonemarket stationery **27**

business/application forms NEW!

a doddle to write on or put through a laser printer

500 FOR
£66

If these were on the Generation Game you'd be there all day remembering all the great things you can use these for. Questionnaires, booking forms, prescription forms, certificates, new employee forms, enquiry forms, invoices, receipts, contracts... oh and a cuddly toy.

single forms great for invoices

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	10,000	20,000
1/3rd A4 (99x210mm)		BAF3A0?	£66^A	£73 ^A	£93 ^A	£107 ^A	£154 ^A	£247 ^B
		BAF3A4?	£101^A	£113 ^A	£133 ^A	£165 ^A	£211 ^A	£335 ^B
A5 (148x210mm)		BAF450?	£71^A	£82 ^A	£102 ^A	£130 ^A	£212 ^B	£310 ^B
		BAF454?	£110^A	£127 ^A	£147 ^A	£193 ^A	£296 ^B	£424 ^B
A4 (210x297mm)		BAF440?	£94^A	£104 ^A	£149 ^A	£222 ^B	£324 ^B	£526 ^C
		BAF444?	£138^A	£163 ^A	£207 ^A	£306 ^B	£433 ^B	£714 ^C

THE SPEC 100gsm recycled white laser bond | full colour one side or both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



ADD A
PERFORATION
TO SINGLE FORMS
FOR
£40
TO MAKE A
TEAR-OFF SECTION

folded forms ask us if you don't see the size you need

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	10,000
2 PANEL DL (flat size 198x210mm folded to 99x210mm)		BAF2D4?	£152^A	£175 ^A	£223 ^A	£295 ^A	£429 ^B
A4 FOLDED CROSS ROLL Z HALF (flat size 297x210mm)		BAF4A4?	£166^A	£193 ^A	£242 ^A	£356 ^A	£508 ^B
A3 FOLDED CROSS ROLL Z HALF (flat size 420x297mm)		BAF4A4?	£241^A	£267 ^B	£386 ^B	£488 ^B	£833 ^C
3 PANEL A4 (flat size 630x297mm folded to 210x297mm)		BAF344?	£300^A	£382 ^B	£518 ^B	£854 ^C	£1209 ^D

THE SPEC 100gsm recycled white laser bond | full colour both sides | folded to size

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



report covers

IMPROVED RECIPE!



a smart cover for all your proposals or reports

As an ankle-biter you were taught "never judge a book by its cover". Guess what? You do. Everyone else does too. Bear that in mind next time you slave over an important report or proposal. If it doesn't look impressive at first glance, it may get judged unfairly. So use our splendid **Report Covers** and attach to your report – suitable for spiral, comb or slide binding, or simple staples.

SIZE/STYLE		FRONT	REVERSE	250	500	1,000	2,000	5,000
A4 FRONT (210x297mm)	unwindowed		REPA40	£147^A	£175 ^A	£234 ^B	£343 ^B	£625 ^D
	windowed		REPA40W	£187^A	£215 ^A	£274 ^B	£383 ^B	£665 ^D
A4 REVERSE (210x297mm)	unprinted		REPA4UN	£35^A	£56 ^A	£98 ^B	£182 ^B	£434 ^D
	printed		REPA40	£147^A	£175 ^A	£234 ^B	£343 ^B	£625 ^D
A3 CREASED (297x420mm)	NEW! windowed + creased		REPA30W	£288^B	£343 ^B	£434 ^B	£596 ^C	£1081 ^F

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or unprinted cut-out window with round or straight corners (on windowed version) | ready for binding (not supplied or punched)

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days (unwindowed and unprinted: **3** working days) later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days (unwindowed and unprinted: **2** working days) later – GUARANTEED!

document corners

NEW!

brand your stapled papers

We didn't invent these little beauties, if we did we'd have come up with a better name than **Document Corners**. They're a great way to keep all your documents neat and tidy, and for your clients to know exactly who they're from. Safely stored without losing a single sheet. You'll love these 'paper berets', 'corner clamps' or 'file huggers'.

SIZE/STYLE	FRONT	REVERSE	5,000	10,000	20,000	50,000
DOCUMENT CORNER PAIRS (55x55mm)		DOCCORN	£142^A	£189 ^A	£267 ^A	£487 ^A

THE SPEC 280gsm neutral artboard | full colour both sides | shaped and creased | supplied flat, loosely attached in pairs

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.



250 FOR
£147

X
PACKAGE
ARTWORK

7
WORKING DAYS

"it's all about
the little
details"

Lindsay
Swansea Store

Attached in pairs:
**5,000 pairs =
10,000 Corners**
and so on...

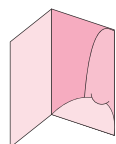
X
PACKAGE
ARTWORK

7
WORKING DAYS



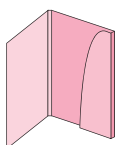
"power dress your documents with folders"

First impressions count, right? Frequently send quotations, estimates, tenders or proposals? If you could increase the odds of winning, what's that worth? From 23p per folder, seriously improve how professionally your business is perceived with our high-impact Folders. They rock.



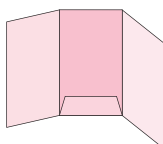
presentation folders
with interlocking pockets

▶ PAGE 31



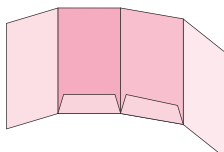
peel & stick folders
for more unusual pockets

▶ PAGE 33



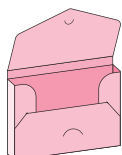
corporate folders
3 panels plus pocket

▶ PAGE 34



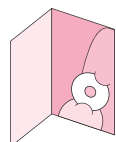
presidential folders
4 panels and 2 pockets

▶ PAGE 34



fat folders
hold 2cm of stuff

▶ PAGE 35



media folders
hold a CD or DVD

▶ PAGE 38

FROM
23p
EACH



WE PRINTED
1.4 million
FOLDERS
LAST YEAR

WE'RE UP TO
18%
LESS ON THESE
see page 10

John
London Store

presentation folders

IMPROVED RECIPE!



gloss or matt laminated for a professional image

laminated interlocking

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	WORKING DAYS
OVERSIZE A5 GLOSS LAMINATED OUTSIDE (holds up to 16 A5 sheets)			PFA5G0? £461 ^A	£576 ^B	£780 ^C	£1360 ^E	5
			PFA5G4? £650 ^A	£812 ^B	£1104 ^C	£1860 ^E	
OVERSIZE A5 MATT LAMINATED BOTH SIDES (holds up to 16 A5 sheets)			PFA5M0? £497 ^A	£648 ^B	£924 ^C	£1720 ^E	5
			PFA5M4? £686 ^A	£884 ^B	£1248 ^C	£2220 ^E	
OVERSIZE A5 STARMARQUE SPOT UV OUTSIDE (holds up to 16 A5 sheets)			PFA5Q0? £787 ^B	£978 ^C	£1334 ^D	£2370 ^G	7
			PFA5Q4? £976 ^B	£1214 ^C	£1658 ^D	£2870 ^G	
OVERSIZE A4 GLOSS LAMINATED OUTSIDE (holds up to 16 A4 sheets)			PFA4G0? £566 ^B	£708 ^C	£988 ^D	£1840 ^G	5
			PFA4G4? £755 ^B	£944 ^C	£1320 ^D	£2340 ^G	
OVERSIZE A4 MATT LAMINATED BOTH SIDES (holds up to 16 A4 sheets)			PFA4M0? £617 ^B	£790 ^C	£1196 ^D	£2350 ^G	5
			PFA4M4? £806 ^B	£1006 ^C	£1444 ^D	£2660 ^G	
OVERSIZE A4 STARMARQUE SPOT UV OUTSIDE (holds up to 16 A4 sheets)			PFA4Q0? £967 ^B	£1190 ^C	£1696 ^D	£3150 ^G	7
			PFA4Q4? £1156 ^B	£1406 ^C	£1944 ^D	£3460 ^G	

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides
gloss laminated outside or **matt laminated both sides** or **matt laminated both sides, StarMarque spot UV varnish outside**
 template style P1, P2, P4, P5, P6, P7, P8 or P10 for A4 | template styles Q1 or Q2 for A5 | supplied flat with creases

THAT'S FAST! XPRESS? Approve your artwork by 3pm and pick up just **5** or **7** working days later – GUARANTEED!
 We can work faster, but it'll cost you! Add 100% more and pick up just **3** or **4** working days later – GUARANTEED!

New
STARMARQUE[®]

spot UV option



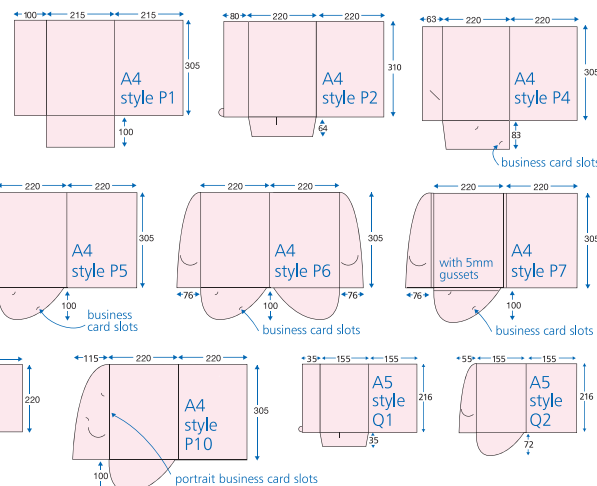
DESIGN YOUR OWN
TEMPLATE
FOR
£100
AND ADD
2 WORKING DAYS



500 FOR
£461











Interlocking Presentation Folder Templates



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

budget folders

our lowest cost folders from 23p each

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
OVERSIZE A5 (holds up to 16 A5 sheets)		 BFA5G0?	£408^A	£502 ^B	£668 ^C	£1120 ^E
		 BFA5G4?	£597^A	£738 ^B	£988 ^C	£1620 ^E
OVERSIZE A4 (holds up to 16 A4 sheets)		 BFA4G0?	£471^B	£582 ^C	£800 ^D	£1460 ^G
		 BFA4G4?	£660^B	£818 ^C	£1132 ^D	£1960 ^G

THE SPEC 280gsm neutral artboard | full colour one side or both sides | templates styles P1, P2, P4, P5, P6, P7, P8 or P10 for A4 template styles Q1 or Q2 for A5 – see page 31 | supplied flat

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



folders versus booklets

You've got the bases covered with smart stationery and you want to inspire people into action. Can't decide whether to go for booklets or folders with inserts? Let us help...

folders with inserts

- ☒ Easy to update if your details change
- ☒ Perfect for up to 16 sections
- ☒ Can't fail to impress
- ☒ Modular. Got a new product? Just add a new insert
- ☒ Low cost means taking a few seconds to collate yourself

booklets

- ☒ Complete and ready to send
- ☒ Great for large amounts of information
- ☒ Easy to navigate through
- ☒ Make you look established and credible
- ☒ Less flexible if you change your details often



"a booklet...
or a folder
with inserts?"



Eileen
Truro Store

peel & stick folders

IMPROVED RECIPE!



folders you can rely on – versatile and strong

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	WORKING DAYS
OVERSIZE A5 GLOSS LAMINATED OUTSIDE (holds up to 16 A5 sheets)			PPA5G0? £561 ^A	£716 ^B	£1000 ^C	£1820 ^E	5
			PPA5G4? £750 ^A	£952 ^B	£1324 ^C	£2320 ^E	
OVERSIZE A5 MATT LAMINATED BOTH SIDES (holds up to 16 A5 sheets)			PPA5M0? £597 ^A	£788 ^B	£1144 ^C	£2180 ^E	5
			PPA5M4? £786 ^A	£1024 ^B	£1468 ^C	£2680 ^E	
OVERSIZE A5 STARMARQUE SPOT UV OUTSIDE (holds up to 16 A5 sheets)			PPA5Q0? £887 ^A	£1118 ^B	£1534 ^C	£2830 ^E	7
			PPA5Q4? £1076 ^A	£1354 ^B	£1878 ^C	£3330 ^E	
OVERSIZE A4 GLOSS LAMINATED OUTSIDE (holds up to 16 A4 sheets)			PPA4G0? £666 ^B	£848 ^C	£1208 ^D	£2300 ^G	5
			PPA4G4? £855 ^B	£1084 ^C	£1540 ^D	£2800 ^G	
OVERSIZE A4 MATT LAMINATED BOTH SIDES (holds up to 16 A4 sheets)			PPA4M0? £717 ^B	£930 ^C	£1416 ^D	£2810 ^G	5
			PPA4M4? £906 ^B	£1146 ^C	£1664 ^D	£3120 ^G	
OVERSIZE A4 STARMARQUE SPOT UV OUTSIDE (holds up to 16 A4 sheets)			PPA4Q0? £1067 ^A	£1330 ^B	£1916 ^C	£3610 ^E	7
			PPA4Q4? £1256 ^A	£1546 ^B	£2164 ^C	£3920 ^E	

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides
gloss laminated outside or **matt laminated both sides** or **matt laminated both sides**, **StarMarque spot UV varnish outside**
 template style R1, R2, R3, R4, R6 or R7 for A4 | template styles S1 or S2 for A5
 supplied flat | peel & stick tape supplied for easy assembly

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



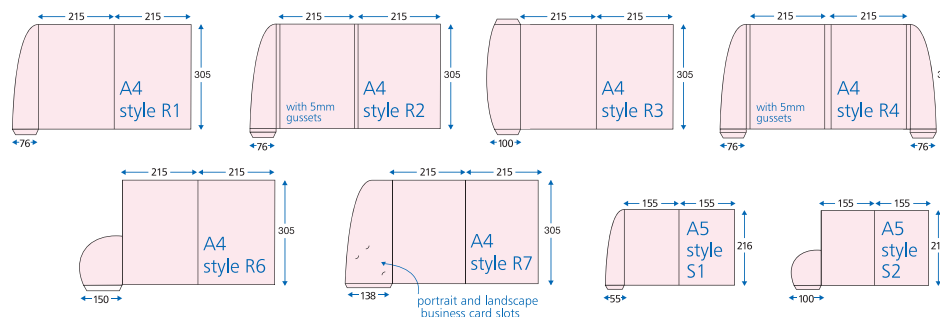
500 FOR
£561

Choose from striking Gloss or sophisticated Matt Lamination (with optional StarMarque gloss highlights)

Peel & Stick Presentation Folder Templates



DESIGN YOUR OWN TEMPLATE FOR
£100
AND ADD 2 WORKING DAYS



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

corporate folders

IMPROVED RECIPE!



masses of space to get your message across

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	WORKING DAYS
OVERSIZE A4 GLOSS LAMINATED OUTSIDE (holds up to 16 A4 sheets)		CFA4G0?	£681^B	£834 ^C	£1136 ^E	£2050 ^H	5
		CFA4G4?	£891^B	£1106 ^C	£1504 ^E	£2590 ^H	
OVERSIZE A4 MATT LAMINATED BOTH SIDES (holds up to 16 A4 sheets)		CFA4M0?	£753^B	£978 ^C	£1424 ^E	£2770 ^H	5
		CFA4M4?	£963^B	£1250 ^C	£1792 ^E	£3310 ^H	
OVERSIZE A4 STARMARQUE SPOT UV OUTSIDE (holds up to 16 A4 sheets)		CFA4Q0?	£1103^B	£1378 ^C	£1924 ^E	£3570 ^H	7
		CFA4Q4?	£1313^B	£1650 ^C	£2292 ^E	£4110 ^H	

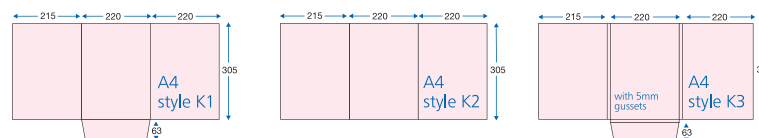
THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides
gloss laminated outside or matt laminated both sides or matt laminated both sides, StarMarque spot UV varnish outside
template style K1, K2 or K3 | supplied flat with creases

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



500 FOR
£681

Corporate Folder Templates



presidential folders

IMPROVED RECIPE!

100% more space than regular folders

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	WORKING DAYS
OVERSIZE A4 GLOSS LAMINATED OUTSIDE (holds up to 16 A4 sheets)		PRA4G0?	£817^C	£1000 ^D	£1364 ^F	£2460 ^Z	5
		PRA4G4?	£1069^C	£1328 ^D	£1804 ^F	£3110 ^Z	
OVERSIZE A4 MATT LAMINATED BOTH SIDES (holds up to 16 A4 sheets)		PRA4M0?	£904^C	£1174 ^D	£1708 ^F	£3320 ^Z	5
		PRA4M4?	£1156^C	£1500 ^D	£2152 ^F	£3970 ^Z	
OVERSIZE A4 STARMARQUE SPOT UV OUTSIDE (holds up to 16 A4 sheets)		PRA4Q0?	£1254^C	£1574 ^D	£2208 ^F	£4120 ^Z	7
		PRA4Q4?	£1506^C	£1900 ^D	£2652 ^F	£4770 ^Z	

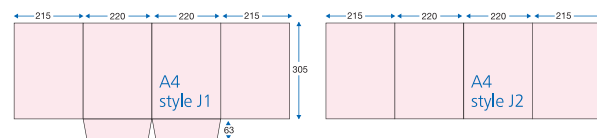
THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides
gloss laminated outside or matt laminated both sides or matt laminated both sides, StarMarque spot UV varnish outside
template style J1 or J2 | supplied flat with creases

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



500 FOR
£817

Presidential Folder Templates



fat folders

IMPROVED RECIPE!



fat is fab! perfect for holding thick brochures, CDs, samples and much more...

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000	WORKING DAYS
OVERSIZE A4 GLOSS LAMINATED OUTSIDE	FFG40?	£817 ^C	£1000 ^D	£1364 ^F	£2460 ^Z	5
OVERSIZE A4 MATT LAMINATED BOTH SIDES	FFM40?	£904 ^C	£1174 ^D	£1708 ^F	£3320 ^Z	5
OVERSIZE A4 STARMARQUE SPOT UV OUTSIDE	FFQ40?	£1254 ^C	£1574 ^D	£2208 ^F	£4120 ^Z	7

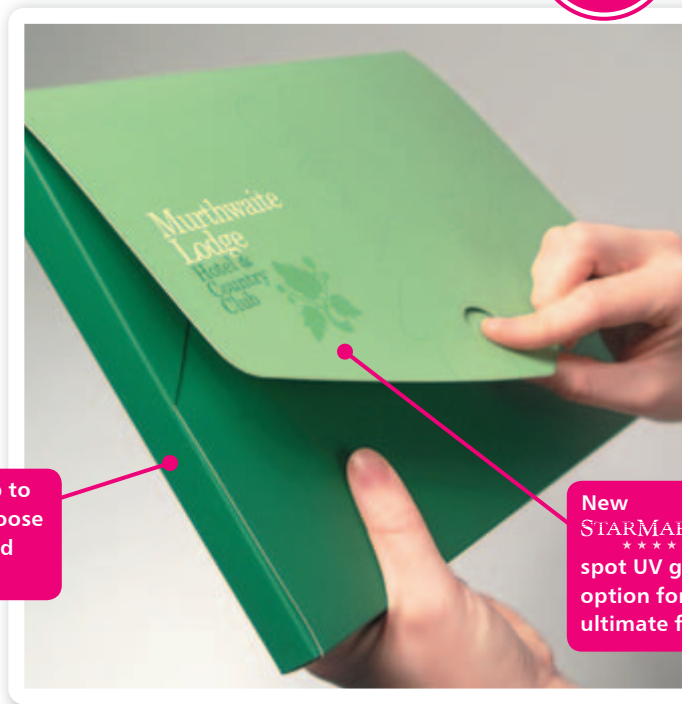
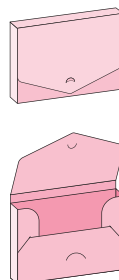
THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side | holds up to 2cm of A4 sheets | supplied flat with creases
gloss laminated outside or **matt laminated both sides** or **matt laminated both sides, StarMarque spot UV varnish outside**
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



DESIGN YOUR OWN
TEMPLATE
FOR
£100
AND ADD
2 WORKING DAYS



500 FOR
£817



Holds up to
2cm of loose
notes and
papers

New
STARMARQUE[®]

spot UV gloss
option for the
ultimate finish

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

Premium gloss folder inserts



easily customise the information you want to send

for **A5** folders

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000
4x A5 SHEETS (each sheet 148x210mm)			ING5040	£190 ^A	£223 ^A	£263 ^A
			ING5044	£273 ^A	£312 ^A	£360 ^A
8x A5 SHEETS (each sheet 148x210mm)			ING5080	£358 ^A	£419 ^A	£487 ^B
			ING5084	£510 ^A	£583 ^A	£670 ^B
16x A5 SHEETS (each sheet 148x210mm)			ING5160	£605 ^A	£652 ^B	£738 ^C
			ING5164	£875 ^A	£938 ^B	£1056 ^C

THE SPEC 150gsm gloss art paper – FSC certified | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



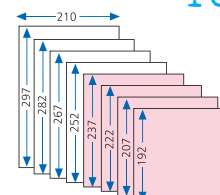
for **A4** folders

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000
4x A4 SHEETS (each sheet 210x297mm)			ING4040	£328 ^A	£389 ^A	£457 ^B
			ING4044	£480 ^A	£553 ^A	£640 ^B
4x TABBED SHEETS (each sheet 15mm shorter than previous sheet – 210x297mm to 210x252mm)			INGT040	£348 ^A	£409 ^A	£477 ^B
			INGT044	£500 ^A	£573 ^A	£660 ^B
8x A4 SHEETS (each sheet 210x297mm)			ING4080	£575 ^A	£622 ^B	£708 ^C
			ING4084	£845 ^A	£908 ^B	£1026 ^C
8x TABBED SHEETS (each sheet 15mm shorter than previous sheet – 210x297mm to 210x192mm)			INGT080	£595 ^A	£642 ^B	£728 ^C
			INGT084	£865 ^A	£928 ^B	£1046 ^C

THE SPEC 150gsm gloss art paper – FSC certified | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



"choose tabbed inserts for easy reference"















John
London Store



Premium silk folder inserts



















update and add information easily
for **A5** folders

SIZE/STYLE	FRONT REVERSE		250	500	1,000	2,000
4x A5 SHEETS (each sheet 148x210mm)		 INS040	£219^A	£258 ^A	£304 ^A	£354 ^B
		 INS044	£317^A	£362 ^A	£418 ^A	£483 ^B
8x A5 SHEETS (each sheet 148x210mm)		 INS080	£411^A	£483 ^A	£563 ^B	£652 ^C
		 INS084	£591^A	£677 ^A	£779 ^B	£896 ^C
16x A5 SHEETS (each sheet 148x210mm)		 INS160	£698^A	£753 ^B	£854 ^C	£1044 ^D
		 INS164	£1016^A	£1090 ^B	£1229 ^C	£1497 ^D

THE SPEC 170gsm silk art paper – FSC certified | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

for **A4** folders

SIZE/STYLE	FRONT REVERSE		250	500	1,000	2,000
4x A4 SHEETS (each sheet 210x297mm)		 INS4040	£381^A	£453 ^A	£533 ^B	£622 ^C
		 INS4044	£561^A	£647 ^A	£749 ^B	£866 ^C
4x TABBED SHEETS (each sheet 15mm shorter than previous sheet – 210x297mm to 210x252mm)		 INST040	£401^A	£473 ^A	£553 ^B	£642 ^C
		 INST044	£581^A	£667 ^A	£769 ^B	£886 ^C
8x A4 SHEETS (each sheet 210x297mm)		 ING4080	£668^B	£723 ^B	£824 ^C	£1014 ^D
		 INS4084	£986^B	£1060 ^B	£1199 ^C	£1467 ^D
8x TABBED SHEETS (each sheet 15mm shorter than previous sheet – 210x297mm to 210x192mm)		 INST080	£688^B	£743 ^B	£844 ^C	£1034 ^D
		 INST084	£1006^B	£1080 ^B	£1219 ^C	£1487 ^D

THE SPEC 170gsm silk art paper – FSC certified | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

250 FOR
£219



Dean Grant of *The Really Useful Garden Company* in Leeds says "printing.com has increased the strength of our brand and has given confidence to our sales staff – they're proud to go out there and flog the business!"

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

media folders IMPROVED RECIPE!



a multi-tasking master – holds your documents, business card and a cd or dvd all at the same time!

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	WORKING DAYS
OVERSIZE A4 GLOSS LAMINATED OUTSIDE (holds up to 16 A4 sheets & CD/DVD)			MFA4GOM1 £681^B	£834 ^C	£1136 ^E	£2050 ^H	5
			MFA4G4M1 £891^B	£1106 ^C	£1504 ^E	£2590 ^H	
OVERSIZE A4 MATT LAMINATED BOTH SIDES (holds up to 16 A4 sheets & CD/DVD)			MFA4MOM1 £753^B	£978 ^C	£1424 ^E	£2770 ^H	5
			MFA4M4M1 £963^B	£1250 ^C	£1792 ^E	£3310 ^H	
OVERSIZE A4 STARMARQUE SPOT UV OUTSIDE (holds up to 16 A4 sheets & CD/DVD)			MFA4QOM1 £1103^B	£1378 ^C	£1924 ^E	£3570 ^H	7
			MFA4Q4M1 £1313^B	£1650 ^C	£2292 ^E	£4110 ^H	

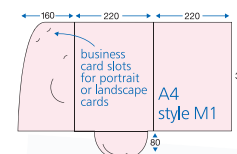
THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides
gloss laminated outside or **matt laminated both sides** or **matt laminated both sides, StarMarque spot UV varnish outside**
 template style M1 | supplied flat with creases

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



Media Folder Template



DESIGN YOUR OWN TEMPLATE FOR
£100
 AND ADD 2 WORKING DAYS

**500 FOR
 £681**

CD or DVD works as a lock and is snugly held in place



CD jackets

IMPROVED RECIPE!



