



THE 2023

# HANDBOOK

OF IMPACTFUL IDEAS

FROM  **printing.com**<sup>®</sup>

# YOU ARE WHAT YOU REPEAT

## HIGHLY EFFECTIVE HABITS

They say you are what you eat. However, in business, you are what you *repeat*. That's because our success is determined by our *habits*. "We are what we repeatedly do" (Not Aristotle). Our activity today not only has the potential to deliver immediate results, it's also an investment in our future.

## FORGET MVP, YOU NEED MPT

Put simply, marketing is about the right MPT. The right *message*, to the right *people*, at the right *time*. We can hone our message and identify the people we serve best. But the 'right time' can be a bit of a moving target. So we need to do what we can to stay 'top of mind'.

## THE MAGIC FORMULA

There's perhaps no silver bullet with marketing. No *guarantees*. However, one steadfast way to boost performance is repetition. Placing your brand, your message, in places your audience will likely see it. Repeatedly, consistently, tenaciously, over a sustained period of time.

## A WINNING HABIT

It often takes several connections to win a new customer. A mixture of marketing touchpoints. Luckily, we have everything you need to promote your business, all in one place. So make 'winning more business' a habit of yours this year.

**CONTACT US TODAY  
TO START PLANNING YOUR  
MARKETING ROADMAP FOR THE  
WEEKS AND MONTHS AHEAD**

call us **FREE** on  
**0800 19 555 90**  
or order now or get a call back at  
**printing.com**

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See full specifications and pricing at [printing.com](https://www.printing.com)

# WEBSITES & ECOMMERCE

Your website is your shop window to the world.  
Open for business to anyone at anytime.

It's an essential element of your brand identity and provides a vital opportunity to create the right impression before customers have even spoken to you.

Website visitors only need 50 milliseconds (that's just 0.05 seconds) to form an opinion on your website. What is your website saying to your customers? More importantly, how is it serving them? How is it serving YOU?





A professional-looking website just gets you in the game. How hard is your website working for you? Does it generate sales leads? Allow customers to book online? Take payments and ship products?

We've helped thousands of businesses get the most from their website. Whether it's selling online, improving the user experience, or just getting started.



**RESPONSIVE**



**ONLINE BOOKING**



**ECOMMERCE**

POP IN TO YOUR LOCAL PRINTING.COM  
STUDIO FOR A **FREE** CONSULTATION

[www.websitesbyprinting.com](http://www.websitesbyprinting.com)



# BRANDING & DESIGN



# BRANDING & DESIGN

Some people think a “brand” is just a logo. But it’s much more than that. Your brand is about how you make people feel. Great design sparks emotion.

**93% of all human communication is visual.** You can make the most of photos, illustrations, layout, colours, and fonts, to tell a story in a certain style. This style should be applied consistently across everything you do.

That’s your shopfront, your signage, your socials. Your website, your windows, your wheels. Your team at a show, the displays behind them, the marketing and giveaways handed out. Everything. Each touchpoint builds trust.

Let us help. Design is at the heart of everything we do.

Get in touch to book a meeting

**0800 19 555 90**

or arrange a call back at

**printing.com**



*Build on brand consistency for authenticity and trust.*

*Talk to us about creating bespoke brand guidelines for your business.*

# PRINT

Your website needs to look impressive. It has to be clear and consistent. You know that already.

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

Print and direct mail is proven to build trust. It's perceived to be more credible. It plays with emotions. And it appeals to multiple senses – touch and sight. There's nothing like it. And you can exploit that power, very cost-effectively.



## INSTANT ONLINE PRICES

Sometimes too much choice is daunting. That's why we put our Printing Playbook together. It features just a trio of options on each page. But the truth is, we have *thousands* of sizes, styles and finishes to choose from.

So if you're looking for something you don't see – just ask!



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

Download Printing Playbook at  
**printing.com/uk/printing-playbook**



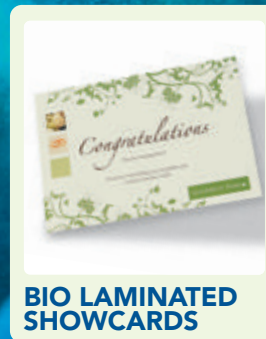
# THE BETTER CHOICE



Single-use plastics are definitely not cool. So over four years ago we switched all of our matt and gloss laminated print to a new biodegradable laminate.

That's every laminated business card, flyer, folder, booklet cover, appointment card and postcard.

It looks like regular lamination and feels lovely. When the print reaches the end of its useful life, it composts. Within two years it's gone. Without leaving any contaminants in the soil.