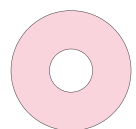
no need for plastic jewel cases

A low-cost, one-piece marvel in origami. Three simple folds and they're assembled faster than you can say "pull my finger". Your disc is held in its own self-contained designer jacket (without the designer price tag).

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000
SINGLE (holds one CD) (flat size 210x296mm)		CDJ44	£262^A	£301 ^A	£385 ^B	£540 ^B
DOUBLE (holds two CDs) (flat size 210x296mm)		CDJ44D	£262^A	£301 ^A	£385 ^B	£540 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | cut to shape and creased for easy folding | supplied flat
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!

COLOUR KEY	
	full colour one side
	full colour both sides



Use our **A5 cut-out stickers** (see page 95) to make beautiful, full colour CD and DVD Labels.
500 for £232 STKPARCC

250 FOR
£262

X
ARTWORK

7
WORKING DAYS



"gloss coating brings colours to life"

Eileen
Truro Store

DVD sleeves

NEW!



colour inserts for standard DVD cases

This is fancy dress for your DVDs. Send them out in a full branded **DVD Sleeve** with your details. These make you look professional and increase the chances of your DVD being watched as a result – (obviously the point of sending them a DVD in the first place!)

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
DVD SLEEVE (273x184mm)		DVD40?	£90^A	£107 ^A	£131 ^A	£163 ^B	£216 ^B
		DVD44?	£138^A	£169 ^A	£204 ^A	£248 ^B	£296 ^B

THE SPEC 150gsm gloss art paper – FSC certified | full colour one side or both sides | supplied flat for self insertion | DVD cases not included
THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!

X
ARTWORK

3
WORKING DAYS





















the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

jewel case inserts NEW!

for regular and Super Jewel®
CD and DVD cases

If you've got yourself pegged as the next Dolly Parton, you're going to need some pretty packaging for your CDs and DVDs. You'll need a rear tray inlay (which we've pre-creased for easy folding) as well as the front cover – choose from single leaf, or double the space with a 4 page booklet or triple it with a 6 page booklet. We've got inserts to fit regular jewel and Super Jewel® cases. All are gloss laminated on the front for maximum impact. Eat that, Jolene.

SIZE/STYLE		FRONT REVERSE	250	500	1,000
CD FRONT regular/Super Jewel® single-leaf (flat size 120x120mm)		 CDJCF2P	£134^A	£145 ^A	£171 ^A
CD FRONT regular/Super Jewel® 4 page booklet (flat size 240x120mm creased in half to 120x120mm)		 CDJCF4P	£201^A	£216 ^A	£260 ^A
CD FRONT regular/Super Jewel® 6 page booklet (flat size 357x120mm creased in third to 120x120mm)		 CDJCF6P	£229^A	£252 ^A	£312 ^A
CD REAR regular tray inlay (flat size 151x118mm)		 CDJCREV	£174^A	£185 ^A	£211 ^A
CD REAR Super Jewel® tray inlay (flat size 151x131mm)		 SJCDR?	£201^A	£216 ^A	£260 ^A
DVD FRONT Super Jewel® single-leaf (flat size 120x178mm)		 SJDVDF2?	£161^A	£176 ^A	£220 ^A
DVD FRONT Super Jewel® 4 page booklet (flat size 240x178mm creased in half to 120x178mm)		 SJDVDF4?	£253^A	£289 ^A	£364 ^A
DVD FRONT Super Jewel® 6 page booklet (flat size 359x178mm creased in third to 120x178mm)		 SJDVDF6?	£174^A	£185 ^A	£211 ^A
DVD REAR Super Jewel® tray inlay (flat size 151x196mm)		 SJDVDR?	£201^A	£216 ^A	£260 ^A

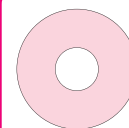
THE SPEC 250gsm gloss artboard | full colour both sides | gloss laminated front | 4 page, 6 page and tray inlay creased/perforated for easy folding
supplied flat | Jewel cases not included

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



New size fits the latest
Super Jewel® cases



Use our
A5 cut-out stickers
(see page 95) to make beautiful,
full colour CD and DVD Labels.
500 for £232 STKPARCC

case card portfolios

showing off never looked so good

Case Card Portfolios are a neat way of displaying your product range, portfolio or repertoire.

Fourteen individual gloss laminated cards, all housed in an elegant, clear acrylic case (either the size of a CD or floppy disk). You'll get even more attention than the time you fell off the stage at your school play.

250 FOR
£310

"these are
an unusual
way of
showcasing
your
products or
services"

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
3.5" DISC CASE (14 cards of 89x92mm)		 CASESM0?	£310 ^B	£426 ^B	£646 ^C	£1054 ^E	£2278 ^G
		 CASESM4?	£414 ^B	£545 ^B	£799 ^C	£1209 ^E	£2423 ^G
CD CASE (14 cards of 116x135mm)		 CASELG0?	£464 ^B	£604 ^C	£845 ^D	£1300 ^G	£2812 ^Z
		 CASELG4?	£651 ^B	£833 ^C	£1058 ^D	£1540 ^G	£3136 ^Z



THE SPEC 250gsm gloss artboard | full colour one side or both sides | gloss laminated one side | 14 separate cards includes acrylic case | supplied loose, requires self collation and assembly

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



Swanky
acrylic case
included



John
London Store



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great for hefty price lists, impressive magazines and swanky brochures

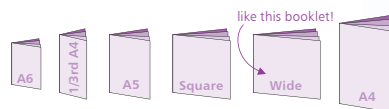
Imagine the lunacy of going to the Royal Albert Hall and being handed a wad of post-it notes outlining the entertainment for the new season. Or trying to choose a holiday with only an audio cassette to describe the resorts? If you've got a lot to say, you need us, and you need full colour **Booklets**. You know it makes sense.

beautiful booklets in 7 simple stages

1 what size?

How big should each page be?

The smallest is A6 at 105x148mm per page, up to 210x297mm for A4 size.



2 which orientation?

Some Booklets can be **landscape**

(with a short spine) or **portrait** (long spine) for the same price.



3 how many pages?

A **page** is one side of a leaf of paper – this booklet you're holding has 112 pages. Each booklet size is available in a variety of page numbers and we've highlighted the most economical to make.



4 which paper?

100gsm 115gsm 150gsm 160gsm 170gsm

Choose from a wide range of papers from postage-friendly **100gsm** up to impressive **170gsm** for the inside pages of your booklet.

5 how about your cover?

Your cover can be made from the same paper as your

inside pages or add an additional **thick laminated cover** – see page 44.



6 what quantity?

500 1,000 2,000 5,000 +

The easy bit! See the following pages for our low **fixed prices**.

7 how will it look?

It's important you make the most of your investment – get us involved early in the **design** stages and we can probably save you money.



Ross
Glasgow Store

A6 booklets

great for pocket sized propaganda

FASTER TURNAROUND!

500 FOR
£361



WE PRINTED
3,000,000
BOOKLETS
LAST YEAR

Help us plant
50,000
Trees! See page 2



SIZE/STYLE	ALL PAGES	SPECIFICATION		500	1,000	2,000	5,000	EXTRA 1K	WORKING DAYS
8 PAGES (105x148mm)		100gsm SILK THROUGHOUT	BK6M108	£361 ^A	£386 ^A	£458 ^A	£681 ^B	£52	5
		100gsm RECYCLED THROUGHOUT	BK6R108	£361 ^A	£386 ^A	£458 ^A	£681 ^B	£52	
		115gsm GLOSS THROUGHOUT	BK6G18	£361 ^A	£386 ^A	£458 ^A	£681 ^B	£52	
		150gsm GLOSS THROUGHOUT	BK6G508	£368 ^A	£398 ^A	£472 ^A	£702 ^B	£54	
		170gsm SILK THROUGHOUT	BK6M708	£386 ^A	£418 ^A	£496 ^A	£737 ^B	£56	
16 PAGES (105x148mm)		100gsm SILK THROUGHOUT	BK6M116	£495 ^A	£546 ^A	£648 ^B	£913 ^C	£66	5
		100gsm RECYCLED THROUGHOUT	BK6R116	£495 ^A	£546 ^A	£648 ^B	£913 ^C	£66	
		115gsm GLOSS THROUGHOUT	BK6G116	£495 ^A	£546 ^A	£648 ^B	£913 ^C	£66	
		150gsm GLOSS THROUGHOUT	BK6G516	£499 ^A	£554 ^A	£664 ^B	£963 ^C	£72	
		170gsm SILK THROUGHOUT	BK6M716	£514 ^A	£571 ^A	£684 ^B	£992 ^C	£80	
32 PAGES (105x148mm) – same price for 24 pages		100gsm SILK THROUGHOUT	BK6M132	£675 ^B	£739 ^B	£835 ^C	£1126 ^F	£98	5
		100gsm RECYCLED THROUGHOUT	BK6R132	£675 ^B	£739 ^B	£835 ^C	£1126 ^F	£98	
		115gsm GLOSS THROUGHOUT	BK6G132	£675 ^B	£739 ^B	£835 ^C	£1126 ^F	£98	
		150gsm GLOSS THROUGHOUT	BK6G532	£683 ^B	£755 ^B	£868 ^C	£1208 ^F	£114	
		170gsm SILK THROUGHOUT	BK6M732	£699 ^B	£767 ^B	£893 ^C	£1269 ^F	£126	
64 PAGES (105x148mm) – same price for 48 pages		100gsm SILK THROUGHOUT	BK6M164	£947 ^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	7
		100gsm RECYCLED THROUGHOUT	BK6R164	£947 ^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	
		115gsm GLOSS THROUGHOUT	BK6G164	£947 ^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	
		150gsm GLOSS THROUGHOUT	BK6G564	£963 ^C	£1053 ^D	£1257 ^G	£1867 ^Z	£204	
		170gsm SILK THROUGHOUT	BK6M764	£975 ^C	£1078 ^D	£1305 ^G	£1988 ^Z	£228	
+4 PAGE THICK COVER (105x148mm)	FOR AN ADDITIONAL COVER, ADD THESE AMOUNTS TO THE ABOVE PRICES								7
		170gsm SILK COVER	BKCKA6P	£203	£219	£258	£378	£28	
		250gsm GLOSS LAMINATED COVER	BKCGA6P	£220	£242	£286	£418	£30	
		250gsm MATT LAMINATED COVER	BKCMSA6P	£239	£263	£311	£454	£34	
		250gsm STARMARQUE SPOT UV COVER	BKCSA6P	£282	£322	£405	£722	£70	

THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just 5 or 7 working days later (see above) – GUARANTEED!

PLEASE NOTE If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

XPRESS? We can work faster, but it'll cost you! See page 6 for full details.

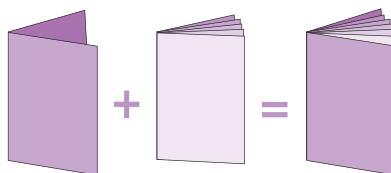
the small print> WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

add a thick cover

make your booklets even more impressive

Our lowest prices for booklets are where all pages are printed on the same weight of paper. That said, lots of people prefer to give their booklets a bit more impact by adding a thicker cover.

We can create any booklet with a thick cover in as few as 12 pages (8 pages for the inside plus 4 pages for the cover). The cover is in addition to, and doesn't replace any existing pages. Simply look up the quantity you want on our fixed price charts and run your finger down to the bottom to see how much to add for your choice of cover.



choose your thick cover style

from these 4 great options...

NEW!

170gsm SILK

Perfect for adding to our thinner booklets – an unlaminated 170gsm silk art paper.

250gsm GLOSS LAMINATED

An eye-catching gloss laminated outside on a thick 250gsm gloss artboard.

250gsm MATT LAMINATED

Chic and subtle – a thick 250gsm silk artboard which is matt laminated on the outside.

NEW!

250gsm STARMARQUE SPOT UV

The same as our matt laminated covers, with additional gloss highlights on the outside.

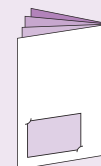


pimp your cover **NEW!**

Make your 250gsm thick cover work harder with these optional features...

business cards slots ▼

Slot your business card neatly onto the back cover, so they've got your contact details to hand.



insert holder slots ▼



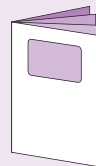
Attach an order form or price list to the inside back cover with these handy slots.

perforated back cover ▼

Add a perforation to the rear cover so that people can tear it off – great for order forms or reply cards.



windowed front cover ▼



Add a cut-out window with round or straight corners to the front cover, to reveal part of the inside.

ADD ANY OF THESE
OPTIONAL FEATURES
FOR
£40
EACH AND ADD
3 WORKING DAYS

PLEASE NOTE
These optional features are only available on 250gsm Thick Covers and not 170gsm silk. Any combination of features may be used for £40 each.




1/3rd A4 booklets

tall, slim and attractive

FASTER TURNAROUND!

500 FOR
£495



SIZE/STYLE	ALL PAGES	SPECIFICATION		500	1,000	2,000	5,000	EXTRA 1K	WORKING DAYS
12 PAGES (99x210mm) – same price for 8 pages 		100gsm SILK THROUGHOUT	BK3A4112	£495^B	£546 ^B	£648 ^C	£913 ^F	£66	5
		100gsm RECYCLED THROUGHOUT	BK3A4R12	£495^B	£546 ^B	£648 ^C	£913 ^F	£66	
		115gsm GLOSS THROUGHOUT	BK3AG112	£495^B	£546 ^B	£648 ^C	£913 ^F	£66	
		150gsm GLOSS THROUGHOUT	BK3A4G12	£499^B	£554 ^B	£664 ^C	£963 ^F	£72	
		170gsm SILK THROUGHOUT	BK3A4S12	£514^B	£571 ^B	£684 ^C	£992 ^F	£80	
24 PAGES (99x210mm) – same price for 16/20 pages 		100gsm SILK THROUGHOUT	BK3A4124	£675^B	£739 ^B	£835 ^C	£1126 ^F	£98	5
		100gsm RECYCLED THROUGHOUT	BK3A4R24	£675^B	£739 ^B	£835 ^C	£1126 ^F	£98	
		115gsm GLOSS THROUGHOUT	BK3AG124	£675^B	£739 ^B	£835 ^C	£1126 ^F	£98	
		150gsm GLOSS THROUGHOUT	BK3A4G24	£683^B	£755 ^B	£868 ^C	£1208 ^F	£114	
		170gsm SILK THROUGHOUT	BK3A4S24	£699^B	£767 ^B	£893 ^C	£1269 ^F	£126	
48 PAGES (99x210mm) – same price for 28/32/36/40/44 pages 		100gsm SILK THROUGHOUT	BK3A4148	£947^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	7
		100gsm RECYCLED THROUGHOUT	BK3A4R48	£947^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	
		115gsm GLOSS THROUGHOUT	BK3AG148	£947^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	
		150gsm GLOSS THROUGHOUT	BK3A4G48	£963^C	£1053 ^D	£1257 ^G	£1867 ^Z	£204	
		170gsm SILK THROUGHOUT	BK3A4S48	£975^C	£1078 ^D	£1305 ^G	£1988 ^Z	£228	
+4 PAGE THICK COVER (99x210mm)	FOR AN ADDITIONAL COVER , ADD THESE AMOUNTS TO THE ABOVE PRICES								7
		170gsm SILK COVER	BKCK3A4P	£233	£258	£307	£441	£35	
		250gsm GLOSS LAMINATED COVER	BKOG3A4P	£260	£286	£338	£494	£40	
		250gsm MATT LAMINATED COVER	BKCM3A4P	£282	£310	£367	£536	£42	
		250gsm STARMARQUE SPOT UV COVER	BKCS3A4P	£337	£387	£484	£933	£68	

THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later (see above) – GUARANTEED!

PLEASE NOTE If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



booklets and VAT

Booklets are usually zero rated for VAT, which means you don't need to add VAT to the prices listed. However the VAT rules are complicated and we may have to add VAT if you're using them as jotterers or forms. Ask us for more advice.

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

A5 booklets

our best selling size

FASTER TURNAROUND!



"my clients often add a thick cover to their booklets"



SIZE/STYLE	ALL PAGES	SPECIFICATION		500	1,000	2,000	5,000	EXTRA 1K	WORKING DAYS
8 PAGES (148x210mm or 105x297mm)		100gsm SILK THROUGHOUT	BK5M18	£495^A	£546 ^A	£648 ^B	£913 ^C	£66	5
		100gsm RECYCLED THROUGHOUT	BK5R18	£495^A	£546 ^A	£648 ^B	£913 ^C	£66	
		115gsm GLOSS THROUGHOUT	BK5G18	£495^A	£546 ^A	£648 ^B	£913 ^C	£66	
		150gsm GLOSS THROUGHOUT	BK5G58	£499^A	£554 ^A	£664 ^B	£963 ^C	£72	
		170gsm SILK THROUGHOUT	BK5M78	£514^A	£571 ^A	£684 ^B	£992 ^C	£80	
16 PAGES (148x210mm or 105x297mm) <i>– same price for 12 pages</i>		100gsm SILK THROUGHOUT	BK5M116	£675^B	£739 ^B	£835 ^C	£1126 ^F	£98	5
		100gsm RECYCLED THROUGHOUT	BK5R116	£675^B	£739 ^B	£835 ^C	£1126 ^F	£98	
		115gsm GLOSS THROUGHOUT	BK5G116	£675^B	£739 ^B	£835 ^C	£1126 ^F	£98	
		150gsm GLOSS THROUGHOUT	BK5G516	£683^B	£755 ^B	£868 ^C	£1208 ^F	£114	
		170gsm SILK THROUGHOUT	BK5M716	£699^B	£767 ^B	£893 ^C	£1269 ^F	£126	
32 PAGES (148x210mm or 105x297mm) <i>– same price for 20/24/28 pages</i>		100gsm SILK THROUGHOUT	BK5M132	£947^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	5
		100gsm RECYCLED THROUGHOUT	BK5R132	£947^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	
		115gsm GLOSS THROUGHOUT	BK5G132	£947^B	£1020 ^C	£1191 ^E	£1702 ^Z	£170	
		150gsm GLOSS THROUGHOUT	BK5G532	£963^C	£1053 ^D	£1257 ^G	£1867 ^Z	£204	
		170gsm SILK THROUGHOUT	BK5M732	£975^C	£1078 ^E	£1305 ^G	£1988 ^Z	£228	
48 PAGES (148x210mm or 105x297mm) <i>– same price for 44 pages</i>		100gsm SILK THROUGHOUT	BK5M148	£1570^C	£1681 ^D	£1948 ^G	£2750 ^Z	£268	7
		100gsm RECYCLED THROUGHOUT	BK5R148	£1570^C	£1681 ^D	£1948 ^G	£2750 ^Z	£268	
		115gsm GLOSS THROUGHOUT	BK5G148	£1570^C	£1681 ^D	£1948 ^G	£2750 ^Z	£268	
		150gsm GLOSS THROUGHOUT	BK5G548	£1595^D	£1730 ^F	£2047 ^H	£2997 ^Z	£318	
		170gsm SILK THROUGHOUT	BK5M748	£1613^D	£1767 ^F	£2120 ^Z	£3179 ^Z	£354	
+4 PAGE THICK COVER (148x210mm or 105x297mm)	FOR AN ADDITIONAL COVER , ADD THESE AMOUNTS TO THE ABOVE PRICES								7
		170gsm SILK COVER	BKCKA57	£267	£296	£352	£506	£40	
		250gsm GLOSS LAMINATED COVER	BKCGA57	£299	£332	£398	£574	£44	
		250gsm MATT LAMINATED COVER	BKCMSA57	£324	£360	£431	£622	£48	
		250gsm STARMARQUE SPOT UV COVER	BKCSA57	£391	£455	£578	£1072	£90	

THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later (see above) – GUARANTEED!

PLEASE NOTE If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



Ross
Glasgow Store

500 FOR
£495



SIZE/STYLE	ALL PAGES	SPECIFICATION		500	1,000	2,000	5,000	EXTRA 1K	WORKING DAYS
64 PAGES (148x210mm or 105x297mm) <i>– same price for 52/56/60 pages</i>		100gsm SILK THROUGHOUT	BK5M164	£1815^C	£1963 ^E	£2303 ^H	£3326 ^Z	£342	
		100gsm RECYCLED THROUGHOUT	BK5R164	£1815^C	£1963 ^E	£2303 ^H	£3326 ^Z	£342	
		115gsm GLOSS THROUGHOUT	BK5G164	£1815^C	£1963 ^E	£2303 ^H	£3326 ^Z	£342	
		150gsm GLOSS THROUGHOUT	BK5G564	£1848^D	£2029 ^G	£2435 ^Z	£3656 ^Z	£408	
		170gsm SILK THROUGHOUT	BK5M764	£1873^D	£2077 ^G	£2533 ^Z	£3899 ^Z	£456	
 OR  OR  +4 PAGE THICK COVER (148x210mm or 105x297mm)	FOR AN ADDITIONAL COVER , ADD THESE AMOUNTS TO THE ABOVE PRICES								
		170gsm SILK COVER	BKCKA57	£267	£296	£352	£506	£40	
		250gsm GLOSS LAMINATED COVER	BKCGA57	£299	£332	£398	£574	£44	
		250gsm MATT LAMINATED COVER	BKCMSA57	£324	£360	£431	£622	£48	
		250gsm STARMARQUE SPOT UV COVER	BKCSA57	£391	£455	£578	£1072	£90	

THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, **gloss laminated outside** or 250gsm silk artboard, **gloss laminated outside** or 250gsm silk artboard, **matt laminated outside**, **Starmarque spot UV varnish outside** | full colour both sides

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USUALLY
0% VAT
SEE PAGE 45



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"read this
before you
start!"



Howard
Durham Store

brochure masterclass

printing.com ■ Marketing Surgery

A great brochure can do wonders for your organisation. Before you start, think about the answers to these questions and it won't be long before your competitors are sobbing into their tissues.

What's the brochure's purpose?

Will you be mailing the brochure by itself or as part of a bigger pack? Is it for an exhibition? How will you distribute it?

Who's your audience?

Existing or prospective customers? All of them, or just a section? Who will be reading it – executives, creatives, techies, kids?

Who should be involved?

It's best to get decision makers involved at the early stages. Have a brainstorming session to thrash out your ideas.

How much can you spend?

It's best to know your budget from the outset. That way, we can find the best solution without breaking the bank.

Who's going to write it?

You got good English grades and want to write the copy yourself? Many people do. Pick up a book on copywriting and get some tips. But edit yourself aggressively. If you can use half the words, do. We can help with a bit of polish if you want us to.

Who's going to design it?

You may cook a wicked lasagne, but could you cater for five hundred? If you've tinkered with a design package, you may consider designing your brochure yourself. Do so at your peril. You may end up with a lame brochure that does more harm than you think. Leave it to the pros. We'd love to help – get us involved early in the project.

What photography will you use?

Photos sorted already, or will you need some taking? Or will low-cost stock photos do the job? How many will you need?

How much detail do you need?

It's tempting to include every little nugget of information. Great brochures are often uncluttered, with lots of white space. Keep it clean and relevant to your audience.

What are your competitors doing?

Gather together competitors' brochures. This will help you decide what to cover. You need to look at least as good, if not better.

Who's going to proof it?

Not anyone who's been involved! People tend to read what they *think* they've written. Use a fresh pair of eyes and meticulously check every detail. It's worth the effort.



Beautiful photos make a big difference.





square booklets

FASTER TURNAROUND!

it's hip to be square... look a bit more unusual

500 FOR
£675



SIZE/STYLE	ALL PAGES	SPECIFICATION		500	1,000	2,000	5,000	EXTRA 1K	WORKING DAYS
12 PAGES (210x210mm) – same price for 8 pages 		100gsm SILK THROUGHOUT	BKSQ112	£675^A	£739 ^B	£835 ^B	£1126 ^D	£98	5
		100gsm RECYCLED THROUGHOUT	BKSQR12	£675^A	£739 ^B	£835 ^B	£1126 ^D	£98	
		115gsm GLOSS THROUGHOUT	BKSQ112	£675^A	£739 ^B	£835 ^B	£1126 ^D	£98	
		150gsm GLOSS THROUGHOUT	BKSQG12	£683^A	£755 ^B	£868 ^C	£1208 ^E	£114	
		170gsm SILK THROUGHOUT	BKSQS12	£699^B	£767 ^C	£893 ^C	£1269 ^F	£126	
24 PAGES (210x210mm) – same price for 16/20 pages 		100gsm SILK THROUGHOUT	BKSQ124	£947^B	£1020 ^B	£1191 ^C	£1702 ^F	£170	5
		100gsm RECYCLED THROUGHOUT	BKSQR24	£947^B	£1020 ^B	£1191 ^C	£1702 ^F	£170	
		115gsm GLOSS THROUGHOUT	BKSQ124	£947^B	£1020 ^B	£1191 ^C	£1702 ^F	£170	
		150gsm GLOSS THROUGHOUT	BKSQG24	£963^B	£1053 ^C	£1257 ^E	£1867 ^H	£204	
		170gsm SILK THROUGHOUT	BKSQS24	£975^B	£1078 ^C	£1305 ^E	£1988 ^H	£228	
36 PAGES (210x210mm) – same price for 28/32 pages 		100gsm SILK THROUGHOUT	BKSQ136	£1570^B	£1681 ^C	£1948 ^E	£2750 ^Z	£268	7
		100gsm RECYCLED THROUGHOUT	BKSQR36	£1570^B	£1681 ^C	£1948 ^E	£2750 ^Z	£268	
		115gsm GLOSS THROUGHOUT	BKSQ136	£1570^B	£1681 ^C	£1948 ^E	£2750 ^Z	£268	
		150gsm GLOSS THROUGHOUT	BKSQG36	£1595^C	£1730 ^D	£2047 ^F	£2997 ^Z	£318	
		170gsm SILK THROUGHOUT	BKSQS36	£1613^C	£1767 ^D	£2120 ^F	£3179 ^Z	£354	
48 PAGES (210x210mm) – same price for 40/44 pages 		100gsm SILK THROUGHOUT	BKSQ148	£1815^B	£1963 ^C	£2303 ^E	£3326 ^Z	£342	7
		100gsm RECYCLED THROUGHOUT	BKSQR48	£1815^B	£1963 ^C	£2303 ^E	£3326 ^Z	£342	
		115gsm GLOSS THROUGHOUT	BKSQ148	£1815^B	£1963 ^C	£2303 ^E	£3326 ^Z	£342	
		150gsm GLOSS THROUGHOUT	BKSQG48	£1848^C	£2029 ^E	£2435 ^G	£3656 ^Z	£408	
		170gsm SILK THROUGHOUT	BKSQS48	£1873^C	£2077 ^E	£2533 ^H	£3899 ^Z	£456	
+4 PAGE THICK COVER (210x210mm)	FOR AN ADDITIONAL COVER , ADD THESE AMOUNTS TO THE ABOVE PRICES								7
		170gsm SILK COVER	BKCKSQ	£328	£359	£416	£587	£50	
		250gsm GLOSS LAMINATED COVER	BKCGSQ	£355	£390	£461	£653	£54	
		250gsm MATT LAMINATED COVER	BKCMSQ	£384	£422	£499	£707	£60	
		250gsm STARMARQUE SPOT UV COVER	BKCSSQ	£477	£548	£715	£1265	£146	

THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside
 or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later (see above) – GUARANTEED!

PLEASE NOTE If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



Ian Clapp,
Rookery Manor,
near Bristol

We've received amazing
all round service
from printing.com,
with valuable advice
on our branding
which has helped
uplift our profile.








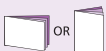













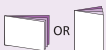












the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK
 (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED

A4 booklets

FASTER TURNAROUND!

our biggest, beefiest, most beautiful booklets

SIZE/STYLE	ALL PAGES	SPECIFICATION		500	1,000	2,000	5,000	EXTRA 1K	WORKING DAYS
8 PAGES (210x297mm)  OR 		100gsm SILK THROUGHOUT	BK4M18	£675^B	£737 ^B	£832 ^C	£1118 ^F	£96	5
		100gsm RECYCLED THROUGHOUT	BK4R18	£675^B	£737 ^B	£832 ^C	£1118 ^F	£96	
		115gsm GLOSS THROUGHOUT	BK4G18	£675^B	£737 ^B	£832 ^C	£1118 ^F	£96	
		150gsm GLOSS THROUGHOUT	BK4G58	£683^B	£754 ^C	£865 ^D	£1200 ^H	£112	
		170gsm SILK THROUGHOUT	BK4M78	£699^B	£766 ^C	£889 ^E	£1261 ^H	£124	
16 PAGES (210x297mm) – same price for 24 pages  OR 		100gsm SILK THROUGHOUT	BK4M116	£945^B	£1019 ^C	£1187 ^E	£1694 ^Z	£170	5
		100gsm RECYCLED THROUGHOUT	BK4R116	£945^B	£1019 ^C	£1187 ^E	£1694 ^Z	£170	
		115gsm GLOSS THROUGHOUT	BK4G116	£945^B	£1019 ^C	£1187 ^E	£1694 ^Z	£170	
		150gsm GLOSS THROUGHOUT	BK4G516	£962^C	£1052 ^D	£1253 ^G	£1859 ^Z	£202	
		170gsm SILK THROUGHOUT	BK4M716	£974^C	£1076 ^E	£1302 ^G	£1980 ^Z	£226	
20 PAGES (210x297mm)  OR 		100gsm SILK THROUGHOUT	BK4M120	£1549^C	£1641 ^D	£1868 ^F	£2549 ^Z	£228	7
		100gsm RECYCLED THROUGHOUT	BK4R120	£1549^C	£1641 ^D	£1868 ^F	£2549 ^Z	£228	
		115gsm GLOSS THROUGHOUT	BK4G120	£1549^C	£1641 ^D	£1868 ^F	£2549 ^Z	£228	
		150gsm GLOSS THROUGHOUT	BK4G520	£1569^C	£1682 ^E	£1950 ^H	£2756 ^Z	£268	
		170gsm SILK THROUGHOUT	BK4M720	£1585^C	£1712 ^F	£2011 ^H	£2907 ^Z	£300	
24 PAGES (210x297mm) – same price for 24 pages  OR 		100gsm SILK THROUGHOUT	BK4M124	£1567^C	£1678 ^D	£1942 ^G	£2733 ^Z	£264	7
		100gsm RECYCLED THROUGHOUT	BK4R124	£1567^C	£1678 ^D	£1942 ^G	£2733 ^Z	£264	
		115gsm GLOSS THROUGHOUT	BK4G124	£1567^C	£1678 ^D	£1942 ^G	£2733 ^Z	£264	
		150gsm GLOSS THROUGHOUT	BK4G524	£1592^D	£1727 ^F	£2041 ^H	£2981 ^Z	£314	
		170gsm SILK THROUGHOUT	BK4M724	£1610^D	£1764 ^F	£2113 ^Z	£3163 ^Z	£350	
+4 PAGE THICK COVER (210x297mm)	FOR AN ADDITIONAL COVER , ADD THESE AMOUNTS TO THE ABOVE PRICES								7
		170gsm SILK COVER	BKCKA47	£360	£393	£455	£641	£62	
		250gsm GLOSS LAMINATED COVER	BKCGA47	£410	£451	£529	£730	£66	
		250gsm MATT LAMINATED COVER	BKCMSA47	£444	£488	£573	£790	£70	
		250gsm STARMARQUE SPOT UV COVER	BKCSA47	£568	£656	£877	£1494	£166	

THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside
 or 250gsm silk artboard, matt laminated outside, Starmarque spot UV varnish outside | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later (see above) – GUARANTEED!

PLEASE NOTE If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

XPRESS? We can work faster, but it'll cost you! See page 6 for full details.





Got to be perfect?

If you need more than 64 pages, we can make booklets another way – just like this Buying Guide. It's called **Perfect Binding**, takes longer to do and starts from an extra £750. However, the name gives our stapled booklets an inferiority complex. If you'd like a quote, please don't ask in front of a stapled booklet. Please, cover their ears. We can't afford the psychiatrist bills.

500 FOR
£675



WE PRINTED
3,000,000
BOOKLETS
LAST YEAR

SIZE/STYLE	ALL PAGES	SPECIFICATION		500	1,000	2,000	5,000	EXTRA 1K	WORKING DAYS
32 PAGES (210x297mm) – same price for 28 pages  OR 		100gsm SILK THROUGHOUT	BK4M132	£1812^C	£1959 ^E	£2297 ^H	£3309 ^Z	£338	7
		100gsm RECYCLED THROUGHOUT	BK4R132	£1812^C	£1959 ^E	£2297 ^H	£3309 ^Z	£338	
		115gsm GLOSS THROUGHOUT	BK4G132	£1812^C	£1959 ^E	£2297 ^H	£3309 ^Z	£338	
		150gsm GLOSS THROUGHOUT	BK4G532	£1845^D	£2025 ^G	£2429 ^Z	£3640 ^Z	£404	
		170gsm SILK THROUGHOUT	BK4M732	£1869^E	£2074 ^G	£2526 ^Z	£3882 ^Z	£452	
40 PAGES (210x297mm) – same price for 36 pages  OR 		100gsm SILK THROUGHOUT	BK4M140	£2434^D	£2618 ^F	£3051 ^Z	£4349 ^Z	£434	10
		100gsm RECYCLED THROUGHOUT	BK4R140	£2434^D	£2618 ^F	£3051 ^Z	£4349 ^Z	£434	
		115gsm GLOSS THROUGHOUT	BK4G140	£2434^D	£2618 ^F	£3051 ^Z	£4349 ^Z	£434	
		150gsm GLOSS THROUGHOUT	BK4G540	£2476^E	£2701 ^H	£3216 ^Z	£4762 ^Z	£516	
		170gsm SILK THROUGHOUT	BK4M740	£2506^F	£2762 ^H	£3338 ^Z	£5065 ^Z	£576	
48 PAGES (210x297mm) – same price for 44 pages  OR 		100gsm SILK THROUGHOUT	BK4M148	£2679^D	£2900 ^G	£3406 ^Z	£4925 ^Z	£506	10
		100gsm RECYCLED THROUGHOUT	BK4R148	£2679^D	£2900 ^G	£3406 ^Z	£4925 ^Z	£506	
		115gsm GLOSS THROUGHOUT	BK4G148	£2679^D	£2900 ^G	£3406 ^Z	£4925 ^Z	£506	
		150gsm GLOSS THROUGHOUT	BK4G548	£2729^F	£2999 ^H	£3604 ^Z	£5420 ^Z	£606	
		170gsm SILK THROUGHOUT	BK4M748	£2765^F	£3072 ^Z	£3750 ^Z	£5785 ^Z	£678	
64 PAGES (210x297mm) – same price for 52, 56 & 60 pages  OR 		100gsm SILK THROUGHOUT	BK4M164	£3546^E	£3841 ^H	£4516 ^Z	£6541 ^Z	£676	10
		100gsm RECYCLED THROUGHOUT	BK4R164	£3546^E	£3841 ^H	£4516 ^Z	£6541 ^Z	£676	
		115gsm GLOSS THROUGHOUT	BK4G164	£3546^E	£3841 ^H	£4516 ^Z	£6541 ^Z	£676	
		150gsm GLOSS THROUGHOUT	BK4G564	£3612^G	£3973 ^Z	£4780 ^Z	£7201 ^Z	£808	
		170gsm SILK THROUGHOUT	BK4M764	£3661^G	£4070 ^Z	£4974 ^Z	£7687 ^Z	£904	
+4 PAGE THICK COVER (210x297mm)	FOR AN ADDITIONAL COVER , ADD THESE AMOUNTS TO THE ABOVE PRICES								7
		170gsm SILK COVER	BKCKA4?	£360	£393	£455	£641	£62	
		250gsm GLOSS LAMINATED COVER	BKCGA4?	£410	£451	£529	£730	£66	
		250gsm MATT LAMINATED COVER	BKCMSA4?	£444	£488	£573	£790	£70	
		250gsm STARMARQUE SPOT UV COVER	BKCSA4?	£568	£656	£877	£1494	£166	

THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** or **10** working days later (see above) – GUARANTEED!

PLEASE NOTE If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.





XPRESS? We can work faster, but it'll cost you! See page 6 for full details.

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

wide booklets

FASTER TURNAROUND!

the same size as this buying guide

SIZE/STYLE	ALL PAGES	SPECIFICATION		500	1,000	2,000	5,000	EXTRA 1K	WORKING DAYS
12 PAGES (238x210mm) – same price for 8 pages 		100gsm SILK THROUGHOUT	BKWD112	£702^A	£768 ^B	£868 ^B	£1170 ^D	£102	5
		100gsm RECYCLED THROUGHOUT	BKWD12	£702^A	£768 ^B	£868 ^B	£1170 ^D	£102	
		115gsm GLOSS THROUGHOUT	BKWDG112	£702^A	£768 ^B	£868 ^D	£1170 ^D	£102	
		150gsm GLOSS THROUGHOUT	BKWDG12	£710^A	£786 ^B	£904 ^C	£1260 ^E	£118	
		170gsm SILK THROUGHOUT	BKWD12	£727^B	£798 ^B	£928 ^C	£1320 ^F	£132	
24 PAGES (238x210mm) – same price for 16/20 pages 		100gsm SILK THROUGHOUT	BKWD124	£985^B	£1060 ^B	£1240 ^C	£1770 ^F	£176	5
		100gsm RECYCLED THROUGHOUT	BKWD124	£985^B	£1060 ^B	£1240 ^C	£1770 ^F	£176	
		115gsm GLOSS THROUGHOUT	BKWDG124	£985^B	£1060 ^B	£1240 ^C	£1770 ^F	£176	
		150gsm GLOSS THROUGHOUT	BKWDG24	£1002^B	£1096 ^C	£1308 ^E	£1940 ^H	£212	
		170gsm SILK THROUGHOUT	BKWD124	£1014^B	£1122 ^C	£1356 ^E	£2070 ^H	£238	
36 PAGES (238x210mm) – same price for 28/32 pages 		100gsm SILK THROUGHOUT	BKWD136	£1633^B	£1748 ^C	£2024 ^E	£2860 ^Z	£278	7
		100gsm RECYCLED THROUGHOUT	BKWD136	£1633^B	£1748 ^C	£2024 ^E	£2860 ^Z	£278	
		115gsm GLOSS THROUGHOUT	BKWDG136	£1633^B	£1748 ^C	£2024 ^E	£2860 ^Z	£278	
		150gsm GLOSS THROUGHOUT	BKWDG36	£1659^C	£1800 ^D	£2128 ^F	£3120 ^Z	£330	
		170gsm SILK THROUGHOUT	BKWD136	£1678^C	£1838 ^D	£2204 ^F	£3310 ^Z	£368	
48 PAGES (238x210mm) – same price for 40/44 pages 		100gsm SILK THROUGHOUT	BKWD148	£1888^B	£2042 ^C	£2396 ^E	£3460 ^Z	£356	7
		100gsm RECYCLED THROUGHOUT	BKWD148	£1888^B	£2042 ^C	£2396 ^E	£3460 ^Z	£356	
		115gsm GLOSS THROUGHOUT	BKWDG148	£1888^B	£2042 ^C	£2396 ^E	£3460 ^Z	£356	
		150gsm GLOSS THROUGHOUT	BKWDG48	£1922^C	£2110 ^E	£2532 ^G	£3800 ^Z	£424	
		170gsm SILK THROUGHOUT	BKWD148	£1948^C	£2160 ^E	£2636 ^H	£4050 ^Z	£474	
+4 PAGE THICK COVER (238x210mm)	FOR AN ADDITIONAL COVER , ADD THESE AMOUNTS TO THE ABOVE PRICES								7
		170gsm SILK COVER	BKCKWDL	£340	£373	£432	£610	£55	
		250gsm GLOSS LAMINATED COVER	BKCGWDL	£379	£417	£493	£697	£58	
		250gsm MATT LAMINATED COVER	BKCMWDL	£411	£452	£534	£756	£62	
		250gsm STARMARQUE SPOT UV COVER	BKCSWDL	£510	£586	£765	£1354	£156	

THE SPEC 100gsm silk art, 100gsm recycled uncoated, 115gsm gloss art, 150gsm gloss art or 170gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed
optional additional 4 page cover: 170gsm silk art paper or 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside or 250gsm silk artboard, matt laminated outside | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** or **7** working days later (see above) – GUARANTEED!

PLEASE NOTE If your booklet and thick cover have different turnarounds listed above, the longer turnaround will apply to the whole booklet.

XPRESS? We can work faster, but it'll cost you! See page 6 for full details.



"wide booklets use every last inch of paper so are the best value"



Howard
Durham Store

perforated voucher booklets

laminated thick cover with tear-off vouchers inside

NEW!

500 FOR
£835

These **Perforated Voucher Booklets** are the best invention since booklets, perforations and vouchers. They're busting with easy tear off pages ideal for vouchers, forms and receipts to name a few. Choose from a shiny gloss or snazzy matt laminated cover.

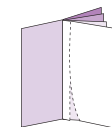
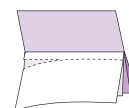
1/3rd A4 nice 'n' thin

SIZE/STYLE	ALL PAGES	SPECIFICATION	500	1,000	2,000	5,000
4 + 12 PAGES (99x210mm)	 	250gsm GLOSS LAMINATED COVER	VOU3M112 + BKCG3A4P + £835^A	£912 ^A	£1066 ^B	£1487 ^C
	 	250gsm MATT LAMINATED COVER	VOU3M112 + BKCM3A4P + £857^A	£936 ^A	£1095 ^B	£1529 ^C
4 + 24 PAGES (99x210mm)	 	250gsm GLOSS LAMINATED COVER	VOU3M124 + BKCG3A4P + £1015^A	£1105 ^A	£1253 ^C	£1700 ^E
	 	250gsm MATT LAMINATED COVER	VOU3M124 + BKCM3A4P + £1037^A	£1129 ^A	£1282 ^C	£1742 ^E

THE SPEC 12 or 24 pages inside | 100gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed | one perforation on each inside page
plus additional 4 page cover: 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later (see above) – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



each page is perforated near the spine to create tear-out vouchers – without destroying the booklet

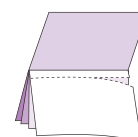
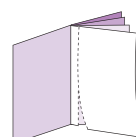
A5 lots more selling space

SIZE/STYLE	ALL PAGES	SPECIFICATION	500	1,000	2,000	5,000
4 + 8 PAGES (148x210mm)	 	250gsm GLOSS LAMINATED COVER	VOU5M18 + BKCGA5P + £874^A	£958 ^B	£1126 ^B	£1567 ^D
	 	250gsm MATT LAMINATED COVER	VOU5M18 + BKCMAS5P + £899^A	£986 ^B	£1159 ^B	£1615 ^D
4 + 16 PAGES (148x210mm)	 	250gsm GLOSS LAMINATED COVER	VOU5M116 + BKCGA5P + £1054^A	£1151 ^B	£1313 ^C	£1780 ^E
	 	250gsm MATT LAMINATED COVER	VOU5M116 + BKCMAS5P + £1079^A	£1179 ^B	£1346 ^C	£1828 ^E
4 + 32 PAGES (148x210mm)	 	250gsm GLOSS LAMINATED COVER	VOU5M132 + BKCGA5P + £1326^B	£1432 ^C	£1669 ^D	£2356 ^G
	 	250gsm MATT LAMINATED COVER	VOU5M132 + BKCMAS5P + £1351^B	£1460 ^C	£1702 ^D	£2404 ^G

THE SPEC 8, 16 or 32 pages inside | 100gsm silk art paper throughout | full colour throughout | folded, collated, stapled and trimmed | one perforation on each inside page
plus additional 4 page cover: 250gsm gloss artboard, gloss laminated outside or 250gsm silk artboard, matt laminated outside

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later (see above) – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

perforated voucher booklets **53**

"leaflets are one of the cheapest forms of direct marketing"

Leaflets are so versatile, it's no surprise so many of our customers find them an essential part of their marketing. Whether they're being popped through letter boxes, inserted into newspapers, posted out or propped up on the counter – they look great in glorious full colour and are incredibly low cost.



leaflets and VAT

Leaflets are usually zero rated for VAT, which means you don't need to add VAT to the prices listed. However the VAT rules are complicated and we may have to add VAT if you're using them as forms. Ask us for more advice.

compare our leaflets

FOR EXTRA
IMPACT
↓

TYPE	PAPER THICKNESS	RECYCLED	FSC CERTIFIED	COATING	TURNAROUND WORKING DAYS	MINIMUM QUANTITY	SEE PAGE	FOLDED? SEE PAGE
MASS MARKETING▶▶	— 100gsm	○	✓	✓	5	10,000	55	63
saver! recycled ^{NEW!}	— 100gsm	✓	○	○	5	500	57	65
wholesale™ gloss	— 115gsm	○	○	✓	5	10,000	56	64
Premium gloss	— 150gsm	○	✓	✓	3	250	59	67
Premium recycled	— 160gsm	✓	✓	○	5	250	60	68
Premium silk	— 170gsm	○	✓	✓	3	250	61	69













Gavin
Manchester Store

MASS MARKETING leaflets

feel really bulky compared to other 100gsm papers

WE'RE UP TO
44%
LESS ON THESE
see page 10



SIZE/STYLE	FRONT REVERSE	10,000	20,000	50,000	100,000	200,000
1/3rd A4 (99x210mm)	 MMLS3A40	£155^B	£209 ^C	£372 ^E	£643 ^G	£1183 ^Z
	 MMLS3A44	£211^B	£287 ^C	£515 ^E	£895 ^G	£1745 ^Z
A5 (148x210mm)	 MMLS4A50	£199^B	£271 ^C	£476 ^F	£798 ^H	£1508 ^Z
	 MMLS4A54	£265^B	£371 ^C	£678 ^F	£1155 ^H	£2135 ^Z
2/3rd A4 (198x210mm)	 MMLS2A40	£245^C	£367 ^D	£640 ^G	£1096 ^Z	£2046 ^Z
	 MMLS2A44	£329^C	£525 ^D	£968 ^G	£1656 ^Z	£2996 ^Z
A4 (210x297mm)	 MMLS4A40	£284^C	£460 ^E	£803 ^H	£1374 ^Z	£2524 ^Z
	 MMLS4A44	£378^C	£626 ^E	£1162 ^H	£2056 ^Z	£3846 ^Z
A3 (297x420mm)	 MMLS3A30	£483^D	£794 ^F	£1557 ^Z	£2547 ^Z	£4697 ^Z
	 MMLS3A34	£659^D	£1064 ^F	£2173 ^Z	£3555 ^Z	£6565 ^Z

THE SPEC 100gsm silk art paper – FSC certified | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

COLOUR KEY	
	full colour one side
	full colour both sides



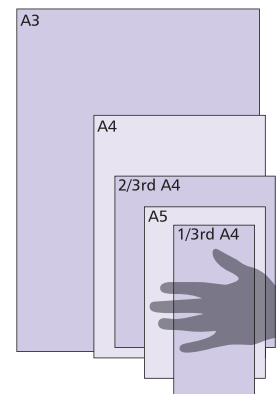
measure the response with a clip-out coupon...

If people have to bring in a coupon to get a discount, you'll know how effective a particular leaflet has been!

100gsm paper feels surprisingly thick for its weight













10,000
FOR
£155



wholesale™ gloss leaflets

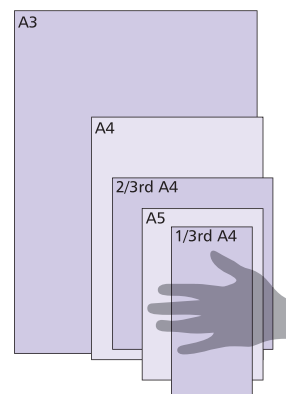
big volumes at wholesale prices... for everyone

SIZE/STYLE	FRONT REVERSE	10,000	20,000	50,000	100,000	200,000	500,000
1/3rd A4 (99x210mm)	 LEW3A0X	£155^A	£209 ^B	£372 ^D	£643 ^F	£1183 ^Z	£2803 ^Z
	 LEW3A4X	£211^A	£287 ^B	£515 ^D	£895 ^F	£1745 ^Z	£4295 ^Z
A5 (148x210mm)	 LEWA50X	£199^B	£271 ^C	£476 ^E	£798 ^G	£1508 ^Z	£3638 ^Z
	 LEWA54X	£265^B	£371 ^C	£678 ^E	£1155 ^G	£2135 ^Z	£5075 ^Z
2/3rd A4 (198x210mm)	 LEW2A0X	£245^B	£367 ^C	£640 ^F	£1096 ^Z	£2046 ^Z	£4896 ^Z
	 LEW2A4X	£329^B	£525 ^C	£968 ^F	£1656 ^Z	£2996 ^Z	£7016 ^Z
A4 (210x297mm)	 LEWA40X	£284^C	£460 ^D	£803 ^H	£1374 ^Z	£2524 ^Z	£5974 ^Z
	 LEWA44X	£378^C	£626 ^D	£1162 ^H	£2056 ^Z	£3846 ^Z	£9216 ^Z
A3 (297x420mm)	 LEWA30X	£483^D	£794 ^G	£1557 ^Z	£2547 ^Z	£4697 ^Z	£11147 ^Z
	 LEWA34X	£659^D	£1064 ^G	£2173 ^Z	£3555 ^Z	£6565 ^Z	£15595 ^Z

THE SPEC 115gsm gloss art paper | full colour one side or both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



Our lowest
price gloss
leaflet



Great if you
distribute lots
of leaflets

how thick?

See how they compare

100gsm

115gsm

150gsm

160gsm

170gsm

leaflets

▶ PAGE 54-61

250gsm **flyers**

280gsm ▶ PAGE 70-75

300gsm **showcards**

400gsm ▶ PAGE 76-81























10,000
FOR
£155

saver! recycled leaflets NEW!