...and more!

# PRINT

## BOOKLETS



The COFFEE list  
Hot BEVERAGES

## MENUS & SHOWCARDS



## POSTERS



**BUSINESS CARDS**



**STATIONERY**



**FLYERS**



**SCRATCH CARDS**

AND LOTS MORE...  
**BOOKLETS**  
**BUSINESS CARDS**  
**FLYERS**  
**FOLDED LEAFLETS**  
**FOLDERS**  
**GREETINGS CARDS**  
**INVITATIONS**  
**LEAFLETS**  
**MENUS**  
**NOTEPADS**  
**POINT-OF-SALE**  
**POSTCARDS**  
**POSTERS**  
**SCRATCH CARDS**  
**SHOWCARDS**  
**STATIONERY**  
**STICKERS**  
**TENT CARDS**  
**WALLPLANNERS**

# EXHIBIT & DISPLAY

Exhibitions, trade shows and events are a great way to find new clients, launch new products and try out new things. They're an investment. But, take the time to plan your show, and you could reap big rewards.

Sometimes it's not just what you say, it's how you look when you're saying it. Our Exhibit range gives you the tools to emphasise your message. For the first time, create enormous eye-catching displays without the eye-watering price tag.

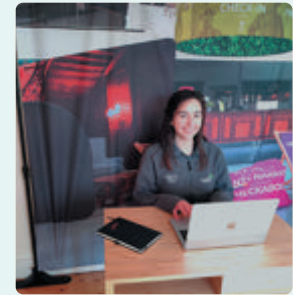
Seeing is believing. Drop by your neighbourhood printing.com studio to goggle at the samples and talk through the best options for your business.



**DISPLAY STANDS**



**BOOTHS**



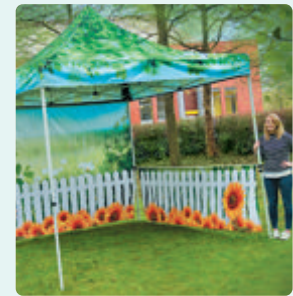
**BACKDROPS**



**FLAGS**



**FURNITURE**



**GAZEBOS**

[printing.com/uk/exhibit](https://printing.com/uk/exhibit)

**A CEILING HANGERS**

The ultimate way to add branding to your ceiling space

**B LITERATURE STANDS**

In a bunch of styles made for showcasing brochures, TVs or tablets

**C BANNER STANDS**

In a range of sizes and styles to suit every budget (and ceiling height!)

**D SEATING**

A variety of branded chairs, cubes and beanbags for every posterior

**E BOOTHS**

Hassle free, lightweight space makers for exhibitions and partitions



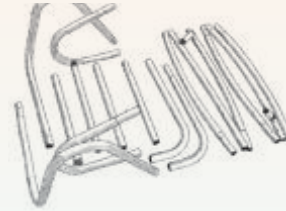
# LIGHT FANTASTIC

Inside each display stand or booth is an aluminium skeleton. It clips together in minutes. Then slide the fabric cover over and zip it up. The whole thing collapses into a carry bag which fits easily in your car boot. Use both sides of the fabric. Let your imagination go wild.



## 1. Unpack

Remove your stand from its exquisite carry case (provided with our compliments). You'll find some white gloves inside, in the event of dirty digits.



## 2. Prepare

Lay out the aluminium pieces. Each has letters or numbers. Fond of playing "Snap" as an urchin? Excellent, you'll relish the next step.



## 3. Construct

Match each number or letter and snap poles together, one by one. Most stands are tool-free, although if we supply an allen key, please do use it.



## 4. Stretch

Pull over the fabric graphic, like a giant duvet cover. Make sure it's the right way round. Then zip it up, stand back and admire.



## 5. Show Time

Meet your crowds, excite your audience and dazzle your prospects. But please do take a moment to enjoy your finest show of them all.



## 6. Pack Up

While others toil, dripping with sweat, your stand will be down in minutes. Neatly roll up the fabric cover for next time and repack the carry case. And off you trot.

# GREAT OUTDOORS



nettl <sup>B</sup> web studio



**A** POP-UP SIGNS

**B** SHAPED FOAMEX BOARDS & SIGNS

**C** WINDOW POSTERS

**D** ACRYLIC SIGNS

**E** PARASOLS

**F** DECKCHAIRS

# SIGNS

Bring the outdoors inside. And by that we mean bring customers through the door. Catch the attention of passers-by. Pull punters off the pavements.

Beautifully designed, well thought-out signage displayed across your business can have a huge impact on customer experience. A smart sign outside your entrance will give a great first impression. And even once inside, wall and floor graphics can create amazing spaces for customers and employees alike.