"made from 100% recycled post-consumer waste"



500
FOR
£66

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000	10,000
1/3rd A4 (99x210mm)	  LEC3A0?	£66^A	£73 ^A	£93 ^A	£107 ^A	£154 ^A
	  LEC3A4?	£101^A	£113 ^A	£133 ^A	£165 ^A	£211 ^A
A5 (148x210mm)	  LEC4A0?	£71^A	£82 ^A	£102 ^A	£130 ^A	£212 ^B
	  LEC4A4?	£110^A	£127 ^A	£147 ^A	£193 ^A	£296 ^B
2/3rd A4 (198x210mm)	  LEC2A0?	£87^A	£99 ^A	£128 ^A	£175 ^A	£262 ^B
	  LEC2A4?	£124^A	£145 ^A	£188 ^A	£245 ^A	£354 ^B
A4 (210x297mm)	  LEC4A0?	£94^A	£104 ^A	£149 ^A	£222 ^B	£324 ^B
	  LEC4A4?	£138^A	£163 ^A	£207 ^A	£306 ^B	£433 ^B
A3 (297x420mm)	  LEC3A0?	£154^A	£181 ^A	£270 ^B	£340 ^B	£586 ^C
	  LEC3A4?	£213^A	£237 ^A	£351 ^B	£438 ^B	£758 ^C



Jana
London Store

THE SPEC 100gsm recycled white laser bond | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



When you have finished with this leaflet please recycle it.

Recommend other people recycle your leaflet when they're finished with it. Ask us to add this logo to your leaflet or download it from www.recyclenowpartners.com

WANT THEM
FOLDED?
SEE PAGE 65



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

leaflet masterclass

Many things will affect the response you'll get from your leaflet campaign.

Answer these questions and make your leaflets work harder for you:

WHO'S YOUR TARGET MARKET?

Who are you trying to reach? Are you selling to consumers or businesses? Where do they live? What industry are they in? What age group? If you can't answer these questions, you'll find it a bit trickier to find the right way of targeting your market.

WHAT'S YOUR POINT, CALLER?

Presumably you're investing in marketing to win more business. We do it all the time, so there's no need to be shy. Think about what makes you different or special. What problem can you solve? What need can you satisfy? What's your Unique Selling Point – your USP? Why should they buy from you?

WHAT'S IN IT FOR ME?

We've seen leaflets which are no more than business cards – a name, a number and maybe a list of stuff they do. When you get a leaflet like that, what do you do? Save it or bin it? The most effective leaflets use time-bound offers. Maybe "half price this month", "free teddy with every quote" or "free consultation during November." Think really hard about offering an incentive – and the level of it. "5% off" may be enough to get some interest... but what would "25% off" do to the response?

WHAT DO YOU WANT ME TO DO?

What's the next step? You don't need to close the deal there and then (although, if you can, do it!) Tell them what you want them to do next. "Call now for a free sample", "Bring this leaflet to..." or "Email us for a quotation." Spell it out. Make it easy for them to buy from you.

HOW WILL YOU REACH ME?

There are many ways to get your message out. First or second class post is highly targeted, but quite pricey. Try inserts in a local free newspaper, or pay some local kids to do a leaflet drop. For a more targeted approach try an insert in a magazine read by your target market. Selling crochet saddles? Put an insert into 'Your Pony Magazine'.

WHAT WILL IT LOOK LIKE?

We'd recommend that you spend at least 30% of your budget on design. Design can mean the difference between success and failure. A badly designed leaflet may do more damage than you think. There's no such thing as a second impression, so get it right first time. We can help. Design is our business, after all. Talk to us.

WHEN'S THE BEST TIME?

This will depend on what you're selling, although according to the Direct Marketing Association, October is the prime time for inserts. You'll probably get a lower response in summer months, since your recipients may be sunning themselves in Benidorm or Barbados. At Christmas, your message will have to work harder to compete with all the others.

ANYTHING ELSE?

Leaflets are a wonderfully effective marketing tool... when they're used correctly. We want you to be successful for selfish reasons – you'll invest more with us if you are. Let us help you succeed – get us involved from the start. And, good luck!



Zul Suriya
Homes Dubai, Salford

printing.com always have effective ideas, great turnaround times and deliver quality products. Our sales staff get excited when we print new material!

WE FOLD!
Get your leaflets
folded in a variety
of ways...
See pages 62-69





Premium gloss leaflets

irresistible to pick up and look at

WANT THEM
FOLDED?
SEE PAGE 67











WANT THEM AS
BOOKLETS?
SEE PAGES 42-53

250
FOR
£69



"gloss
coating
brings
colours
to
life"

Gavin
Manchester Store

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000	10,000
1/3rd A4 (99x210mm)	 LEG3A0?	£69 ^A	£76 ^A	£87 ^A	£100 ^A	£112 ^A	£177 ^B
	 LEG3A4?	£104 ^A	£118 ^A	£134 ^A	£153 ^A	£170 ^A	£242 ^B
A5 (148x210mm)	 LEGA50?	£75 ^A	£83 ^A	£98 ^A	£117 ^A	£129 ^B	£215 ^B
	 LEGA54?	£110 ^A	£130 ^A	£153 ^A	£180 ^A	£200 ^B	£295 ^B
2/3rd A4 (198x210mm)	 LEG2A0?	£82 ^A	£97 ^A	£117 ^A	£143 ^A	£178 ^B	£272 ^C
	 LEG2A4?	£126 ^A	£152 ^A	£182 ^A	£218 ^A	£254 ^B	£366 ^C
A4 (210x297mm)	 LEGA40?	£90 ^A	£107 ^A	£131 ^A	£163 ^B	£216 ^B	£316 ^C
	 LEGA44?	£138 ^A	£169 ^A	£204 ^A	£248 ^B	£296 ^B	£420 ^C
A3 (297x420mm)	 LEGA30?	£159 ^A	£191 ^A	£229 ^B	£268 ^B	£320 ^C	£536 ^E
	 LEGA34?	£242 ^A	£280 ^A	£326 ^B	£377 ^B	£448 ^C	£733 ^E

THE SPEC 150gsm gloss art paper – FSC certified | full colour one side or both sides

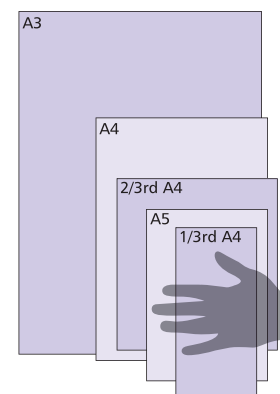
THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!

SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day.
Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



Our most
popular
range of
leaflets



WE'RE UP TO
47%
LESS ON THESE
see page 10

the small print> WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

premium gloss leaflets **59**

Premium recycled leaflets

uncoated finish gives your message a subtle, understated feel

WE'RE UP TO
31%
LESS ON THESE
see page 10



Jana
London Store



SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000	10,000
1/3rd A4 (99x210mm)		LER3A0?	£99^A	£111 ^A	£126 ^A	£145 ^A	£162 ^A	£257 ^B
		LER3A4?	£151^A	£171 ^A	£195 ^A	£222 ^A	£247 ^A	£351 ^B
A5 (148x210mm)		LER4A0?	£109^A	£121 ^A	£142 ^A	£170 ^A	£187 ^B	£312 ^B
		LER4A4?	£160^A	£189 ^A	£222 ^A	£261 ^A	£290 ^B	£428 ^B
2/3rd A4 (198x210mm)		LER2A0?	£119^A	£140 ^A	£169 ^A	£208 ^A	£258 ^B	£394 ^B
		LER2A4?	£182^A	£220 ^A	£264 ^A	£317 ^A	£368 ^B	£530 ^B
A4 (210x297mm)		LER4A0?	£130^A	£155 ^A	£189 ^A	£236 ^B	£313 ^B	£458 ^C
		LER4A4?	£200^A	£245 ^A	£296 ^A	£360 ^B	£429 ^B	£609 ^C
A3 (297x420mm)		LER3A0?	£231^A	£278 ^A	£331 ^B	£388 ^B	£463 ^C	£778 ^E
		LER3A4?	£351^A	£406 ^A	£472 ^B	£547 ^B	£649 ^C	£1062 ^E

THE SPEC 160gsm recycled uncoated paper – FSC certified | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



COLOUR KEY

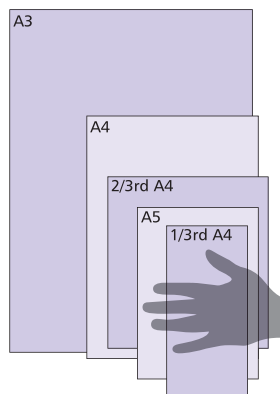
- full colour one side
- full colour both sides



Premium silk leaflets



our ultimate leaflets – thick and chic



250
FOR
£84



Jana
London Store



SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000	10,000
1/3rd A4 (99x210mm)	LESA07	£84^A	£93 ^A	£106 ^A	£122 ^A	£136 ^A	£216 ^B
	LESA47	£127^A	£144 ^A	£164 ^A	£187 ^A	£208 ^A	£295 ^B
A5 (148x210mm)	LESA507	£92^A	£101 ^A	£120 ^A	£143 ^A	£157 ^B	£263 ^B
	LESA547	£134^A	£159 ^A	£187 ^A	£220 ^A	£244 ^B	£360 ^B
2/3rd A4 (198x210mm)	LESA207	£100^A	£118 ^A	£143 ^A	£175 ^A	£217 ^B	£331 ^C
	LESA247	£153^A	£185 ^A	£222 ^A	£266 ^A	£310 ^B	£446 ^C
A4 (210x297mm)	LESA407	£109^A	£131 ^A	£159 ^A	£198 ^B	£264 ^B	£385 ^C
	LESA447	£169^A	£206 ^A	£249 ^A	£303 ^B	£361 ^B	£513 ^C
A3 (297x420mm)	LESA307	£194^A	£234 ^A	£279 ^B	£327 ^B	£390 ^C	£654 ^E
	LESA347	£295^A	£342 ^A	£397 ^B	£460 ^B	£546 ^C	£894 ^E

THE SPEC 170gsm silk art paper – FSC certified | full colour one side or both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!

SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



DO IT NOW!

Include a "call to action" on your leaflets and tell people what you want them to do next...
"phone today for a free quote", "order online" or "email for a free brochure".



folded leaflets

"folded leaflets make great mini brochures"

Imagine the world before some clever Henry invented folding. Imagine the size of linen cupboard you'd need to fit your duvet cover in? Well, if you've got more to say than you can fit on a leaflet, get a bigger leaflet and fold it. Makes sense really. They're easier to handle, cheaper than a booklet and cheaper to mail out (if you follow Royal Mail's guidelines).



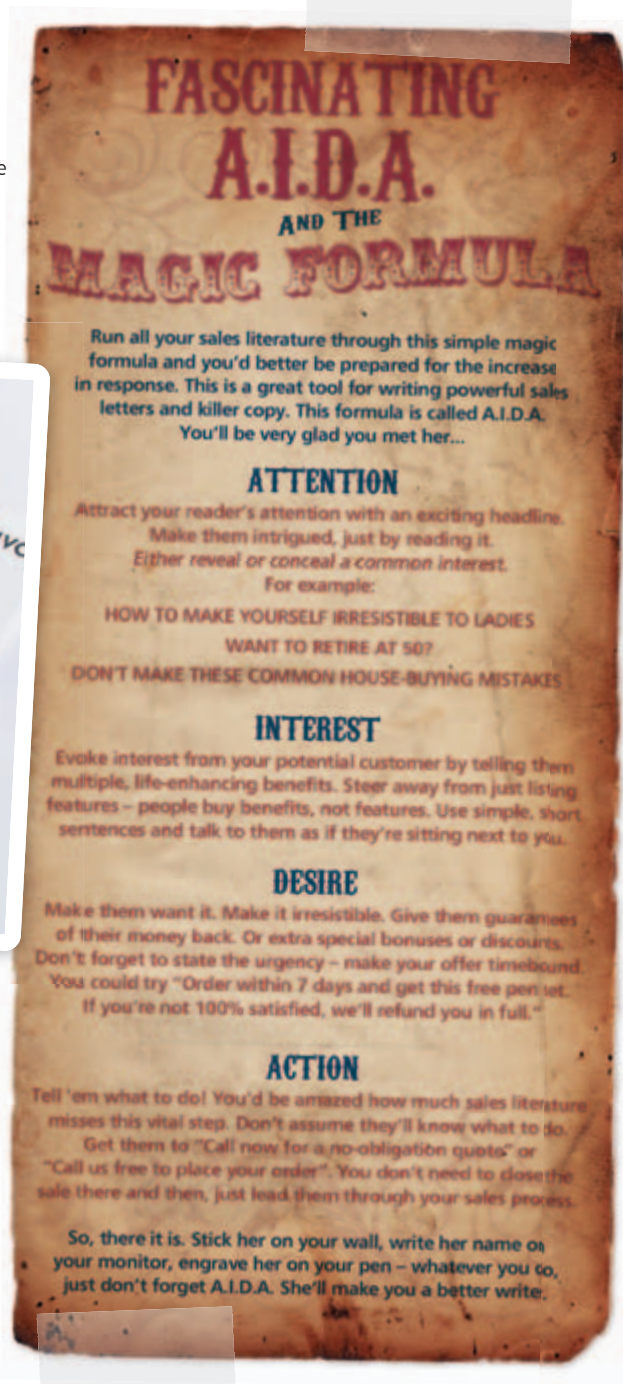
WE PRINTED
112,000,000
LEAFLETS
LAST YEAR

WE
LOVE TO
DESIGN
ASK US FOR
A PRICE

Roxy
Trafford Park Store

**compare
our
folded
leaflets**
see page 54

	size	recycled	gloss	corner	price	500	1000
MASS MARKETING	100gsm	✓	✓	✓	5	10,000	55
SAVANT recycled	100gsm	✓	✓	✓	5	500	57
WHOLESALE gloss	170gsm	✓	✓	✓	5	10,000	56
PREMIUM gloss	100gsm	✓	✓	✓	5	250	59
PREMIUM recycled	100gsm	✓	✓	✓	5	250	60
PREMIUM silk	170gsm	✓	✓	✓	5	250	61





















MASS MARKETING folded leaflets

our lightest option saves on postage costs

10,000
FOR
£404

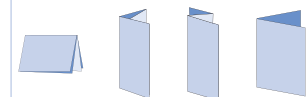


SIZE/STYLE	FRONT REVERSE		10,000	20,000	50,000	100,000	200,000
2 PANEL DL (flat size 198x210mm folded to 99x210mm)		 MMBB2DL	£404^B	£650 ^C	£1243 ^F	£2181 ^H	£4021 ^Z
A4 FOLDED CROSS ROLL Z HALF (flat size 297x210mm)		 MMBB4A?	£453^C	£751 ^D	£1437 ^G	£2581 ^Z	£4871 ^Z
4 PANEL DL (flat size 396x210mm folded to 99x210mm)		 MMBB4DL	£609^C	£999 ^E	£1911 ^Z	£3433 ^Z	£6563 ^Z
SQUARE (flat size 420x210mm folded to 210x210mm)		 MMBB3Q	£609^C	£999 ^E	£1911 ^Z	£3433 ^Z	£6563 ^Z
3 PANEL A5 (flat size 444x210mm folded to 148x210mm)		 MMBB3A5	£609^C	£999 ^E	£1911 ^Z	£3433 ^Z	£6563 ^Z
A3 FOLDED CROSS ROLL Z HALF (flat size 420x297mm)		 MMBB3A?	£734^D	£1189 ^F	£2448 ^Z	£4080 ^Z	£7590 ^Z
3 PANEL A4 (flat size 630x297mm folded to 210x297mm)		 MMBB3A4	£1010^E	£1798 ^H	£3324 ^Z	£5513 ^Z	£10233 ^Z
4 PANEL A4 (flat size 840x297mm folded to 210x297mm)		 MMBB4A4	£1300^F	£2312 ^Z	£4380 ^Z	£7240 ^Z	£13900 ^Z
A2 CROSS FOLDED (flat size 420x594mm folded to 210x297mm)		 MMBB2A2C	£1300^F	£2312 ^Z	£4380 ^Z	£7240 ^Z	£13900 ^Z

THE SPEC 100gsm silk art paper – FSC certified | full colour both sides | folded to size
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!

A GUIDE TO COMMON FOLDS

CROSS ROLL Z HALF



See above for availability

Insert it!

Not getting a good response to your advertising? We find newspaper and magazine inserts get a higher response rate than simple adverts. Unlike inserts, an advert won't flop out and tickle someone's lap.



USUALLY
0% VAT
SEE PAGE 114

B
ARTWORK
PACKAGE

7
WORKING DAYS












the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

wholesaleTM gloss folded leaflets

great for low-cost menus and price lists

10,000
FOR
£404

SIZE/STYLE	FRONT REVERSE	10,000	20,000	50,000	100,000	200,000
2 PANEL DL (flat size 198x210mm folded to 99x210mm)	 MBW2D4XH	£404^B	£650 ^C	£1243 ^E	£2181 ^H	£4021 ^Z
A4 FOLDED CROSS ROLL Z HALF (flat size 297x210mm)	 MBWA44X?	£453^C	£751 ^D	£1437 ^G	£2581 ^Z	£4871 ^Z
4 PANEL DL (flat size 396x210mm folded to 210x210mm)	 MBW4D4XR	£609^C	£999 ^E	£1911 ^Z	£3433 ^Z	£6563 ^Z
SQUARE (flat size 420x210mm folded to 210x210mm)	 MBWSQ4XR	£609^C	£999 ^E	£1911 ^Z	£3433 ^Z	£6563 ^Z
3 PANEL A5 (flat size 444x210mm folded to 148x210mm)	 MBW354XR	£609^C	£999 ^E	£1911 ^Z	£3433 ^Z	£6563 ^Z
A3 FOLDED CROSS ROLL Z HALF (flat size 420x297mm)	 MBWA34X?	£734^D	£1189 ^F	£2448 ^Z	£4080 ^Z	£7590 ^Z
3 PANEL A4 (flat size 630x297mm folded to 210x297mm)	 MBW344XR	£1010^E	£1798 ^H	£3324 ^Z	£5513 ^Z	£10233 ^Z
4 PANEL A4 (flat size 840x297mm folded to 210x297mm)	 MBW444XR	£1300^F	£2312 ^Z	£4380 ^Z	£7240 ^Z	£13900 ^Z
A2 CROSS FOLDED (flat size 420x594mm folded to 210x297mm)	 MBWA24XC	£1300^F	£2312 ^Z	£4380 ^Z	£7240 ^Z	£13900 ^Z



THE SPEC 115gsm gloss art paper | full colour both sides | folded to size

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

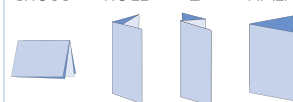
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!

COLOUR KEY

 full colour both sides

A GUIDE TO COMMON FOLDS

CROSS ROLL Z HALF



See above for availability

WE'RE UP TO
14%
LESS ON THESE
see page 10



















You'll notice the
difference with
glossy coating and
high definition
reproduction

SAVER! recycled folded leaflets

bright white yet 100% recycled

NEW!

500
FOR
£152

SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000	10,000
2 PANEL DL (flat size 198x210mm folded to 99x210mm)	  MBC2D4?	£152^A	£175 ^A	£223 ^A	£295 ^A	£429 ^B
A4 FOLDED CROSS ROLL Z HALF (flat size 297x210mm)	  MBCA44?	£166^A	£193 ^A	£242 ^A	£356 ^A	£508 ^B
4 PANEL DL (flat size 396x210mm folded to 99x210mm)	  MBC4D4?	£213^A	£237 ^A	£313 ^B	£419 ^B	£649 ^C
SQUARE (flat size 420x210mm folded to 210x210mm)	  MBCSQ4?	£213^A	£237 ^A	£313 ^B	£419 ^B	£649 ^C
3 PANEL A5 (flat size 444x210mm folded to 148x210mm)	  MBC354?	£213^A	£237 ^A	£313 ^B	£419 ^B	£649 ^C
A3 FOLDED CROSS ROLL Z HALF (flat size 420x297mm)	  MBCA34?	£241^A	£267 ^B	£386 ^B	£488 ^B	£833 ^C
3 PANEL A4 (flat size 630x297mm folded to 210x297mm)	  MBC344?	£300^A	£382 ^B	£518 ^B	£854 ^C	£1209 ^D
4 PANEL A4 (flat size 840x297mm folded to 210x297mm)	  MBC444?	£408^A	£625 ^B	£700 ^B	£1113 ^C	£1710 ^E
A2 CROSS FOLDED (flat size 420x594mm folded to 210x297mm)	  MBCA24?	£408^A	£625 ^B	£700 ^B	£1113 ^C	£1710 ^E

THE SPEC 100gsm recycled white laser bond | full colour both sides | folded to size
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!

B
ARTWORK
PACKAGE

7
WORKING DAYS

"this paper is
made from
100% recycled
post-consumer
waste"

Oliver
Swansea Store



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

saver recycled folded leaflets **65**

DOES YOUR IMAGE BETRAY YOU?

Image is everything. Ok, so it's an overused cliché but it's nevertheless true (just like wearing your coat indoors – you won't feel the benefit if you go out). Customers take seconds to judge how professional your organisation is by the way your marketing and communications look. Unfortunately you may not necessarily be perceived as well as you think you are.

Looking professional isn't hard. Investing in well crafted design adds pounds to your bottom line. According to the Design Council, two thirds of companies who ignore design have to compete mainly on price. Where does that leave you if your competitors decide to cut their prices? Making little or no profit... or worse... going out of business. Horrible places to be.

"You don't often get a second chance to change their opinion"

If potential customers take one look at your marketing and think 'nah thanks', you've lost them at the first hurdle. You don't often get a second chance to change their opinion – or if you do, it takes a lot more effort than if you make a great impression first time round.



We can help with a knockout design – creative and effective artwork is what we do best. Once your design is crafted, don't let the side down by just photocopying it onto cheap paper – the message "carrier" is just as important. Our Premium ranges exude professionalism without comprising your budget. If you don't take care over the way your marketing looks, potential customers will wonder how much care you take over your work. Don't let your image betray you.

Who would you choose to call?

Premium gloss folded leaflets

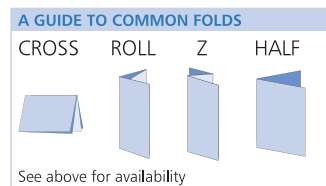
high gloss coating brings colours to life

250
FOR
£152



SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
2 PANEL DL (flat size 198x210mm folded to 99x210mm)	MBG2D4?	£152^A	£179 ^A	£212 ^A	£253 ^A	£304 ^B
A4 FOLDED CROSS ROLL Z HALF (flat size 297x210mm)	MBGA44?	£164^A	£196 ^A	£234 ^A	£283 ^A	£346 ^B
4 PANEL DL (flat size 396x210mm folded to 99x210mm)	MBG4D4?	£223^A	£259 ^A	£303 ^B	£356 ^B	£432 ^C
SQUARE (flat size 420x210mm folded to 210x210mm)	MBGSQ4?	£223^A	£259 ^A	£303 ^B	£356 ^B	£432 ^C
3 PANEL A5 (flat size 444x210mm folded to 148x210mm)	MBG354?	£223^A	£259 ^A	£303 ^B	£356 ^B	£432 ^C
A3 FOLDED CROSS ROLL Z HALF (flat size 420x297mm)	MBGA34?	£268^A	£308 ^B	£356 ^B	£412 ^B	£498 ^C
3 PANEL A4 (flat size 630x297mm folded to 210x297mm)	MBG344?	£352^A	£405 ^B	£469 ^B	£544 ^C	£654 ^D
4 PANEL A4 (flat size 840x297mm folded to 210x297mm)	MBG444?	£475^A	£549 ^B	£636 ^B	£737 ^C	£883 ^E
A2 CROSS FOLDED (flat size 420x594mm folded to 210x297mm)	MBGA24?	£475^A	£549 ^B	£636 ^B	£737 ^C	£883 ^E

THE SPEC 150gsm gloss art paper – FSC certified | full colour both sides | folded to size
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



WE'RE UP TO
22%
LESS ON THESE
see page 10



Roxy
Trafford Park Store

POWER WORDS THAT SELL...

RESEARCH HAS SHOWN that certain words have a powerful persuasive effect on motivating people to buy. Use these magic words to improve your sales:

BIG • BARGAIN • NOW • PRACTICAL • FREE • BREAKTHROUGH • MIRACLE • EXCITING • ANNOUNCING • DIRECT • AUTHENTIC • QUALITY • REDUCED • EXCLUSIVE • ABSOLUTELY • QUICKLY • LOVE • COMPLETE • DELIVERED • IMPROVED • IMMEDIATELY • LIMITED • APPROVED • HUGE • HOW • EASILY • ENDORSED • GIFT • SUCCESSFUL • GREATEST • SECRETS • GET • REVOLUTIONARY • BETTER • FAMOUS • YOU • MAGIC • PROFESSIONAL • GUARANTEED • SPECIAL • LARGEST • LIFETIME • DISCOUNT • STRANGE • UNIQUE • PROFITABLE • POWERFUL • NEW • WIN • EXCELLENT • LOWEST • SUPERIOR • AMAZING

USUALLY
0% VAT
SEE PAGE 34

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

premium gloss folded leaflets **67**

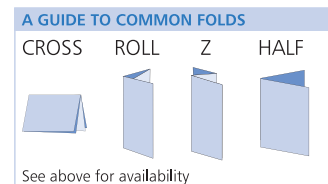
Premium recycled folded leaflets



uncoated finish looks elegant and modern

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
2 PANEL DL (flat size 198x210mm folded to 99x210mm)		£220^A	£260 ^A	£307 ^A	£367 ^A	£441 ^B
A4 FOLDED CROSS ROLL Z HALF (flat size 297x210mm)		£238^A	£284 ^A	£339 ^A	£410 ^A	£502 ^B
4 PANEL DL (flat size 396x210mm folded to 99x210mm)		£323^A	£376 ^A	£440 ^A	£517 ^B	£627 ^C
SQUARE (flat size 420x210mm folded to 210x210mm)		£323^A	£376 ^A	£440 ^A	£517 ^B	£627 ^C
3 PANEL A5 (flat size 444x210mm folded to 148x210mm)		£323^A	£376 ^A	£440 ^A	£517 ^B	£627 ^C
A3 FOLDED CROSS ROLL Z HALF (flat size 420x297mm)		£389^A	£446 ^B	£516 ^B	£598 ^B	£722 ^C
3 PANEL A4 (flat size 630x297mm folded to 210x297mm)		£510^A	£587 ^A	£679 ^B	£789 ^C	£949 ^D
4 PANEL A4 (flat size 840x297mm folded to 210x297mm)		£689^B	£795 ^B	£922 ^B	£1068 ^C	£1280 ^E
A2 CROSS FOLDED (flat size 420x594mm folded to 210x297mm)		£689^B	£795 ^B	£922 ^B	£1068 ^C	£1280 ^E

THE SPEC 160gsm recycled uncoated paper – FSC certified | full colour both sides | folded to size
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



**100%
Recycled!**



**250
FOR
£220**

"not only do these
folded leaflets
look contemporary
– you can do
your bit for the
environment too!"