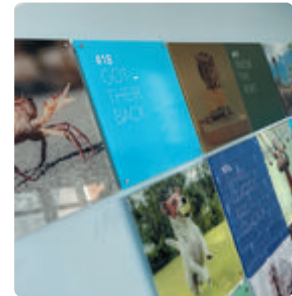
We can help you plan your next project, to choose the right type of signage and graphics for your business, and we'll make it look amazing too.



**FOAMEX SIGNS**



**WINDOW VINYLs**



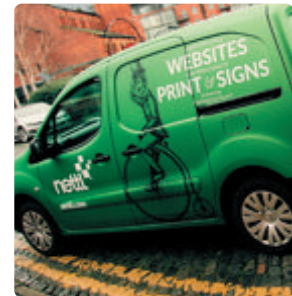
**ACRYLIC SIGNAGE**



**WALL VINYLs**



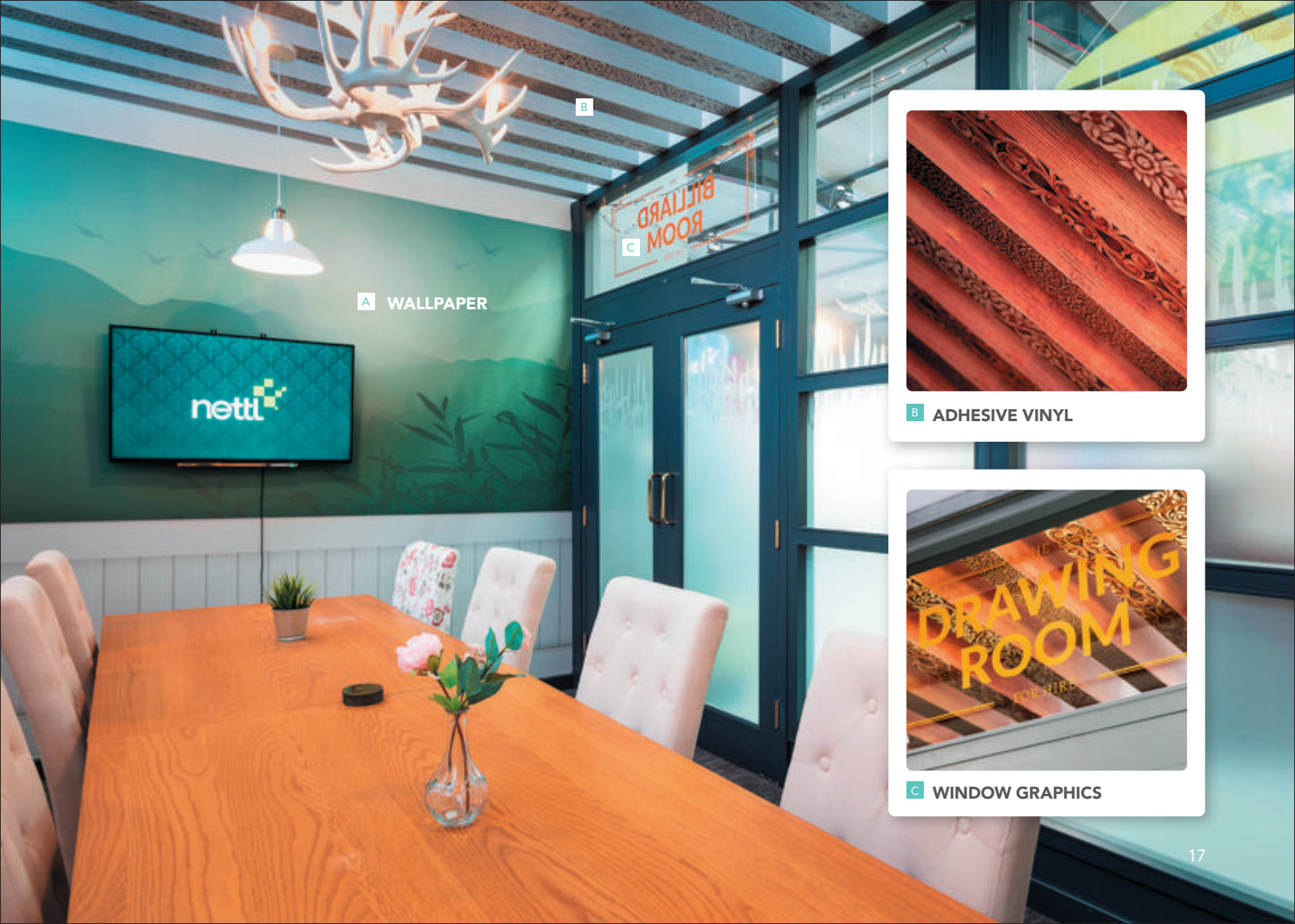
**TRAY SIGNS**



**VEHICLE GRAPHICS**

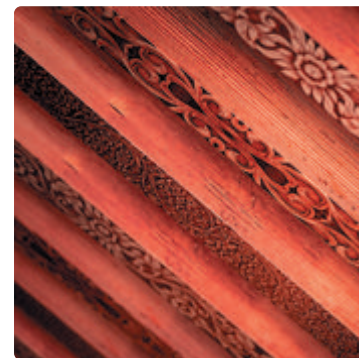
[printing.com/uk/signs-and-graphics](https://printing.com/uk/signs-and-graphics)





**A** WALLPAPER

**B**



**B** ADHESIVE VINYL

**C**



**C** WINDOW GRAPHICS

# PRINTED BOARDS

Look the business with low cost durable signage for indoors and out. Get custom sized panels cut to shape or choose from a range of popular sizes.

Screw directly to the wall or use your own double-sided velcro tape to stick to exhibition shell schemes.



COMPOSITE ALUMINIUM



CORREX



FOAMEX



TRAY SIGNS



[printing.com/uk/signs-and-graphics](http://printing.com/uk/signs-and-graphics)



**A WALLPAPER**

Strips of premium printed wallpaper with bespoke design

**B FROSTED GLASS**

Frosted or etched window vinyl supplied pre-cut on backing paper which fixes to the inside of the glass.

**C WALL VINYL**

Self adhesive graphics to cover large areas or add details

**D FLOOR VINYL**

Neat for navigation: Indoors, outdoors, or in high-traffic areas



Download your free Spaces guide at [printing.com/uk/spectacular-spaces](https://www.printing.com/uk/spectacular-spaces)

# MERCH

Branded giveaways work so well in marketing. Cool stuff gets noticed instantly. But seeing a brand each and every day does magical things. Create a long-lasting impression by sending useful branded gifts to your best customers. They'll get feel-good vibes each time they use it.

Browse our bonanza of branded promotional merchandise online. We've everything you'd expect to see, plus perhaps a few surprises like branded coffee machines, shoe laces and lip balms!