Roxy
Trafford Park Store

Premium silk folded leaflets



make a lasting impression – thick and silky

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
2 PANEL DL (flat size 198x210mm folded to 99x210mm)	MBS2D4?	£185^A	£219 ^A	£258 ^A	£309 ^A	£371 ^B
A4 FOLDED CROSS ROLL Z HALF (flat size 297x210mm)	MBSA44?	£201^A	£239 ^A	£286 ^A	£345 ^A	£422 ^B
4 PANEL DL (flat size 396x210mm folded to 99x210mm)	MBS4D4?	£272^A	£316 ^A	£370 ^A	£435 ^B	£527 ^C
SQUARE (flat size 420x210mm folded to 210x210mm)	MBS3Q4?	£272^A	£316 ^A	£370 ^A	£435 ^B	£527 ^C
3 PANEL A5 (flat size 444x210mm folded to 148x210mm)	MBS354?	£272^A	£316 ^A	£370 ^A	£435 ^B	£527 ^C
A3 FOLDED CROSS ROLL Z HALF (flat size 420x297mm)	MBSA34?	£327^A	£375 ^B	£434 ^A	£503 ^B	£607 ^C
3 PANEL A4 (flat size 630x297mm folded to 210x297mm)	MBS344?	£429^A	£494 ^B	£572 ^B	£664 ^C	£798 ^D
4 PANEL A4 (flat size 840x297mm folded to 210x297mm)	MBS444?	£580^A	£669 ^B	£776 ^B	£899 ^C	£1077 ^E
A2 CROSS FOLDED (flat size 420x594mm folded to 210x297mm)	MBSA24?	£580^A	£669 ^B	£776 ^B	£899 ^C	£1077 ^E

THE SPEC 170gsm silk art paper – FSC certified | full colour both sides | folded to size
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

write a newsletter...

Send your customers and prospects a newsletter and pack it with tips and advice. You'll establish yourself as an expert on the subject, and when they're ready to buy, they'll trust you to deliver.



DNA Discos

Darren Bewley,
Leigh-On-Sea

printing.com has helped our business grow through great design and high quality print. The results have been stronger branding, customer awareness and ultimately increased sales.

**250
FOR
£185**



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

"flyers are great for hand-outs and sticking through letterboxes"



If you're looking for something a bit thicker than a leaflet, maybe for a hand-out or to give your message more weight, try some Flyers. Add a cut-out shape of your choice to make your flyer really unique – see page 72 for some ideas.

Danny
Greenwich Store

Choose your Flyers

promo flyers

Our most cost-effective range

▶ PAGE 71

gloss laminated flyers

Look just like glossy photos

▶ PAGE 73

mat laminated flyers

Sophisticated look and feel

▶ PAGE 74

STARMARQUE™ flyers **NEW!**

With eye-catching gloss highlights

▶ PAGE 75

WE PRINTED
61,000,000
FLYERS
LAST YEAR

how thick?

See how they compare

100gsm

115gsm

150gsm

160gsm

170gsm

leaflets

▶ PAGE 54-61

250gsm **flyers**

280gsm ▶ PAGE 70-75

300gsm **showcards**






400gsm ▶ PAGE 76-81

promo flyers

NEW LOWER QUANTITY!

our lowest price flyer, you can't afford to do without

5,000
FOR
£101

SIZE/STYLE	FRONT REVERSE	5,000	10,000	20,000	50,000	100,000	200,000
A7 (74x105mm)	 PRCA74?	£101 ^A	£135 ^B	£198 ^B	£383 ^D	£663 ^G	£1133 ^Z
A6 (105x148mm)	 PRCA64?	£149 ^B	£199 ^B	£349 ^C	£673 ^F	£1151 ^H	£2011 ^Z
1/3rd A4 (99x210mm)	 PRC3A4?	£209 ^B	£282 ^C	£483 ^D	£932 ^G	£1545 ^Z	£2695 ^Z
A5 (148x210mm)	 PRCA54?	£269 ^B	£362 ^C	£625 ^E	£1184 ^H	£2017 ^Z	£3407 ^Z
A4 (210x297mm)	 PRCA44?	£476 ^C	£634 ^E	£1107 ^G	£2059 ^Z	£3411 ^Z	£6011 ^Z

THE SPEC 280gsm gloss artboard | full colour both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!











SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



WE'RE UP TO
56%
LESS ON THESE
see page 10



shaped or with added creases

SIZE/STYLE	FRONT REVERSE	5,000	10,000	20,000	50,000	100,000
A7 shaped (74x105mm flat)	  COBA744?	£141 ^A	£195 ^B	£278 ^B	£523 ^D	£903 ^G
A6 shaped (105x148mm flat)	  COBA644?	£189 ^B	£259 ^B	£429 ^C	£813 ^F	£1391 ^H
1/3rd A4 shaped (99x210mm flat)	  COB3A44?	£249 ^B	£342 ^C	£563 ^D	£1072 ^G	£1785 ^Z
A5 shaped (148x210mm flat)	  COBA544?	£309 ^B	£422 ^C	£705 ^E	£1324 ^H	£2257 ^Z
A4 shaped (210x297mm flat)	  COBA444?	£516 ^C	£694 ^E	£1187 ^G	£2199 ^Z	£3651 ^Z

THE SPEC 280gsm neutral artboard | full colour both sides | shaped, perforated, cut-out or creased | supplied flat

PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
One straight edge required, otherwise please add £40 per 5,000 for pushing out and 1 working days per 5,000

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



USUALLY
0% VAT
flyers and VAT

Promo Flyers are usually zero rated for VAT, which means you **don't need to add VAT** to the prices listed. However the VAT rules are complicated and we may have to add VAT if they're designed to be written on. Unfortunately we have to add VAT to all Laminated Flyers. Ask us for more advice.

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

get cute with cut-outs

...get yourself noticed!

Did you love origami as a kid? Well it's time to dust off your origami black belt, 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. 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 us a call for help.

Make it visual and 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 – see pages 71-81.

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 check out our fixed prices over the next few pages. Find the size of rectangle that fits your design (maybe A5 or A3) and Bob's your auntie (at the weekends).

Don't ruin it with amateur design

Now all that's left is to come up with a creative design and some mouth-watering copy. Try this yourself, or get us involved early on. We can help with the whole process and work to your budget.

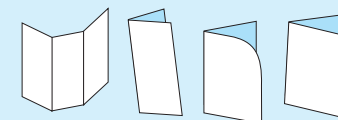


cut it out (or not)

Our giant "cookie-cutter" die-cutting machine makes beautiful shapes and creates these other useful things:

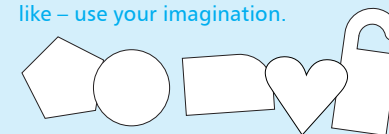
creases

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



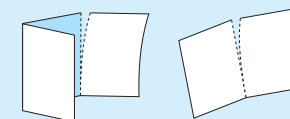
shapes ▼

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



perforations

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



pop-outs ▼

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








gloss laminated flyers

NEW NAME FOR POWER MARKETING CARDS

250
FOR
£124

glossy and eye-catching, shouts for attention

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000	10,000
A7 (74x105mm)	 PMGA74?	£124 ^A	£130 ^A	£143 ^A	£168 ^A	£179 ^A	£215 ^A
A6 (105x148mm)	 PMGA64?	£134 ^A	£145 ^A	£171 ^A	£213 ^A	£235 ^A	£354 ^B
1/3rd A4 (99x210mm)	 PMG3A4?	£148 ^A	£164 ^A	£201 ^A	£260 ^A	£290 ^A	£458 ^B
A5 (148x210mm)	 PMGA54?	£161 ^A	£176 ^A	£220 ^A	£313 ^A	£374 ^B	£552 ^C
A4 (210x297mm)	 PMGA44?	£213 ^A	£249 ^A	£324 ^A	£463 ^B	£568 ^C	£976 ^D

THE SPEC 250gsm gloss artboard | full colour both sides | gloss laminated one side
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!


















Hand-Out Combat

When it comes to getting your flyer noticed, pay attention to what other people are doing. Look for places to leave piles of flyers... next to others. Great places include bars, shops, cafés, gyms and waiting rooms.

WE'RE UP TO
37%
LESS ON THESE
see page 10

shaped or with added creases

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
A7 shaped (74x105mm flat)	 or   PMGA74C/ PMGA745C	£164 ^A	£170 ^A	£183 ^A	£208 ^A	£219 ^A
A6 shaped (105x148mm flat)	 or   PMGA64C/ PMGA645C	£174 ^A	£185 ^A	£211 ^A	£253 ^A	£275 ^A
1/3rd A4 shaped (99x210mm flat)	 or   PMG3A4C/ PMG3A45C	£188 ^A	£204 ^A	£241 ^A	£300 ^A	£330 ^A
A5 shaped (148x210mm flat)	 or   PMGA54C/ PMGA545C	£201 ^A	£216 ^A	£260 ^A	£353 ^A	£414 ^B
A4 shaped (210x297mm flat)	 or   PMGA44C/ PMGA445C	£253 ^A	£289 ^A	£364 ^A	£503 ^B	£608 ^C

THE SPEC 250gsm gloss artboard | full colour both sides | gloss laminated one side | shaped, perforated, cut-out or creased | supplied flat
PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
 One straight edge required, otherwise please add £40 for pushing out and 1 working day
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

NEW NAME FOR POWER MARKETING CARDS

matt laminated flyers

one smooth operator



250
FOR
£125

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000	10,000
A7 (74x105mm)	PMMA74?	£125^A	£131 ^A	£145 ^A	£170 ^A	£186 ^A	£226 ^A
A6 (105x148mm)	PMMA64?	£135^A	£146 ^A	£173 ^A	£217 ^A	£247 ^A	£379 ^B
1/3rd A4 (99x210mm)	PMM3A4?	£149^A	£165 ^A	£204 ^A	£266 ^A	£308 ^A	£494 ^B
A5 (148x210mm)	PMMA54?	£162^A	£178 ^A	£224 ^A	£320 ^A	£401 ^B	£597 ^C
A4 (210x297mm)	PMMA44?	£217^A	£253 ^A	£332 ^A	£477 ^B	£614 ^C	£1045 ^D

THE SPEC 250gsm silk artboard | full colour both sides | matt laminated one side

THAT'S FAST! Approve your artwork by 3pm and pick up just 5 working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just 3 working days later – GUARANTEED!

COLOUR KEY

full colour both sides

"shaped
flyers are
really
eye-catching
(just like my shirt)"



Neil
Cambridge Store



shaped or with added creases

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
A7 shaped (74x105mm flat)	PMMA74C/ PMMA745C	£165^A	£171 ^A	£185 ^A	£210 ^A	£226 ^A
A6 shaped (105x148mm flat)	PMMA64C/ PMMA645C	£175^A	£186 ^A	£213 ^A	£257 ^A	£287 ^A
1/3rd A4 shaped (99x210mm flat)	PMM3A4C/ PMM3A45C	£189^A	£205 ^A	£244 ^A	£306 ^A	£348 ^A
A5 shaped (148x210mm flat)	PMMA54C/ PMMA545C	£202^A	£218 ^A	£264 ^A	£360 ^A	£441 ^B
A4 shaped (210x297mm flat)	PMMA44C/ PMMA445C	£257^A	£293 ^A	£372 ^A	£517 ^B	£654 ^C

THE SPEC 250gsm silk artboard | full colour both sides | matt laminated one side | shaped, perforated, cut-out or creased | supplied flat






PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
One straight edge required, otherwise please add £40 for pushing out and 1 working day

THAT'S FAST! Approve your artwork by 3pm and pick up just 10 working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just 5 working days later – GUARANTEED!

STARMARQUE™ flyers NEW!

shiny highlights enhance your message
















SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000	10,000
A7 (74x105mm)	 PMQA74?	£152^A	£161 ^A	£179 ^A	£213 ^A	£273 ^B	£349 ^A
A6 (105x148mm)	 PMQA64?	£165^A	£181 ^A	£218 ^A	£278 ^A	£389 ^A	£639 ^B
1/3rd A4 (99x210mm)	 PMQ3A4?	£183^A	£205 ^A	£257 ^A	£342 ^A	£498 ^A	£849 ^B
A5 (148x210mm)	 PMQA54?	£199^A	£221 ^A	£283 ^A	£414 ^A	£669 ^B	£1040 ^C
A4 (210x297mm)	 PMQA44?	£270^A	£320 ^A	£427 ^A	£624 ^B	£1064 ^C	£1709 ^D

THE SPEC 250gsm silk artboard | full colour both sides | matt laminated one side | spot UV varnish one side
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



The spot gloss catches the light and looks amazing

shaped or with added creases

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
A7 shaped (74x105mm flat)	   PMQA74C/ PMQA74SC	£192^A	£201 ^A	£219 ^A	£253 ^A	£313 ^A
A6 shaped (105x148mm flat)	   PMQA64C/ PMQA64SC	£205^A	£221 ^A	£258 ^A	£318 ^A	£429 ^A
1/3rd A4 shaped (99x210mm flat)	   PMQ3A4C/ PMQ3A4SC	£223^A	£245 ^A	£297 ^A	£382 ^A	£538 ^A
A5 shaped (148x210mm flat)	   PMQA54C/ PMQA54SC	£239^A	£261 ^A	£323 ^A	£454 ^A	£709 ^B
A4 shaped (210x297mm flat)	   PMQA44C/ PMQA44SC	£310^A	£360 ^A	£467 ^A	£664 ^B	£1104 ^C

THE SPEC 250gsm silk artboard | full colour both sides | matt laminated one side | spot UV one side | shaped, perforated, cut-out or creased | supplied flat
PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
 One straight edge required, otherwise please add £40 for pushing out and 1 working day
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



for great ways to stand out with shaped flyers, see our tips on page 72

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

"our thickest cards – great for beautiful brochures, handsome hand-outs and magnificent menus"

Are you trying to appeal to a more discerning type of clientele? We're not suggesting you put up 'no riff-raff' signs on your premises. That would be silly. But maybe you need a more sophisticated level of marketing to appeal to your target audience. Our **Showcards** may just be the answer. They're ever so posh and available in a wide range of exciting finishes.

compare our showcards

HooYang
Ealing Store

TYPE	BOARD THICKNESS	LAMINATED	FSC CERTIFIED	COATED	TURNAROUND WORKING DAYS	SEE PAGE
<i>Premium</i> silk	— 400gsm	○	✓	✓	③	77
<i>SmoothWave</i> ^{NEW!}	— 300gsm	○	○	○	⑤	78
<i>Fabn-Gloss</i>	— 400gsm	gloss	✓	✓	⑤	79
LUXURY	— 400gsm	matt	✓	✓	⑤	80
STARMARQUE ^{NEW!} ★★★★★	— 400gsm	matt + spot gloss	✓	✓	⑦	81

how thick?

See how they compare

100gsm

115gsm

150gsm

160gsm

170gsm

leaflets

▶ PAGE 54-61

250gsm **flyers**

280gsm ▶ PAGE 70-75

300gsm showcards

400gsm ▶ PAGE 76-81



Wanda Kerr
Nail Heaven
Coventry

printing.com take care of our printing and we've had some really positive feedback from the results. Clients love the design and the quality of our cards.

Premium silk showcards

IMPROVED RECIPE!



elegant, thick card shows you mean business

250
FOR
£67

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000	10,000
A7 (74x105mm)		SHSA70?	£67^A	£72 ^A	£82 ^A	£101 ^A	£140 ^A	£185 ^B
		SHSA74?	£122^A	£129 ^A	£143 ^A	£170 ^A	£194 ^A	£241 ^B
A6 (105x148mm)		SHSA60?	£83^A	£92 ^A	£113 ^A	£146 ^A	£218 ^B	£367 ^C
		SHSA64?	£136^A	£148 ^A	£177 ^A	£224 ^A	£269 ^B	£423 ^C
1/3rd A4 (99x210mm)		SHS3A0?	£98^A	£110 ^A	£139 ^A	£186 ^A	£287 ^B	£496 ^C
		SHS3A4?	£151^A	£168 ^A	£209 ^A	£275 ^A	£339 ^B	£555 ^C
A5 (148x210mm)		SHSA50?	£107^A	£119 ^A	£154 ^A	£227 ^B	£389 ^C	£610 ^D
		SHSA54?	£164^A	£182 ^A	£230 ^A	£333 ^B	£446 ^C	£675 ^D
A4 (210x297mm)		SHSA40?	£147^A	£175 ^A	£234 ^B	£343 ^B	£625 ^D	£990 ^F
		SHSA44?	£222^A	£261 ^A	£345 ^B	£500 ^B	£693 ^D	£1164 ^F
A3 (297x420mm)		SHSA30?	£248^B	£303 ^B	£394 ^B	£556 ^C	£1041 ^F	£1609 ^Z
		SHSA34?	£364^B	£435 ^B	£564 ^B	£730 ^C	£1204 ^F	£1755 ^Z

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!

SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



shaped or with added creases

FOR SIZES NOT LISTED, JUST ADD £40 TO ANY FULL COLOUR BOTH SIDES PRICES ABOVE – AND 4 WORKING DAYS

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
A4 shaped (210x297mm flat)		SHSA44C/ SHSA445C	£262^A	£301 ^A	£385 ^B	£540 ^B	£733 ^D
A3 shaped (297x420mm flat)		SHSA34C/ SHSA345C	£404^B	£475 ^B	£604 ^B	£770 ^C	£1244 ^F

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | shaped, perforated, cut-out or creased | supplied flat

PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
One straight edge required, otherwise please add £40 for pushing out and 1 working day

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



"our most popular range of showcards are now 50% recycled and still as white!"



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

SmoothWave™ showcards NEW!

these uncoated beauties are smooth bright white

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000	10,000
A7 (74x105mm)		SHWA70?	£67^A	£72 ^A	£82 ^A	£101 ^A	£140 ^A	£185 ^B
		SHWA74?	£122^A	£129 ^A	£143 ^A	£170 ^A	£194 ^A	£241 ^B
A6 (105x148mm)		SHWA60?	£83^A	£92 ^A	£113 ^A	£146 ^A	£218 ^B	£367 ^C
		SHWA64?	£136^A	£148 ^A	£177 ^A	£224 ^A	£269 ^B	£423 ^C
1/3rd A4 (99x210mm)		SHW3A0?	£98^A	£110 ^A	£139 ^A	£186 ^A	£287 ^B	£496 ^C
		SHW3A4?	£151^A	£168 ^B	£209 ^A	£275 ^A	£339 ^B	£555 ^C
A5 (148x210mm)		SHWA50?	£107^A	£119 ^A	£154 ^A	£227 ^B	£389 ^C	£610 ^D
		SHWA54?	£164^A	£182 ^A	£230 ^A	£333 ^B	£446 ^C	£675 ^D
A4 (210x297mm)		SHWA40?	£147^A	£175 ^A	£234 ^B	£343 ^B	£625 ^D	£990 ^F
		SHWA44?	£222^A	£261 ^A	£345 ^B	£500 ^B	£693 ^D	£1164 ^F
A3 (297x420mm)		SHWA30?	£248^B	£303 ^B	£394 ^B	£556 ^C	£1041 ^F	£1609 ^Z
		SHWA34?	£364^B	£435 ^B	£564 ^B	£730 ^C	£1204 ^F	£1755 ^Z

THE SPEC 300gsm wove uncoated board | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

shaped or with added creases

FOR SIZES NOT LISTED, JUST **ADD £40** TO ANY FULL COLOUR BOTH SIDES PRICES ABOVE – AND 5 WORKING DAYS

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
A4 shaped (210x297mm flat)		SHWA44C/ SHWA44SC	£262^A	£301 ^A	£385 ^B	£540 ^B	£733 ^D
A3 shaped (297x420mm flat)		SHWA34C/ SHWA34SC	£404^B	£475 ^B	£604 ^B	£770 ^C	£1244 ^F

THE SPEC 300gsm wove uncoated board | full colour both sides | shaped, perforated, cut-out or creased | supplied flat
PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
 One straight edge required, otherwise please add £40 for pushing out and 1 working day
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



"these are
great for
writing on"



Cards feel
really arty



HooYang
Ealing Store

Fabu-Gloss® showcards IMPROVED RECIPE!

so fabulous and glossy – the diva of showcards

250
FOR
£68



SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000	10,000
A7 (74x105mm)		SHGA70?	£68^A	£74 ^A	£85 ^A	£107 ^A	£158 ^A	£213 ^B
		SHGA74?	£124^A	£132 ^A	£150 ^A	£179 ^A	£215 ^A	£272 ^B
A6 (105x148mm)		SHGA60?	£85^A	£95 ^A	£118 ^A	£156 ^A	£251 ^B	£432 ^C
		SHGA64?	£138^A	£151 ^A	£183 ^A	£235 ^A	£302 ^B	£489 ^C
1/3rd A4 (99x210mm)		SHG3A0?	£100^A	£114 ^A	£147 ^A	£200 ^A	£333 ^B	£589 ^C
		SHG3A4?	£154^A	£173 ^A	£218 ^A	£290 ^A	£385 ^B	£648 ^C
A5 (148x210mm)		SHGA50?	£111^A	£125 ^A	£163 ^A	£246 ^B	£457 ^C	£728 ^D
		SHGA54?	£168^A	£187 ^A	£240 ^A	£353 ^B	£514 ^C	£792 ^D
A4 (210x297mm)		SHGA40?	£155^A	£187 ^A	£254 ^B	£378 ^B	£744 ^D	£1169 ^F
		SHGA44?	£230^A	£273 ^A	£365 ^B	£534 ^B	£812 ^D	£1343 ^F
A3 (297x420mm)		SHGA30?	£269^A	£331 ^B	£434 ^B	£635 ^C	£1231 ^F	£1933 ^Z
		SHGA34?	£386^A	£463 ^B	£605 ^B	£809 ^C	£1394 ^F	£2080 ^Z

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides | gloss laminated front
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

shaped or with added creases

FOR SIZES NOT LISTED, JUST **ADD £40** TO ANY FULL COLOUR BOTH SIDES PRICES ABOVE – AND 5 WORKING DAYS

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
A4 shaped (210x297mm flat)		SHGA44C/ SHGA44SC	£270^A	£313 ^A	£405 ^B	£574 ^B	£852 ^D
A3 shaped (297x420mm flat)		SHGA34C/ SHGA34SC	£426^B	£503 ^B	£645 ^B	£849 ^C	£1434 ^F

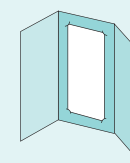
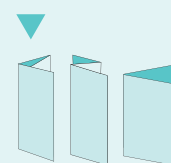
THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | gloss laminated front
 shaped, perforated, cut-out or creased | supplied flat
PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
 One straight edge required, otherwise please add £40 for pushing out and 1 working day
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



make your menus more magnificent

All our Showcards make impressive menus. Here's a couple of ideas to make them even better...

Have them flat or add **creases** to make multi-panel menus which can stand on tables.



Add **slots** to hold a 'specials' list. Print these off on your laser printer and change the menu each day.