Head to  
[printing.com/uk/promo](https://www.printing.com/uk/promo)  
to dive in!



UMBRELLAS




MUGS



PENS



AIR FRESHENERS



**LAPTOP SLEEVES**  
10, 13 or 15 inch  
neoprene laptop  
sleeve case

**BLUETOOTH  
EARBUDS**  
Wireless bluetooth  
earbuds with  
printed logo

**MUGS**  
From ceramic  
mugs to camping  
mugs, travel  
mugs, and more

**USB STICKS**  
Butterfly 4GB  
USB sticks with  
printed logo

**POWER BANK**  
2000 mAh battery  
capacity, charged in  
around 2 hours

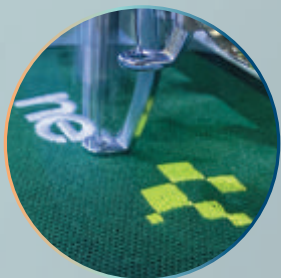
**MOUSE MATS**  
Customisable full  
colour 3mm thick  
rubber mouse mats

# FÜNKICOMFI

Fünkicomfi is our range of branded designer wfh wear. Promote your brand while on camera, at events, in meetings, while on the move – anywhere you go!

All pieces are made from relaxed, cosy materials and feature your embroidered logo somewhere prominent.

CAPS



FREE STITCH PATTERN



EMBROIDERY INCLUDED



FREE DELIVERY

Shop the collection at

[printing.com/uk/funkicomfi](https://printing.com/uk/funkicomfi)



**BEANIES**



**POLO SHIRTS**



**CHINO SHORTS**



**EMBROIDERED T-SHIRTS**



**HOODIES**



**TOPS**



**JACKETS**



# YOUR LOCAL EXPERTS

Looking for someone local to help launch your business or promote your products and services? To make the most of your marketing budget? For someone who doesn't speak jargon at you? A designer, printer, sign maker or website creator?

We're a creative team on your doorstep, ready to help with your design and marketing. And we're hooked up to hi-tech production facilities (based in the UK) to offer low prices and reliable service.

We're **your** local printing.com.

Book a call to get started.



 DELIVERY INCLUDED

call us free on  
**0800 19 555 90**

book an **online video meeting** or **order online** at  
**printing.com**