More menus on pages 101-103

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

LUXURY showcards

IMPROVED RECIPE!

matt laminated finish for a subtle look

WE'RE UP TO
68%
LESS ON THESE
see page 10



250
FOR
£70

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000	10,000
A7 (74x105mm)	SHMA70?	£70^A	£77 ^A	£91 ^A	£117 ^A	£189 ^A	£261 ^B
	SHMA74?	£125^A	£133 ^A	£151 ^A	£185 ^A	£243 ^A	£317 ^B
A6 (105x148mm)	SHMA60?	£89^A	£101 ^A	£129 ^A	£175 ^A	£309 ^B	£549 ^C
	SHMA64?	£141^A	£157 ^A	£193 ^A	£253 ^A	£360 ^B	£606 ^C
1/3rd A4 (99x210mm)	SHM3A0?	£105^A	£122 ^A	£162 ^A	£226 ^A	£415 ^B	£753 ^C
	SHM3A4?	£158^A	£180 ^B	£232 ^A	£316 ^A	£467 ^B	£812 ^C
A5 (148x210mm)	SHMA50?	£117^A	£134 ^A	£181 ^A	£281 ^B	£578 ^C	£935 ^D
	SHMA54?	£174^A	£196 ^A	£257 ^A	£387 ^B	£635 ^C	£999 ^D
A4 (210x297mm)	SHMA40?	£170^A	£208 ^A	£289 ^B	£439 ^B	£955 ^D	£1486 ^F
	SHMA44?	£245^A	£294 ^A	£400 ^B	£595 ^B	£1023 ^D	£1659 ^F
A3 (297x420mm)	SHMA30?	£306^B	£380 ^B	£506 ^B	£773 ^C	£1567 ^F	£2507 ^Z
	SHMA34?	£423^B	£512 ^B	£676 ^B	£949 ^C	£1731 ^F	£2653 ^Z

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides | matt laminated both sides

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

shaped or with added creases

FOR SIZES NOT LISTED, JUST **ADD £40** TO ANY FULL COLOUR BOTH SIDES PRICES ABOVE – AND 5 WORKING DAYS

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
A4 shaped (210x297mm flat)	or SHMA44C/ SHMA44SC	£285^A	£334 ^A	£440 ^B	£635 ^B	£1063 ^D
A3 shaped (297x420mm flat)	or SHMA34C/ SHMA34SC	£463^B	£552 ^B	£716 ^B	£989 ^C	£1771 ^F

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | matt laminated both sides
shaped, perforated, cut-out or creased | supplied flat

PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
One straight edge required, otherwise please add £40 for pushing out and 1 working day

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



see what other customers are
doing to promote themselves
using Cut-out Showcards



add gloss highlights and leave competitors in the shadows

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000	10,000
A7 (74x105mm)		SHQA70?	£98 ^A	£106 ^A	£125 ^A	£160 ^A	£276 ^A	£384 ^B
		SHQA74?	£152 ^A	£163 ^A	£186 ^A	£229 ^A	£331 ^A	£440 ^B
A6 (105x148mm)		SHQA60?	£120 ^A	£136 ^A	£174 ^A	£236 ^A	£451 ^B	£809 ^C
		SHQA64?	£172 ^A	£192 ^A	£239 ^A	£314 ^A	£502 ^B	£865 ^C
1/3rd A4 (99x210mm)		SHQA30?	£139 ^A	£162 ^A	£216 ^A	£302 ^A	£605 ^B	£1109 ^C
		SHQA34?	£192 ^A	£220 ^B	£286 ^A	£392 ^A	£657 ^B	£1168 ^C
A5 (148x210mm)		SHQA50?	£154 ^A	£176 ^A	£240 ^A	£375 ^B	£846 ^C	£1378 ^D
		SHQA54?	£211 ^A	£239 ^A	£316 ^A	£482 ^B	£903 ^C	£1443 ^D
A4 (210x297mm)		SHQA40?	£223 ^A	£274 ^A	£384 ^B	£587 ^B	£1406 ^D	£2150 ^F
		SHQA44?	£298 ^A	£361 ^A	£495 ^B	£743 ^B	£1474 ^D	£2323 ^F
A3 (297x420mm)		SHQA30?	£404 ^B	£504 ^B	£674 ^B	£1077 ^C	£2271 ^F	£3691 ^Z
		SHQA34?	£522 ^B	£636 ^B	£844 ^B	£1253 ^C	£2435 ^F	£3837 ^Z

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides | matt laminated both sides | spot UV varnish one side
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!

shaped or with added creases

FOR SIZES NOT LISTED, JUST **ADD £40** TO ANY FULL COLOUR BOTH SIDES PRICES ABOVE – AND 3 WORKING DAYS

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
A4 shaped (210x297mm flat)		SHMA44C/ SHMA445C	£338 ^A	£401 ^A	£535 ^B	£783 ^B	£1514 ^D
A3 shaped (297x420mm flat)		SHMA34C/ SHMA345C	£562 ^B	£676 ^B	£884 ^B	£1293 ^C	£2475 ^F

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | matt laminated both sides | spot UV varnish one side
 shaped, perforated, cut-out or creased | supplied flat

PLEASE NOTE We can only produce cut-out cards in simple shapes (up to ten anchor points)
 One straight edge required, otherwise please add £40 for pushing out and 1 working day

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



"our most indulgent cards"



You choose where the gloss highlights are placed – over dark colours are best



5,000 FOR £99

Ray Hind
Adventure Plus, Bala, Wales

printing.com have really helped with advice on how to get the best results from our limited marketing budget. They provide us with great quality print including impressive brochures and stationery.

Budget credit cards

NEW LOWER QUANTITY

available with same day despatch if you need them in a hurry

Giving out discount cards or free entry passes? **Budget Credit Cards** are ace for short-term applications and come with full colour both sides as standard.

SIZE/STYLE	FRONT REVERSE	5,000	10,000	20,000	50,000	100,000
BUDGET (85x55mm)	PRC0447	£99 ^A	£129 ^A	£187 ^A	£347 ^A	£589 ^B

THE SPEC 280gsm gloss artboard | full colour both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!

SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



Help us plant
50,000
Trees! See page 2


WE'RE UP TO
55%
LESS ON THESE
see page 10



Premium credit cards

gloss laminated with round corners to make them last longer

For longer term promotions (loyalty cards, maybe?) **Premium Credit Cards** with round corners are perfect. Plop a calendar or useful numbers on the back and customers will treasure them like their first teddy. Want them without round corners? Check out Fabu-gloss Business Cards on page 9.

SIZE/STYLE	FRONT REVERSE	1,000	2,000	5,000	10,000	20,000
PREMIUM (85x55mm)	 PCC?	£177 ^A	£194 ^A	£209 ^A	£314 ^A	£468 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | gloss laminated front | rounded corners


THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!

CRYSTAL™ credit cards

feel just like plastic...

...brilliant. But what we love about them most is that they're great for scraping ice off your windscreen on a rubbish January morning. Now with a signature strip and sequential numbering on the reverse as standard.

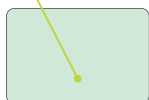
SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
CRYSTAL (85x55mm)	 CCCSN	£199 ^A	£328 ^A	£457 ^A	£837 ^A	£1535 ^B

THE SPEC Rigid plastic feel | full colour both sides | rounded corners
optional sequential numbering in one place on reverse | optional signature strip on reverse

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

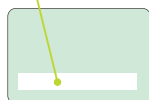
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!

Rigid plastic feel



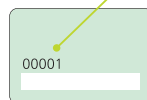
+

Signature strip on the reverse



+

Sequential numbering on the reverse



Alex
Beeston Store

1,000
FOR
£177



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

"direct mail is a really effective marketing tool – check out our clever things to mail"

Your best customer just found your competitor. Send shivers running down your spine? Let's face it, if you don't contact your customers regularly, someone else sure will. It's a fact that many businesses lose customers through simple apathy. Not because their service was awful, or their product was terrible. Just because they didn't seem bothered enough to keep in touch. That's sad. Keep your relationship fresh by contacting your customers regularly. Give them exclusive deals, special offers and private sales. All they want is a bit of love and attention.

Mail is only junk if it's not targeted.

You'll get a much better response if you follow these golden rules of direct mail:

Contact your current customers first

They're a gold mine! Get the most from them first with mailings targeted to their individual needs.

Buy the best mailing list you can

Don't give your postie more work – use addresses that aren't likely to be returned undelivered.

Repeat, repeat, repeat

Better to mail the same person three times, than mail three different people. It takes repetition for your message to sink in.

Make it personal

In this electronic age, there's no excuse for sending standard letters – personalise every one.

Write like a friend

When you're writing, imagine you're speaking to an individual and your copy will sound much more friendly and appealing.

take the junk
out your mailing

Keep it simple

Give them enough information to get to the next step, but don't overwhelm them.

Sell benefits not features

Features bore, benefits sizzle. Explain how their life will improve – not what the buttons do. Tell them about the buns, not the ovens!

Test, test, test

Try different mailings with different groups and figure out what works best. Have some fun.

"don't lose your
customers –
keep in touch
frequently"

WE PRINTED
1/3rd OF
A BILLION
ITEMS
LAST YEAR

Sarah
Portsmouth
Store



postcards

mail-out, hand-out or sell them, these say much more than "wish you were here"

1,000
FOR
£129

"the uncoated
reverse is
perfect for
writing on"

SIZE/STYLE	FRONT REVERSE	1,000	2,000	5,000	10,000	20,000
A6 (105x148mm)	 GPA6?	£129 ^A	£196 ^A	£315 ^B	£551 ^B	£992 ^D
1/3rd A4 (99x210mm)	 GP3A4?	£194 ^A	£277 ^A	£353 ^B	£639 ^C	£1228 ^E
A5 (148x210mm)	 GPA5?	£259 ^A	£363 ^A	£465 ^B	£806 ^D	£1517 ^F
A4 (210x297mm)	 GPA4?	£369 ^A	£590 ^B	£849 ^D	£1486 ^F	£2717 ^Z

THE SPEC 330gsm coated artboard – FSC certified | full colour front with a black & white reverse | gloss laminated front

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



Shiny gloss
coating makes
for really
vibrant colour

WE'RE UP TO
52%
LESS ON THESE
see page 10

Now make it personal...

DIRECT MAIL generates £27billion worth of business every year according to the Direct Mail Information Service. They say every £1 spent creates a whopping £14 in sales. Isn't it about time you harnessed the power of Direct Mail?

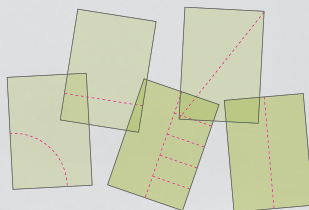
Well now you can, with low-cost Laser Mailers from printing.com.

The big supermarkets know they're onto a good thing – they use Laser Mailers to send personal reward vouchers. If it's good enough for them...

HOW?

- Your local printing.com team will work with you to design an eye-catching **pre-printed** template.

- The template is then printed in **glorious full colour**.
- The sheets are **perforated** in up to 5 **rip off** sections (you choose where the perforations go – examples below).
- Then, simply run the sheets through your inkjet or laser printer and **personalise** with discount offers.
- Your customers will love your offers and **rip off** the vouchers to redeem.



EXCLUSIVE

CONTROL

Change your offers every day or every week. Change them for every customer or every type of customer. Try different offers on different customers to see which work best. Whatever you want to do – you're in control.

RINGING

Business quiet today? Too much stock? Empty appointment slots? Knock up some offers on Monday morning. Print onto Laser Mailers and post them (you don't even need envelopes – just stick shut).

Your phone could be **ringing off the hook** by Tuesday! How's that for quick payback...



Why send Laser Mailers?

- They're eye-catching and colourful.
- They're easy – run them through your printer to personalise and then post.
- They're personal – increase your response.
- They're recycled – show you care.



500
FOR
£134

laser mailers

REDUCED!

run these perforated templates through your laser printer to make personalised tear-off vouchers

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000	10,000
A4 (210x297mm)			£134^A	£144 ^A	£189 ^B	£262 ^C	£364 ^D
			£178^A	£203 ^A	£247 ^B	£346 ^C	£473 ^D

THE SPEC 100gsm recycled laser bond | full colour one side or both sides | perforated into up to 5 tear-offs
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!




They're perforated to make tear-off vouchers



laser price lists REDUCED!

we print the background, you print your own prices on top as and when you need to

Are you a bit indecisive? Maybe you used to be, but you're not sure now. Or maybe you change your prices frequently. Never fear, you can still have beautiful colourful **Laser Price Lists**, and then simply use your inkjet or laser printer to overprint your current prices as and when you need to. They're pre-creased which makes careful folding a bit easier.

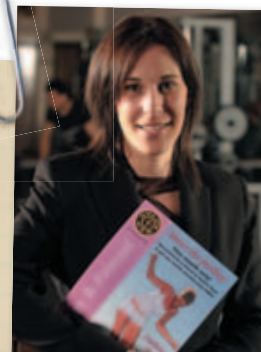
SIZE/STYLE	FRONT REVERSE	500	1,000	2,000	5,000	10,000
A4 (210x297mm)	 LPLA44?	£178^A	£203 ^A	£247 ^B	£346 ^B	£473 ^D

THE SPEC 100gsm recycled laser bond | full colour both sides | creased for easier folding | supplied flat
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!

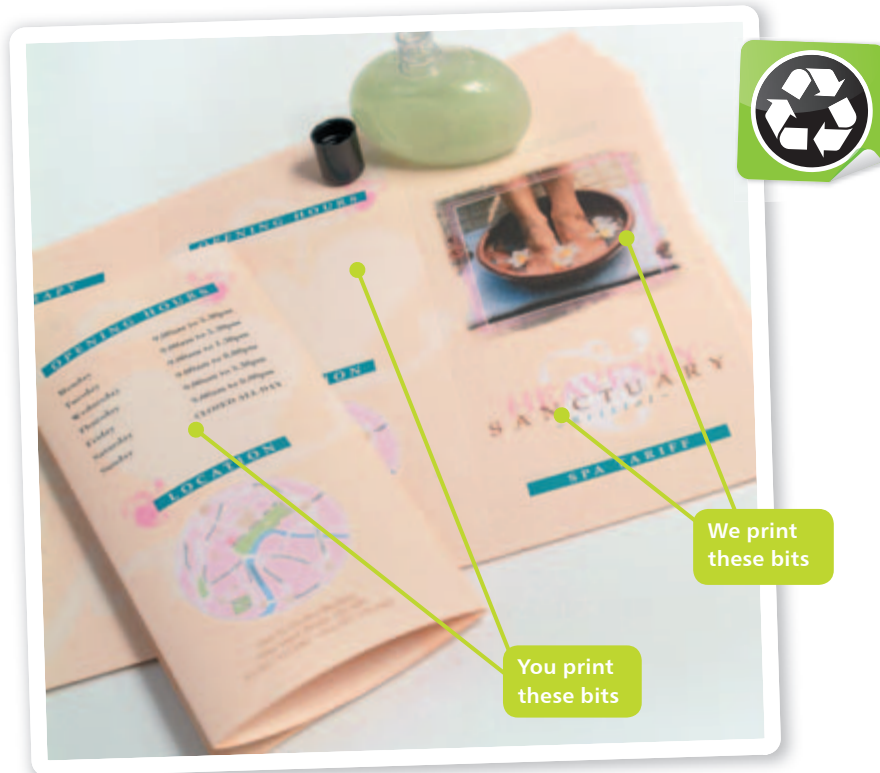


500
FOR
£178

Justine
Hopper
**GOLD'S
GYM**
Harrow,
London



printing.com have worked with us for a number of years and we trust them with the printing needs of our entire range of gyms. They're heavily involved in the creation of our campaigns and always have fresh ideas – it's just like they're part of our marketing team!



easy peasy price lists

It's so easy to update these Laser Price Lists – here's how they work...

- 1** We design and print a colourful background template with all the bits that don't change.
- 2** You then type your prices into your computer and print onto Laser Price Lists on your own printer – only print as many as you need for now.
- 3** Fold your Price Lists (they're pre-creased to help) and you're done.



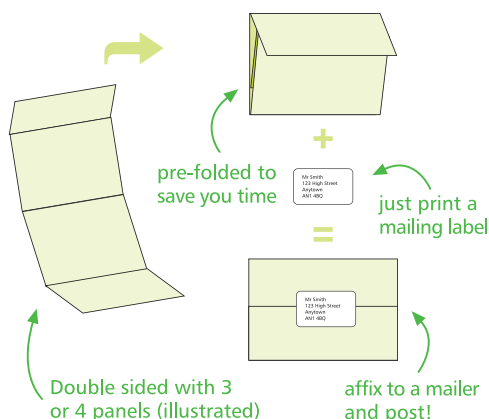
one-piece mailers

loads of space, folded down to the cheapest price to mail, clever 'ey?

You've had a brilliant idea. Your customers are going to love it. You must tell them about it right now! So what do you do now? Well you could spend the next three days stuffing envelopes and licking stamps OR you could just make life easy for yourself and send **One-piece Mailers** instead. Pre-printed with your postage paid details (call Royal Mail on 0845 795 0950 for more details), just stick on an address label and take them down the post office. There's not even any need for an envelope. Bags more time for you to spend on the important things in life.

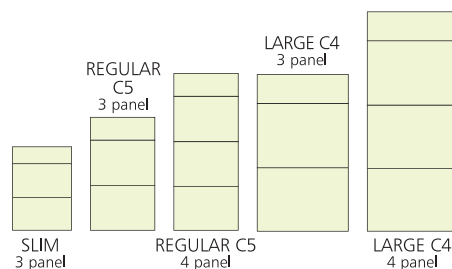
SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
SLIM - 3 panel (210x297mm folded to 120x210mm)		OPMSL3?	£164^A	£196 ^A	£234 ^A	£283 ^A	£346 ^B
REGULAR C5 - 3 panel (229x402mm folded to 162x229mm)		OPMRE3?	£223^A	£259 ^A	£303 ^B	£356 ^B	£432 ^C
REGULAR C5 - 4 panel (229x558mm folded to 162x229mm)		OPMRE4?	£268^A	£308 ^A	£356 ^B	£412 ^B	£498 ^C
LARGE C4 - 3 panel (324x558mm folded to 229x324mm)		OPMRG3?	£352^A	£405 ^B	£469 ^B	£544 ^C	£654 ^D
LARGE C4 - 4 panel (324x781mm folded to 229x324mm)		OPMRG4?	£475^A	£549 ^B	£636 ^B	£737 ^C	£883 ^E

THE SPEC 150gsm gloss art paper – FSC Certified | full colour both sides | folded to size | stickers not included
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



CHOOSE THE RIGHT SIZE FOR YOU

Slim and C5 sizes fall into the cheapest postage category and C4 is classed as a "large letter" under Royal Mail's "Pricing in Proportion".



250
FOR
£164



Just stick on a label and post

No need for envelopes!

B
PACKAGE
ARTWORK

5
WORKING DAYS



invitations

open evenings, premieres...
or John and Vera's ruby wedding anniversary

Don't be sat on your own with a case of unopened wine and a mountain of egg and cress sandwiches. Make sure people turn up to your event. Send them smart **Invitations**. And don't serve a warm Lambrusco. Really, don't.

250
FOR
£83



"colour
invitations
will make an
impression"

Premium **silk** thick, with a wonderful sheen

IMPROVED RECIPE!

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
A6 (105x148mm)		INVA60?	£83 ^A	£92 ^A	£113 ^A	£146 ^A	£218 ^B
1/3rd A4 (99x210mm)		INV3A0?	£98 ^A	£110 ^A	£139 ^A	£186 ^B	£287 ^B
A5 (148x210mm)		INVA50?	£107 ^A	£119 ^A	£154 ^A	£227 ^B	£389 ^C



THE SPEC 400gsm silk artboard (50% recycled) – FSC Certified | full colour one side
THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!

SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



Choose from Silk or Wove
for the same price!

SmoothWave™ easy to write on

NEW!

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
A6 (105x148mm)		INWA60?	£83 ^A	£92 ^A	£113 ^A	£146 ^A	£218 ^B
1/3rd A4 (99x210mm)		INW3A0?	£98 ^A	£110 ^A	£139 ^A	£186 ^B	£287 ^B
A5 (148x210mm)		INWA50?	£107 ^A	£119 ^A	£154 ^A	£227 ^B	£389 ^C

THE SPEC 300gsm wove uncoated board | full colour one side
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

greeting cards

not just for christmas

IMPROVED RECIPE!

250
FOR
£204



Aren't birthdays great? There's the parties, the cake and the presents. And, don't you just love receiving birthday cards? Your customers do too. A customer is for life, not just for Christmas, so why not love them all year round? Make a note of dates that are important to them and send a handwritten **Greeting Card**. Major brownie points – TRUST US.

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000
REGULAR creased (148x210mm to 105x148mm)		GCSLKA5?	£204^A	£222 ^A	£270 ^A	£373 ^B
THIN creased (198x210mm to 99x210mm)		GCSLK2A?	£235^A	£261 ^A	£327 ^A	£446 ^B
SQUARE creased (148x296mm to 148x148mm)		GCSLKSQ?	£235^A	£261 ^A	£327 ^A	£446 ^B
LARGE creased (210x297mm to 148x210mm)		GCSLKA4?	£262^A	£301 ^A	£385 ^B	£540 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | creased in half | supplied flat envelopes available separately – see below

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



Use any of
our Showcards
on pages 77-81 as
Greetings Cards

blank envelopes

SIZE/STYLE	COLOUR	per 250	COLOUR	per 250
C6 (to fit Regular creased)	WHITE ENVC6WH	£11^A	RED ENVC6RE	£17^A
DL (to fit Thin creased)	WHITE ENVDLWH	£20^A	RED ENVDLRE	£24^A
SQUARE (to fit Square creased)	WHITE ENVSQWH	£22^A	RED ENVSQRE	£28^A
C5 (to fit Large creased)	WHITE ENVC5WH	£22^A	RED ENVC5RE	£27^A



THE SPEC White or red gummed envelopes | unprinted – blank

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

voucher cards

IMPROVED RECIPE!

250
FOR
£262



a greeting card... and then some!
add a voucher and make them work harder

How do you feel when someone sends you a birthday or anniversary card? It feels good, doesn't it? How about when they send you a gift too? "How thoughtful", you think. We've got an idea to make your customers feel great. Send them a **Voucher Card**. They're just like Silk Greetings Cards, but with an extra tear-off voucher panel. Find a reason to send them a card and double the impact with a thoughtful gift of a special offer, saving or discount.

"why not reward
your customers
with a treat?"

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000
REGULAR creased & perforated (148x297mm to 105x148mm)		VCSSM?	£262^A	£301 ^A	£385 ^A	£540 ^B
LARGE creased & perforated (210x420mm to 148x210mm)		VCSLG?	£368^A	£432 ^A	£548 ^B	£699 ^C



THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | one crease and one perforation supplied flat | envelopes available separately

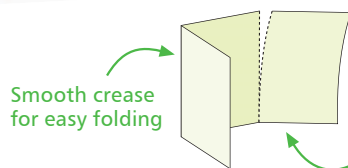
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!

Put an
offer or
discount
on the
tear-off
panel



They're left
with a lovely
card once the
voucher has
been torn off



Smooth crease
for easy folding

Easy tear-off
voucher panel

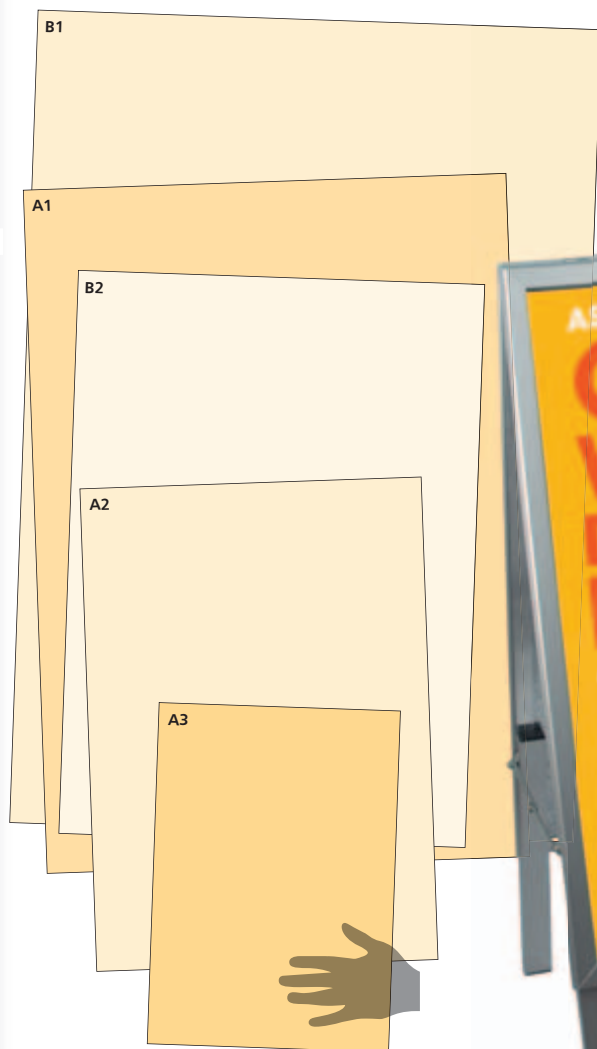


John
Naas Store

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

"it's a big world out there, size matters – say it big and get heard"

Got something big and exciting that needs exhibiting all over the place? Why not plaster your message across awesome **Litho Printed Posters**? Ranging from the A3 "Attention Grabber" to the enormous B1 "Big Boy", the choice is yours. For even more impact, try them High-Gloss Laminated. Not only are they eye-wateringly massive, but hang them in your window and the thicker paper means less light will show through.



WE PRINTED
560,000
POSTERS
LAST YEAR













Sarah-Anne
Hampton Hill Store

posters

got a massive message?
say it with a massive poster

gloss our most popular range

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
A3 (297x420mm)		 LPGA30?	£159^A	£191 ^A	£229 ^B	£268 ^B	£320 ^C
A2 (420x594mm)		 LPGA20?	£297^A	£357 ^A	£423 ^B	£495 ^C	£600 ^E
B2+ (500x693mm)		 LPGB20?	£320^B	£385 ^B	£456 ^B	£535 ^C	£648 ^F
A1 (594x841mm)		 LPGA10?	£514^B	£560 ^B	£644 ^C	£802 ^D	£1235 ^H
B1 (693x1000mm)		 LPGB10?	£553^B	£595 ^B	£682 ^C	£856 ^F	£1353 ^Z

THE SPEC 150gsm gloss art paper | full colour one side

THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!











SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



WE'RE UP TO
18%
LESS ON THESE
see page 10

250
FOR
£159

high gloss laminated thicker and glossier

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
A3 (297x420mm)		 LGLA3?	£227^A	£273 ^B	£352 ^B	£474 ^C	£841 ^F
A2 (420x594mm)		 LGLA2?	£398^B	£470 ^B	£573 ^C	£748 ^E	£1430 ^H
B2+ (500x693mm)		 LGLB2?	£429^C	£498 ^C	£654 ^D	£952 ^E	£1716 ^Z
A1 (594x841mm)		 LGLA1?	£858^C	£920 ^C	£1095 ^D	£1417 ^E	£2392 ^Z
B1 (693x1000mm)		 LGLB1?	£873^C	£949 ^D	£1152 ^E	£1521 ^Z	£2639 ^Z

THE SPEC 250gsm gloss artboard | full colour one side | gloss laminated one side

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



low-reflection
matt laminated posters
also available – ask for prices

I find the whole
printing.com team to be
very proactive, friendly
and professional. They
always deliver on time.

Lisa Emsley
The Artful Lodger, Leeds

"get noticed with these great ideas"

Before you've even had time for a coffee break you've probably already been bombarded with hundreds of marketing messages. Television, radio, signs, billboards, vans, taxis and newspapers. They're all screaming for your attention. How many can you remember now? Unless your first name is Uri, we'd be surprised if it'd be far into double figures.

If you're looking to win new customers, you've got to be smarter to grab their attention. We can help. We've come up with some unusual ideas for intriguing potential customers. Have a flick through the next few pages for some fresh ideas.



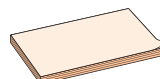
stickers

▶ PAGE 95



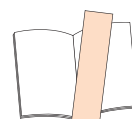
scratch cards

▶ PAGE 96



notepads

▶ PAGE 98



bookmarks

▶ PAGE 99



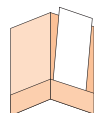
tent cards

▶ PAGE 100



menus

▶ PAGE 101-103



receipt holders

▶ PAGE 104



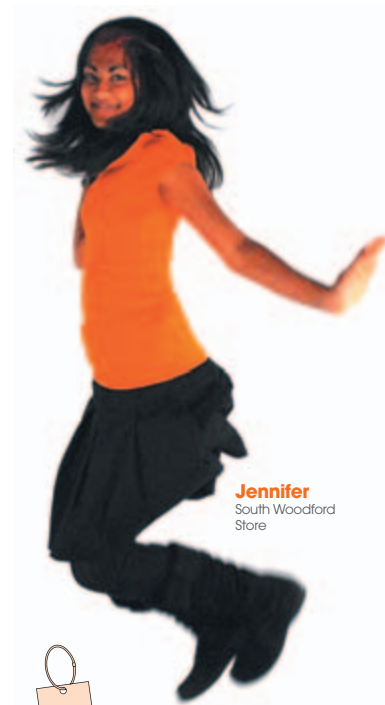
wobblers

▶ PAGE 106



swing tickets

▶ PAGE 106



Jennifer
South Woodford
Store

Snow Blossom, Altrincham Natalie Xiao Bell

"We sell luxury silk bedding online and at exhibitions. printing.com have designed beautiful booklets fitting our high-end range. The most important part of their service is the big T... TIME! Once I panicked when I realised our leaflets had run out 2 days before a show. I phoned my local store and reordered 10,000 leaflets which were ready for collection a day and a half later! I couldn't imagine having gone to the show without any leaflets and the quality was excellent... My customers were really impressed."



















stickers

increase the chances of your envelope being opened by sticking your logo on the front

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?)

500
FOR
£49

WE'RE UP TO
74%
LESS ON THESE
see page 10

SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
DISK/VIDEO (70x45mm)		 STKDISK/ STKDISKC	£49^A	£78 ^A	£120 ^A	£220 ^A
ADDRESS (55x85mm)		 STKADD/ STKADDC	£66^A	£99 ^A	£145 ^A	£257 ^B
MAILING (85x77mm)		 STKMAIL/ STKMAILC	£77^A	£115 ^A	£169 ^A	£300 ^B
BOTTLE (77x127mm)		 STKBOT/ STKBOTC	£87^A	£130 ^A	£191 ^B	£335 ^C
BUMPER (55x173mm)		 STKBUMP/ STKBUMPC	£100^A	£150 ^A	£220 ^B	£390 ^C
PRODUCT (A6) (105x148mm)		 STKPROD/ STKPRODC	£114^A	£171 ^A	£251 ^B	£445 ^C
PROMO (1/3rd A4) (99x210mm)		 STKPROM/ STKPRMOC	£126^A	£189 ^B	£277 ^B	£491 ^D
PARCEL (A5) (148x210mm)		 STKPARC/ STKPARCC	£192^A	£288 ^B	£422 ^B	£749 ^D
CARTON (A4) (210x297mm)		 STKCART/ STKCARTC	£281^A	£421 ^B	£618 ^C	£1096 ^D

THE SPEC Permanent score back stickers | semi-gloss finish | full colour one side | cut to size with square corners

PLEASE NOTE For optional cut-out stickers: one straight edge required, otherwise please add £40 for pushing out up to 5,000, £40 per 5,000 thereafter and 1 working day per 5,000

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



cut-out stickers virtually any shape you like!
to shape your stickers just add **£40** to any of the above prices

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

scratch cards

come on and get scratch happy,
chase all your boring promotions away

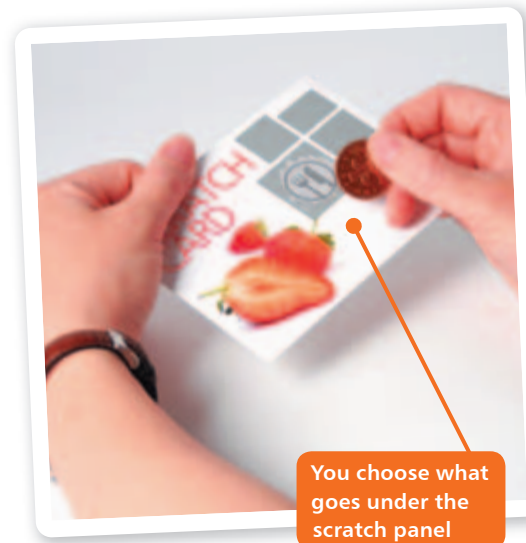
When you've got an itch, you drop everything to scratch it. Try ignoring it and your entire being focuses on that pesky tingling. Imagine what would happen if you gave your customers an itch that made them concentrate on nothing else but you? Full colour **Scratch Cards**, Can't miss 'em, Can't ignore 'em, You just gotta scratch 'em! And now you can include as many scratch panels on the front as you want!

SIZE/STYLE	FRONT	REVERSE	5,000	10,000	20,000	50,000
REGULAR (100x50mm)		 SCR	£419 ^A	£628 ^B	£836 ^B	£1460 ^C
SUPER (135x97mm)		 SCRSUP	£579 ^B	£868 ^B	£1158 ^C	£2026 ^E

THE SPEC 240gsm coated artboard – FSC certified | full colour front with a black & white reverse
single or multiple rectangular latex scratch-off panel(s) on front

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



six steps to a super scratch card promotion

1 what are you trying to achieve?

The first step is to decide what the point of your promotion is. You might be trying to win new customers or get more repeat business from existing customers. It helps if you know what you want to get out of it.

2 what prizes are you offering?

Choose 5 different prizes per batch of 5,000 scratch cards. We'll split those into 4 equal batches of 1,250 plus 10 extra 'hot cards' (see right). It's best to think of the prizes as mini-offers, so maybe give something free with a purchase, or money off a product or service you're trying to sell more of.

1,250	1,250	1,250	1,250	10 Hot Cards
YOU LOSE Sorry Try Again	YOU WIN 1/2 Price Admission Before 11 PM	YOU WIN Free Admission Before 11pm	YOU WIN 3 Bottles For The Price Of Two	YOU WIN Free Bottle Of Bubbly

In this game 25% of the cards are losing cards. The rest are winners.

1,250	1,250	1,250	1,250	10 Hot Cards
YOU LOSE Sorry Try Again	YOU LOSE Sorry Try Again	YOU LOSE Sorry Try Again	£100 Off A Weekend For Two In Paris	YOU WIN Free Bottle Of Bubbly

In this game the prizes are of more value so the majority of the cards are losing cards.

3 what will your 'hot cards' be?

These might be extra special prizes which you can use to focus the promotion on – “win a free MOT” or “win a free meal for two”. We don't recommend putting cash prizes or anything of particularly high value under the panel.



Words



Image



Table game



Your own game

5,000
FOR
£419



"who can resist a good scratch?!"



Jennifer
South Woodford Store

4 how many losers will you have?

Some customers just use the hot cards as winners and make the rest losers. Other customers don't have any losers – just consolation prizes like “half price entry” or “free starter when you buy a main course.”



There are no losers on this game – just lots of different prizes.

5 what's your theme?

The best scratch card promotions use a theme and a game that's relevant to your business.



6 what will you put on the back?

Either terms and conditions or use the back as a data capture form to increase your mailing list. Get people to give you their name, email and other details when they claim their prize. Perhaps have a second competition for any losing cards to go into a draw to win a different prize. This in turn enables you to establish and implement effective and appropriate marketing campaigns.











Position the scratch panels wherever you like

notepads

Great for giveaways – everyone uses and keeps hold of notepads

As a rug-rat, if you didn't get enough attention you just SCREAMED (maybe until you threw up your milk). No-one likes to get ignored, especially if it's your customers who are doing the ignoring. With **Notepads** you get to deliver them as presents to your customers, safe in the knowledge that every time they scribble something down, it's your business that SCREAMS at them.

SIZE/STYLE	FRONT REVERSE	100	200	500	1,000
A6 (105x148mm)	  DPPA6	£199^A	£329 ^B	£429 ^B	£519 ^B
1/3rd A4 (99x210mm)	  DPP3A4	£239^B	£394 ^B	£500 ^B	£626 ^B
A5 (148x210mm)	  DPPA5	£284^B	£443 ^B	£557 ^B	£727 ^C
A4 (210x297mm)	  DPPA4	£319^B	£530 ^B	£715 ^C	£1088 ^D

THE SPEC 100gsm recycled laser bond | full colour one side | 35 leaves per pad | board backing | glued along specified edge
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



"these will sit on your customer's desk for ages – a reminder of you"



Jennifer
South Woodford
Store

bookmarks IMPROVED RECIPE!

remind your customers of you
every time they find their page

If you want to give your customers a low-cost gift, try **Bookmarks**. Whenever they're done trudging through their favourite Barbara Cartland, your message will be a refreshing delight for their weary eyes. Aw.

250
FOR
£76



Premium silk thicker and weighty

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
SILK (55x173mm)		BOOKS0?	£76 ^A	£82 ^A	£96 ^A	£125 ^A	£180 ^B
		BOOKS4?	£107 ^A	£115 ^A	£136 ^A	£176 ^A	£212 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!



SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



LUXURY matt laminated for a gorgeous feel

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
LUXURY (55x173mm)		BOOKL0?	£96 ^A	£102 ^A	£116 ^A	£145 ^A	£250 ^B
		BOOKL4?	£127 ^A	£135 ^A	£156 ^A	£196 ^A	£282 ^B

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides | matt laminated both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!



SAME DAY! Has it hit the fan? We can stop our presses and print your order the same day. Approve your artwork by 10am and we'll despatch that same day! Just add 200%.



Budget great for big volume

SIZE/STYLE	FRONT	REVERSE	5,000	10,000	20,000	50,000	100,000
BUDGET (55x173mm)		PRCBK4?	£134 ^A	£183 ^B	£279 ^B	£492 ^D	£789 ^F

THE SPEC 280gsm gloss artboard | full colour both sides
THAT'S FAST! Approve your artwork by 3pm and pick up just **3** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **2** working days later – GUARANTEED!
 Add 100% more and pick up just **2** working days later – GUARANTEED!





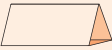





the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

table tent cards

IMPROVED RECIPE!

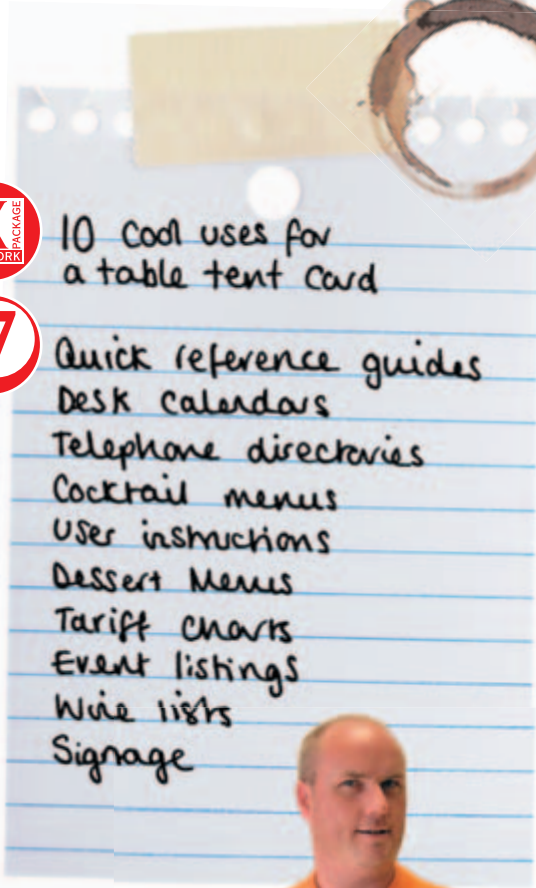
great for displaying menus, calendars, signage and other clever stuff

It's time for you to stand up and be counted. Evict the Gonks and the sickly pictures of kittens from your customers' desks with a freestanding monument to your business. **Tent Cards** are excellent for calendars, essential phone numbers, crucial advice and all the amazing ideas that you can think of.

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000
MINI (flat 148x148mm 3 panels of 148x60mm)		 TENTMN?	£204^A	£222 ^A	£270 ^A	£373 ^B
SLIM (flat 210x297mm 3 panels of 210x90mm)		 TENTSL?	£262^A	£301 ^A	£385 ^B	£540 ^B
SQUARE (flat 420x148mm – 2 panels of 148x148mm, 1 of 96x148mm)		 TENTSQ?	£262^A	£301 ^A	£385 ^B	£540 ^B
CHUNKY (flat 210x444mm 3 panels of 210x138mm)		 TENTCH?	£404^A	£475 ^B	£604 ^B	£770 ^C

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | creased and supplied flat | tab and slot mechanism
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!

250
FOR
£204



"they're so versatile"



James
Naas Store



Pops up in seconds with easy tab and slot mechanism



The six inch silent salesperson!









LUXURY menu covers

IMPROVED RECIPE!



frequently update your menu? we've got it covered

Does your menu change as frequently as your chef's mood? Simply use your own laser printer to print onto A4 or A5 sheets and then tuck into impressive **Luxury Menu Covers**. Each size can accommodate one or two, landscape or portrait loose-leaf inserts.

SIZE/STYLE	FRONT REVERSE	250	500	1,000
HOLDS A5 landscape (480x178mm) or portrait (356x240mm)	 or 	 MECA50L/ MECA50P £231^A	£272 ^A	£360 ^B
		 MECA54L/ MECA54P £358^A	£412 ^A	£528 ^B
HOLDS A4 landscape (654x240mm) or portrait (480x327mm)	 or 	 MECA40L/ MECA40P £381^B	£462 ^B	£600 ^C
		 MECA44L/ MECA44P £509^B	£608 ^B	£788 ^C

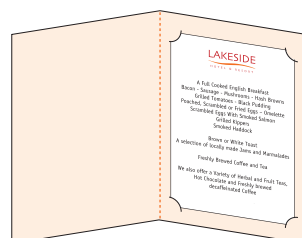


Neat slots hold in loose leaf menus

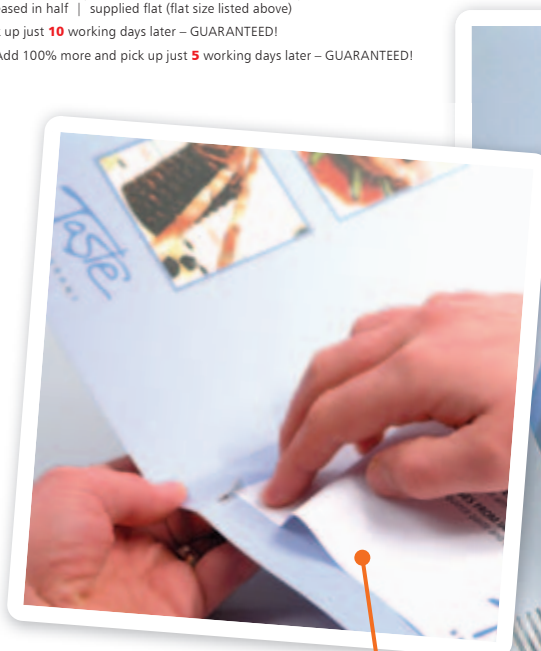
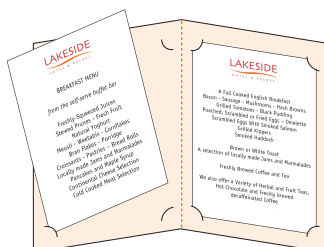
THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides | matt laminated both sides
slots cut for easy menu insertion | creased in half | supplied flat (flat size listed above)

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



Single sheet
or
Double sheet



Print off today's specials on your own laser printer and insert



250
FOR
£231

the small print > WE DON'T BUILD EVERY EVENTUALITY INTO THE LOW PRINTING PRICES ABOVE – WE THINK IT'S BEST YOU CHOOSE WHAT YOU NEED – SO WE HAVEN'T INCLUDED ARTWORK (WHICH WE'D LOVE TO DO FOR YOU), DISK HAND-HOLDING (TO MAKE SURE YOUR FILE WORKS!), CARRIAGE (YOU CAN PICK UP FREE FROM YOUR LOCAL STORE) OR VAT. PROPS NOT INCLUDED.

luxury menu covers 101

LUXURY menu grips






update the inserts with your dish du jour

IMPROVED RECIPE!

250
FOR
£231



Want to entice your guests into ordering some bar snacks or drinks? Leave **Luxury Menu Grips** on your tables. They snugly hold an A4 sheet of paper – change quickly and easily whenever you want – even print on your own laser printer.

SIZE/STYLE	FRONT	REVERSE	250	500	1,000
HOLDS FOLDED A4 landscape (301x214mm + tabs) or portrait (214x301mm + tabs)	 L	or  P			
			£231^A	£272^A	£360^B
			£358^A	£412^A	£528^B

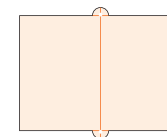
THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour one side or both sides | matt laminated both sides
tabs on top and bottom to hold loose A4 sheets | creased in half | supplied flat (flat size listed above)

THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!

P
ARTWORK

10
WORKING DAYS



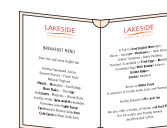
cover

+



insert

=



menu!

Print your insert
and folds the tabs
over to display

other
things
you can
use as
menus...

Booklets
pages 42-52

Showcards
pages 76-81

Leaflets
pages 54-69

Flyers
pages 70-75

these look
great on
tables and
are so easy
to update

Emma Sheehan,
Bombay Pantry, Dublin

The local printing.com team helped us refresh all of our marketing and now we see them in a more consultative role – they are always there when we need good advice.



plastic fantastic menus NEW!

wipe clean and durable

50
FOR
£362

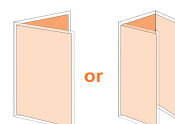


If you're forever replacing your menus, try these **Plastic Fantastic Menus**. They're printed in glorious high definition full colour and then encapsulated on both sides – which will really increase their longevity.

flat choose from gloss or matt encapsulation

SIZE/STYLE	FINISH	FRONT	REVERSE	50	100	150	250	500
A5 (148x210mm)	GLOSS ENCAPSULATED		PLFA5	£362^A	£406 ^A	£442 ^B	£500 ^B	£567 ^B
	MATT ENCAPSULATED		PLFA5	£362^A	£406 ^A	£442 ^B	£500 ^B	£567 ^B
A4 (210x297mm)	GLOSS ENCAPSULATED		PLFA4	£400^A	£444 ^B	£487 ^B	£560 ^B	£631 ^B
	MATT ENCAPSULATED		PLFA4	£400^A	£444 ^B	£487 ^B	£560 ^B	£631 ^B
A3 (297x420mm)	GLOSS ENCAPSULATED		PLFA3	£552^B	£621 ^B	£684 ^B	£771 ^B	£937 ^B
	MATT ENCAPSULATED		PLFA3	£552^B	£621 ^B	£684 ^B	£771 ^B	£937 ^B

THE SPEC 170gsm silk art paper – FSC certified | full colour both sides | 5 gauge (125 microns) gloss or matt encapsulation
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



creased to make them stand up on tables

SIZE/STYLE	FINISH	FRONT	REVERSE	50	100	150	250	500
A5 creased (148x210mm flat)	GLOSS ENCAPSULATED		PLFA5C	£433^A	£498 ^A	£554 ^B	£653 ^B	£822 ^B
	MATT ENCAPSULATED		PLFA5C	£433^A	£498 ^A	£554 ^B	£653 ^B	£822 ^B
A4 creased (210x297mm flat)	GLOSS ENCAPSULATED		PLFA4C	£472^A	£536 ^B	£599 ^B	£713 ^B	£886 ^B
	MATT ENCAPSULATED		PLFA4C	£472^A	£536 ^B	£599 ^B	£713 ^B	£886 ^B
A3 creased (297x420mm flat)	GLOSS ENCAPSULATED		PLFA3C	£623^B	£713 ^B	£797 ^B	£924 ^B	£1192 ^B
	MATT ENCAPSULATED		PLFA3C	£623^B	£713 ^B	£797 ^B	£924 ^B	£1192 ^B

THE SPEC 170gsm silk art paper – FSC certified | full colour both sides | 5 gauge (125 microns) gloss or matt encapsulation
 creased in half or in third | supplied flat
THAT'S FAST! Approve your artwork by 3pm and pick up just **10** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **5** working days later – GUARANTEED!



Jonathan
Dundee Store









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place mats

sell them their next course
with these branded place mats

Entice your customers with a bit on the side – why not display your yummy desserts on these handy **Place Mats** or add games to keep kids occupied – saves them drawing on your best linen or tripping up the waiters. Not suitable for very hot plates though.

SIZE/STYLE	FRONT	REVERSE	250	500	1,000	2,000	5,000
SMALL (A5) (148x210mm flat)		 PMATA5?	£109 ^A	£121 ^A	£142 ^A	£170 ^A	£181 ^B
MEDIUM (A4) (210x297mm flat)		 PMATA4?	£130 ^A	£155 ^A	£189 ^A	£236 ^B	£313 ^B
LARGE (A3) (297x420mm flat)		 PMATA3?	£231 ^A	£278 ^A	£331 ^C	£388 ^B	£463 ^C

THE SPEC 160gsm recycled uncoated paper – FSC certified | full colour one side

THAT'S FAST! Approve your artwork by 3pm and pick up just **5** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **3** working days later – GUARANTEED!







receipt holders

a great way to present the bill

Discretely present the bill in one of these recycled **Receipt Holders**.

There's space to incentivise your guest to come back with a special offer,
or promote your 'Wednesday Wine Club' or lunchtime specials.

SIZE/STYLE	FRONT REVERSE		500	1,000	2,000	5,000
RECEIPT HOLDER (flat size 198x210mm folded to 99x170mm)		 RH40	£115^A	£129 ^A	£163 ^A	£225 ^A
		 RH44	£152^A	£175 ^A	£223 ^A	£295 ^A

THE SPEC 100gsm recycled uncoated bond | full colour one side or both sides | folded to size

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



folio wallets

for invoices or stylish gift vouchers

IMPROVED RECIPE!



Folio Wallets are printed full colour inside and out with a neat tab and slot mechanism to hold the content tight inside – use them to present your invoice or gift voucher. Double the impact with an offer or discount on the inside to encourage your customers to use your more frequently. Eat again this week and get 10% off? Give to a friend for a half price cut ‘n’ blow dry? Have a bottle of house wine on us when you book your next stay?

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
TO HOLD FOLDED A4 (flat size 210x291mm)	FOLIOWL?	£262^A	£301 ^A	£385 ^B	£540 ^B	£733 ^D

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides
tab & slot mechanism | creased in third | cut to shape | supplied flat

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



**250
FOR
£262**



Use **STARMARQUE** Flyers (page 75) as gift vouchers. The glossy highlights are difficult to copy.

key wallets

keep keycards safe and snug

IMPROVED RECIPE!



Use these nifty little **Key Wallets** for presenting guests with their credit card style room key. Use a trusty ball point pen to write on their room number and departure date and use them as “room charge” passes.

SIZE/STYLE	FRONT REVERSE	250	500	1,000	2,000	5,000
A6 creased (flat size 105x148mm)	KEYWAL?	£176^A	£188 ^A	£217 ^B	£264 ^B	£309 ^D

THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides
slots for key card | creased in half | supplied flat

THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!

XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



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wobblers

IMPROVED RECIPE!



wobbling is the new black – fun, functional and affordable

Right. Let's get this straight. They're called **Wobblers** because air disturbance makes them wobble. They wobble in front of your consumers. On your shelves. On your counter. On your bar. On your door. In fact, they love to wobble almost anywhere.

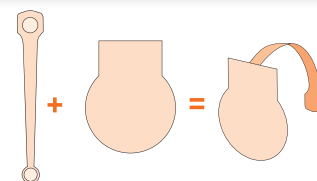
SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
A7 (74x105mm)		WOB A7 / WOB A7S	£169 ^A	£223 ^A	£330 ^A	£594 ^A
A6 (105x148mm)		WOB A6 / WOB A6S	£188 ^A	£257 ^A	£384 ^A	£669 ^B
1/3rd A4 (99x210mm)		WOB 3A4 / WOB 3A4S	£208 ^A	£289 ^A	£435 ^A	£739 ^B



TO SHAPE YOUR WOBBLERS
ADD JUST
£40
- ASK FOR DETAILS



THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | supplied with loose 205mm pvc wobbler strips for easy assembly
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



swing tickets

IMPROVED RECIPE!



tag it, brand it, sell it, sorted

Don't use lame generic price tickets – splash your colourful logo and branding across your entire product range with impressive looking **Swing Tickets**. Reap the rewards from your products looking more enticing. Brand it!

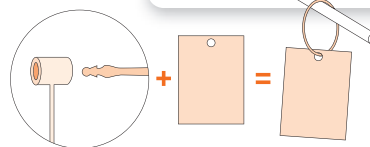
SIZE/STYLE	FRONT	REVERSE	500	1,000	2,000	5,000
CREDIT CARD (85x55mm)		SWIC C / SWIC CS	£119 ^A	£150 ^A	£208 ^A	£287 ^A
A7 (74x105mm)		SWIA7 / SWIA7S	£164 ^A	£185 ^A	£226 ^A	£292 ^A
A6 (105x148mm)		SWIA6 / SWIA6S	£183 ^A	£219 ^A	£280 ^A	£367 ^B



TO SHAPE YOUR SWING TICKETS
ADD JUST
£40
- ASK FOR DETAILS



THE SPEC 400gsm silk artboard (50% recycled) – FSC certified | full colour both sides | supplied with hand applied polypropylene fasteners | 4mm hole drilled in one place
THAT'S FAST! Approve your artwork by 3pm and pick up just **7** working days later – GUARANTEED!
XPRESS? We can work faster, but it'll cost you! Add 100% more and pick up just **4** working days later – GUARANTEED!



manage your account online

5 cool ways to work smarter

Over 10,000 of our customers are making their lives easier by using **my.printing.com** – our online customer control centre – to track the progress of their orders and approve their artwork over the internet. If you've not used it yet, activate your account today – it only takes a minute.

manage your orders

Keep track of orders you've placed, right through to delivery. Watch them move through each stage from design to despatch – as it happens. Check any of your outstanding balances, print order confirmations and use it to make placing re-orders a doddle.

approve proofs online

It's easy to approve your artwork online. Using Kodak's revolutionary Smart Review technology, you can annotate changes to your proof with just a standard internet browser. Participating outlets only.

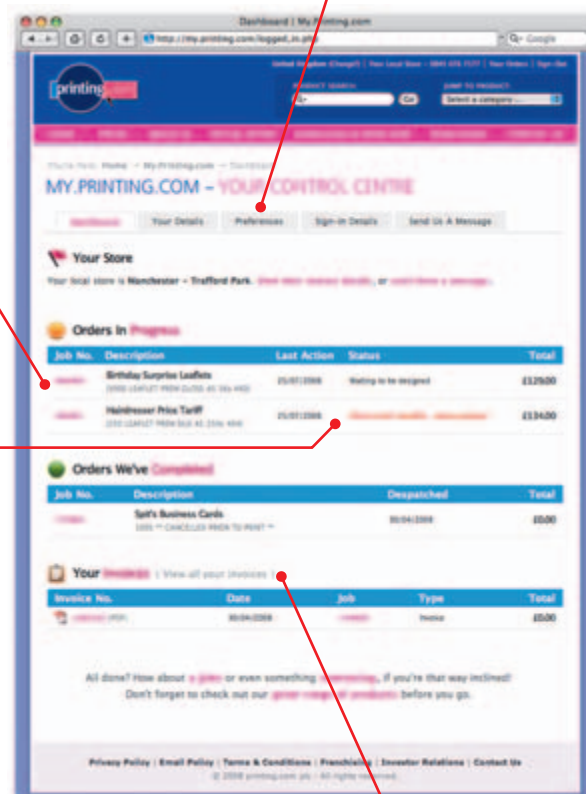
get started

All you need is a recent job number or your customer code...

visit <http://my.printing.com/activate>

change your preferences

Take complete control over how you would prefer us to contact you and help us keep our communications relevant to you.



accept orders

No need for faxes – sign your orders electronically for rapid acceptance.

print off invoices

Complete access to all your old invoices in seconds (participating outlets only).

terms and conditions

1. **printing.com resellers** – Each printing.com outlet is owned and operated by printing.com plc or individually owned and operated under licence from printing.com (UK Franchise) Ltd, a company registered in England and Wales (registered number 04362849) whose registered office is at Third Avenue, The Village, Trafford Park, Manchester M17 1FG (“PDC”). The particulars of ownership of each printing.com outlet can be found at the premises of each licence holder or via the printing.com website at: www.printing.com (the “Website”).
2. **Price variation** – Price estimates are based on the printing.com reseller’s current costs of production and, unless otherwise agreed, are subject to amendment on or at any time after acceptance, where such amendment is required in order to meet any rise or fall in such costs.
3. **Tax** – The printing.com reseller reserves the right to charge the amount of any value added tax payable whether or not included on the estimate or invoice.
4. **Preliminary work** – All work carried out, whether experimentally or otherwise, at customer’s request shall be chargeable.
5. **Copy** – Where any additional work of whatever nature is necessary as a result of copy supplied by a customer not being clear and/or legible, the printing.com reseller shall be entitled to make additional charges on a time and materials basis to cover such additional work.
6. **Proofs** – Proofs of all work may be submitted for customer’s approval and the printing.com reseller shall incur no liability for any errors not corrected by the customer in proofs so submitted. Additional charges shall be made for any additional proofs that are required as a result of alterations required by the customer. When style, type or layout is left to the printing.com reseller’s discretion, any subsequent changes to such style, type or layout required by the customer shall be subject to additional charges on a time and materials basis.
7. **Copyright** – (a) Unless negotiated and agreed in writing, the copyright of general artwork, commissioned artwork and illustrations and anything else whatsoever prepared, developed or created by the printing.com reseller shall vest in and belong to the printing.com reseller. The printing.com reseller may use any artwork or printing produced by itself for the purposes of promoting itself and/or PDC. The customer shall be responsible for obtaining all necessary authorities and consents to reproduce pictures, artwork, photographs, copyright text and/or any other reproducible materials (“Materials”) prior to instructing the printing.com reseller to reproduce the same. The customer shall indemnify and hold the printing.com reseller and its agents and representatives harmless against all claims, demands, actions, costs, expenses (including but not limited to legal costs and disbursements), losses and damages arising from or suffered or incurred by reason of any claim (including but not limited to the defence of such claim) that the reproduction of the Materials by the printing.com reseller infringes the intellectual property or other rights of any third party or misuses the confidential information of a third party. (b) All design, text, illustrations, graphics, photographs, diagrams, drawings, logos and the selection and arrangement thereof, and all source code and all other material content of any Website owned, controlled or operated by PDC and PDC’s Buying Guide and PDC’s Marketing Collateral are the intellectual property of printing.com plc or its content providers and as between PDC and the customer all intellectual property rights (including all copyright) arising out of or connected with such content shall belong to PDC. No reproduction of any part is allowed without written permission.
8. **Company imprint** – Unless otherwise specifically requested in writing any work may carry the PDC imprint which will be positioned at the printing.com reseller’s discretion.
9. **Delivery and payment** – Turnaround is measured in Working Days, defined as days on which the clearing banks in the City of London are open for normal business. For orders made on a Guaranteed Turnaround service (being orders guaranteed to be ready within a certain period (the “Guaranteed Period”), delivery (as more particularly described in paragraph 9(b) below) will be made no later than 10pm on the last Working Day of the Guaranteed Period. Should the printing.com reseller fail to deliver within the Guaranteed Period (see also paragraph 10 Variations in quantity), a service ‘credit’ will be awarded up to the value of the order in question (redeemable against future orders within 6 months of issue of the Credit in question) (the “Credit”). The customer will still be obliged to pay in full for the order in respect of which delivery was late, including any of the sums charged specifically for the provision of the Guaranteed Turnaround Service (“the Premium Charges”). Where the late delivery is as the result of the action or inaction of a third party, such as a carrier, the printing.com reseller, at their absolute discretion, may elect to extend the Turnaround by one Working Day and the customer shall not be awarded a Credit during this time. In addition:
- (a) These services rely on the customer not delaying the progress of the order in any way (which delays include but are not limited to the customer not returning proofs by the time specified by the printing.com reseller or failing to make payment by the time such payment is due) (a “Customer Delay”). In the event of a Customer Delay the customer shall not be awarded a Credit and the customer shall still be obliged to pay the Premium Charges but the printing.com reseller shall not be bound to deliver within the Guaranteed Period.
- (b) Delivery of work by the printing.com reseller shall be deemed to take place upon collection of the work by the customer (where the customer is obliged to collect the work) or (where the printing.com reseller is obliged to deliver the work) actual delivery of the work to the customer by the printing.com reseller. Where the customer is obliged to collect the work, customer’s failure to collect the work on the day on which the printing.com reseller is contractually obliged to have it ready for collection shall be classed as a Customer Delay. Where the printing.com reseller is obliged to deliver the work to the customer but the customer provides the printing.com reseller with incomplete or incorrect delivery information or is not available to accept delivery, then provided that the printing.com has used reasonable endeavours to deliver the work to the customer, a failed delivery shall be classed as a Customer Delay.
- (c) Unless otherwise specified the price quoted is for collection of the work from the printing.com reseller or the printing.com Production Hub at Third Avenue, The Village, Trafford Park, Manchester M17 1FG. A charge may be made to cover any extra costs involved for delivery to a different address.
- (d) Should expedited delivery be agreed the printing.com reseller shall be entitled to make additional charges on a time and materials basis to cover any overtime or any other additional costs involved, including without limitation, the cost of couriers or special delivery post.
- (e) Should work be suspended at the request of or delayed through any default of the customer for a period of 30 days or more the printing.com reseller shall then be entitled to payment for work already carried out, materials specially ordered and other additional costs including storage.
- (f) Risk of loss or damage to work completed by the printing.com reseller shall pass to the customer on delivery. Notwithstanding delivery and the passing of risk in the work to the customer, ownership of and title to the work shall not pass to the customer and shall be retained by the printing.com reseller until the printing.com reseller has received payment in full in respect of the work.
- (g) In the unlikely event that the printing.com reseller deems it necessary to re-print work, the Guaranteed Period shall recommence from the time of the printing.com reseller’s confirmation to the customer of its agreement to reprint the work.
10. **Variations in quantity** – Every endeavour will be made to deliver the correct quantity ordered. However some variation is inherent in the print process and it is understood and accepted as reasonable that minor variations are immaterial and that the printing.com reseller shall have no liability in respect of such variations. For other variations the printing.com reseller’s entire liability will be to award a Credit. The table below sets out the circumstances under which a Credit will be awarded:
- | Quantities | No Credit awarded | Pro Rata Credit awarded | 1.5x Pro Rata Credit awarded |
|--------------|--------------------|-------------------------|------------------------------|
| up to 1,000 | Shortage up to 10% | 11% to 20% | 21% to 25%* |
| up to 5,000 | Shortage up to 7% | 8% to 15% | 16% to 23%* |
| up to 20,000 | Shortage up to 5% | 6% to 12% | 13% to 21%* |
| above 20,000 | Shortage up to 4% | 5% to 10% | 11% to 20%* |

* The Customer’s sole remedy in respect of shortages above these quantities (“Additional Shortages”) will be a re-print of the entire shortage quantity of the relevant work, to be undertaken by the printing.com reseller within a reasonable period of time. The Customer shall not be entitled to a Credit in respect of an Additional Shortage.

11. **Claims** – Advice of damage, delay or partial loss of goods in transit or of non-delivery must be given in writing to the printing.com reseller and the carrier within three clear days of delivery (or, in the case of non-delivery within 28 days of despatch of the goods) and any claim in respect thereof must be made in writing to the printing.com reseller and the carrier within seven clear days of delivery (or, in the case of non-delivery, within 42 days of despatch). All other claims must be made in writing to the printing.com reseller within 28 days of delivery. The printing.com reseller shall not be liable in respect of any claim unless the aforementioned requirements have been complied with except in any particular case where the customer proves that (i) it was not possible to comply with the requirements and (ii) advice (where required) was given and the claim made as soon as reasonably possible.
12. **Liability** – The printing.com reseller gives no warranties or guarantees or makes any representations as to the merchantability or fitness for a particular purpose of any completed work the subject of a customer’s order and all other warranties, conditions, guarantees or representations, whether express or implied, oral or in writing, except as expressly stated in these terms and conditions are hereby excluded. The printing.com reseller shall not be liable for any loss arising from delay in transit not caused by the printing.com reseller. Further, the printing.com reseller shall not be liable for any indirect, special or consequential damages, loss of profits, economic loss, loss of goodwill or loss of anticipated savings or loss of data. The total aggregate liability of the printing.com reseller in respect of any and all causes of action arising out of or in connection with the customer’s order and the printing.com reseller’s performance of services pursuant to such order (whether for breach of contract, strict liability, tort (including, without limitation, negligence), misrepresentation or otherwise) shall (subject to the provisions of paragraph 10) be limited to the sums paid to the printing.com reseller by the customer in respect of the order pursuant to which liability has arisen. Nothing in these terms and conditions shall be construed so as to limit or exclude liability which cannot, pursuant to English Law, be excluded or limited including for death or personal injury or liability in respect of fraud or fraudulent misrepresentation.
13. **Standing material** – (a) Metal and other materials owned by and used by it in the production of plates, film-setting, negatives, positives and the like shall remain the exclusive property of PDC. Such items when supplied by the customer shall remain the customer’s property. (b) Lithographic, together work or other materials supplied by the customer may be effaced or destroyed immediately after the order is executed unless written arrangements are made to the contrary. In the latter event, the printing.com reseller shall be entitled to make additional charges.
14. **Customer’s property** – (a) The customer’s property and all property supplied to the printing.com reseller by or on behalf of the customer shall while it is in the possession of the printing.com reseller or in transit to or from the customer be deemed to be at customer’s risk unless otherwise agreed and the customer should insure such property accordingly. (b) Where a customer fails to collect work within 20 working days from notification to the customer of completion of the work, the printing.com reseller shall be entitled, at its discretion, to either store the work until actual delivery or collection is made and charge the customer for the costs (including insurance) of storage or to destroy such work (provided that the customer shall nevertheless remain liable for payment in respect of the relevant order).
15. **Materials supplied by the customer** – (a) The printing.com reseller may reject any paper, plates or other materials supplied or specified by the customer which it considers to be unsuitable. Additional cost incurred if materials are found to be unsuitable during production may be charged except that if the whole or any part of such additional cost could have been avoided but for unreasonable delay by the printing.com reseller in ascertaining the unsuitability of the materials then that amount shall not be charged to the customer.
- (b) The printing.com reseller shall have no liability in respect of any work being of less than reasonably satisfactory quality as a result of defects in or the unsuitability of materials supplied or specified by the customer.
- (c) The printing.com reseller shall assume that quantities of materials supplied shall be adequate to cover normal spoilage accordingly if the quantities of materials supplied are not sufficient to cover normal spoilage (“an Insufficient Supply”) then the printing.com reseller shall have no liability for any shortfall in quantity to the extent that such shortfall arises as a result of such Insufficient Supply.
16. **Credit terms and payment** – For invoices not settled within the agreed credit terms or for payments returned unpaid (such as cheques, credit cards or similar), the printing.com reseller reserves the right to charge interest on the overdue debt at 2% above the HSBC base rate at the time and an administration fee to cover its debt recovery costs and any other costs relating to the collection of payment.
17. **Insolvency** – If the customer ceases to pay its debts in the ordinary course of business or cannot pay its debts as they become due or being a company is deemed to be unable to pay its debts or has a winding-up petition issued against it or being a person commits an act of bankruptcy or has a bankruptcy petition issued against it, the printing.com reseller without prejudice to other remedies shall (i) have the right not to proceed further with the contract or any other work for the customer and be entitled to charge for work already carried out (whether completed or not) and materials purchased for the customer, such charge to be an immediate debt due to the printing.com reseller, and (ii) in respect of all unpaid debts due from the customer have a general lien on all goods and property in the printing.com reseller’s possession (whether worked on or not) and shall be entitled on the expiration of 14 days’ notice to dispose of such goods or property in such manner and at such price as the printing.com reseller thinks fit and to apply the proceeds towards such debts.
18. **Illegal matter** – (a) The printing.com reseller shall not be required to print any matter which in its opinion is or may be of an illegal or libellous nature or for infringement of the proprietary or other rights of any third party. (b) Without prejudice to paragraph 7 above, the customer shall indemnify and hold the printing.com reseller harmless against all claims, demands, costs, expenses (including but not limited to legal costs and disbursements), losses and damages arising from or suffered or incurred by reason of the work it is required to produce pursuant to a customer order being or alleged to be defamatory.
19. **Periodical publications** – Save in respect of a material breach and/or in the event that a claim arises under any indemnity set out above a contract for the printing of a periodical publication may not be terminated by either party unless 13 weeks notice in writing is given in the case of periodicals produced monthly or more frequently or 26 weeks notice in writing is given in the case of other periodicals. Notice may be given at any time but wherever possible should be given after completion of work on any one issue. Without prejudice to the foregoing, the printing.com reseller may terminate any such contract forthwith should any sum due thereunder remain unpaid for a period of 7 or more days from its due date.
20. **Full colour printing** – All reasonable efforts shall be made to obtain the best possible colour reproduction on customer’s work but variation is inherent in the print process and it is understood and accepted as reasonable that, the printing.com reseller shall not be required to guarantee an exact match in colour or texture between the customer’s photograph, transparency, proof, electronic graphic file, previously printed matter (whether printed by printing.com reseller or other party) or any other materials supplied by the customer and the printed article the subject of the customer’s order.
21. **Data Protection** – By placing an order with the printing.com reseller, the customer consents to its details being passed on to PDC for accounting and marketing purposes. The details will be kept by PDC even after the customer’s trading relationship with the printing.com reseller has terminated. PDC and the printing.com reseller may use the customer’s personal data to let customers know about goods and services similar to the goods or services provided to the customer previously and any other matters that PDC or the printing.com reseller consider may be of interest to customers.
22. **Force majeure** – The printing.com reseller shall be under no liability if it shall be unable to perform any obligation which is owed by it to the customer for any reason beyond his control including (without limitation, the foregoing) Act of God, legislation, war, fire, flood, drought, failure of power supply, lock-out, strike or other action taken by employees in contemplation or furtherance of a dispute or owing to any inability to procure materials required for the performance of the contract. During the continuance of such a contingency the customer may by written notice to the printing.com reseller elect to terminate the contract and pay for work done and materials used, but subject thereto shall otherwise accept delivery when available.
23. **Variation to Terms and Conditions** – These terms and conditions may be amended from time to time. The latest version of these terms and conditions may be accessed via the Website.
24. **Law** – These terms and conditions and all other express terms of the contract with customers shall be governed and construed in accordance with English law. English Courts shall have jurisdiction in relation to any matters arising in connection with any contract between the printing.com reseller and the customer into which these terms are incorporated.

local service

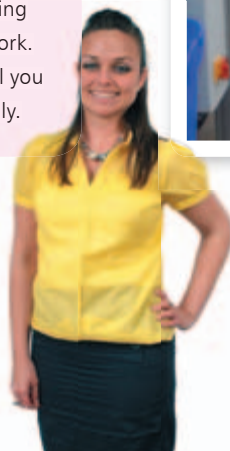
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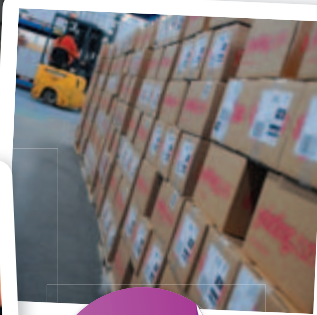
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Did you know we're located in Ireland, France, New Zealand and Iceland too? Say "hi" if you're on holiday.



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artwork

The latest software has really clever wizards which let you knock up a design in no time. But design isn't about knowing which buttons to press. It's about creating the mood, delivering the message and making the sale. Forgive us for sounding rude, but, if you want to look professional, leave it to the professionals. Good design sells. Fact. Bad design – or even just average design – may do more damage to your business than you might care to think. Trust us. We'd recommend you invest at least a third of your budget in sorting out some decent artwork. After all, it's not about how many items you distribute, it's about how many responses you get.

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disk hand-holding

If you want to design your job yourself, download a copy of our 'Direct from Disk Guide' from www.printing.com (or we can post you a copy). Setting up a file for print is a complicated thing though. We want to make sure you don't screw up and end up having to bin your print. Our low-cost Hand-holding Service is your guarantee that your file will print right, first time. And once you've correctly supplied a few files the printing.com way, we may even let you become a 'Disk Risker' – see the 'Direct from Disk Guide' for the full story.



VAT

Most of our customers are VAT registered, so it makes sense to show our prices excluding VAT. You'll need to add it. If you're a registered charity and have a Charity Advertising Certificate, you may also qualify for zero-rating on certain items. See www.hmrc.gov.uk for full details.

carriage

Your order will arrive in store, together with many other orders. This consolidation keeps our costs down and means you can pick up in-store free of charge. If you'd like your job delivering straight to you – no problem – see the costs on page 111.

credit card surcharge

Pay by cheque, pay by maestro, pay by Delta or pay by cash and the price you see is the price you pay. Flop out a credit card, and we'll pass on the 2% surcharge to you. We think it's fair that we don't charge everyone higher prices – only those that cost us more to handle.

proofing

If we're creating artwork for you, it's essential that you thoroughly check your design before we print it. We include your first colour laser proof in many of our artwork packages (if you want more, there's a small charge). These are great for checking layout, but you shouldn't rely on the colours. If you think you need a more accurate colour proof, we'd recommend ordering a set of business cards. At just £49+VAT, these are the most cost-effective way of "previewing" your final job.

ordering?

it's as easy as 1,2,3... (erm, 4)

We're as flexible as a double-jointed eel. Whichever way you'd like to deal with us, we're fine – whether face-to-face, via email, by phone, over the fax or through plain old post. When you're ready to order, just follow this easy chart.

1 decide what you want

Have a flick through this guide. Choose what you want, or give us a call for advice. It's easy to plan, since every item has a fixed guaranteed turnaround. Ready? fill out an **order form** and sign it (we can fax you one).

2 make your payment

We need **full payment** before we go to print. We take credit cards (2% surcharge), debit cards, cheques and cash.



3 sort out your artwork

It's essential that you look credible. A well-crafted design can mean the difference between success and failure.

Would you like us to create some mouth-watering artwork for you?

YES! Design it for me.

Great! We'll work with you to produce something you'll love. All we need is:

- ☐ **Sharp copies of photographs, logos or transparencies** you want to use (you'll get best results from originals) or you can supply them electronically;
 - ☐ **A written brief.** The more you tell us, the less it will cost. Include all your text and a sketch showing where logos and photos should go. We can help with the creative stuff – including writing copy and concepts – just ask.
- We'll create your design and send a proof. Once approved, we'll print your order.

No, I'll do it myself.

Design guru, huh? Just wait a mo... Before you start, make sure you read our '**Direct from Disk Guide**' – even if you're a black belt. Our process is different to everyone else's. For details of what happens next, see the 'Direct from Disk Guide'.

4 pick up your order

Your order will be **ready for collection** on time, or it's on us (see page 6). Simple.

pick up or we can deliver

All our prices include collection from your local store or franchise. You can also collect from our Production Hub – you'll need a collection card – please ask your store for one, as we can't release your order without it.

We can also deliver directly to your premises, or anywhere you like. Beside each price in this guide, look for the little carriage band letter. That determines what it'll cost for next-day delivery – just refer to the table below.

We use reputable overnight carriers who publish an on-time success rate of 98.5%.

delivery charges

BAND COST	BAND COST	BAND COST
A £10	B £17	C £28
D £39	E £50	F £65
G £85	H £105	Z ask

Delivery before 12 noon	add 50%
Delivery before 10.30am	add 100%
Saturday morning delivery	add £10
Ireland & Channel Islands	please call
Europe & International	please call

application forms	15
appointment cards	15
booklets	15
bookmarks	15
business cards	15
case card portfolios	15
CD jackets	15
compliment slips	15
continuation sheets	15
corporate folders	15
corporate identity	15
credit cards	15
cut-out cards	15
delivery charges	15
document corners	15
DVD sleeves	15
envelopes	15
fat folders	15
flyers	15
folder inserts	15
folded leaflets	15
folio wallets	15
fridge magnets	15
greeting cards	15
how to order	15
invitations	15
jewel case inserts	15
key wallets	15
laser mailers	15
laser price lists	15
leaflets	15
letterheads	15
media folders	15
menu covers	15
menu grips	15
notepads	15
one-piece mailers	15
peel & stick folders	15
place mats	15
postcards	15
posters	15
presentation folders	15
presidential folders	15
reply cards	15
report covers	15
scratch cards	15
showcards	15
stationery packs	15
stickers	15
swing tickets	15
table tent cards	15
voucher cards	15
wobblers	15

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Prices are correct as at 01/09/08 and are subject to change without notice.

All sizes and dimensions are approximate | E&OE | Issued subject to our standard terms and conditions – see pg. 108