



A CAREFULLY *curated*  
ideas PACKED

# PRINTING PLAYBOOK

of PROVEN  
MARKETING & ESSENTIALS

nettl<sup>®</sup>

# NOTHING SELLS LIKE PRINT

Grasped in quivering hands, it's *IMPOSSIBLE* not to look.  
The power of print draws *you in*. That's why they call it a *hook*.

Maybe no silver bullet. But a *golden ticket*, you could say.  
If Charlie opened merely an email, would he feel the same way?

A notable presence other marketing lacks. It stimulates senses.  
Visual, tangible and enchanting. Tactile marketing commences.

Fingertips, packed with sensors, busy transmitting the *feels*.  
We're *hardwired* to react with emotion. Print evokes, print appeals.

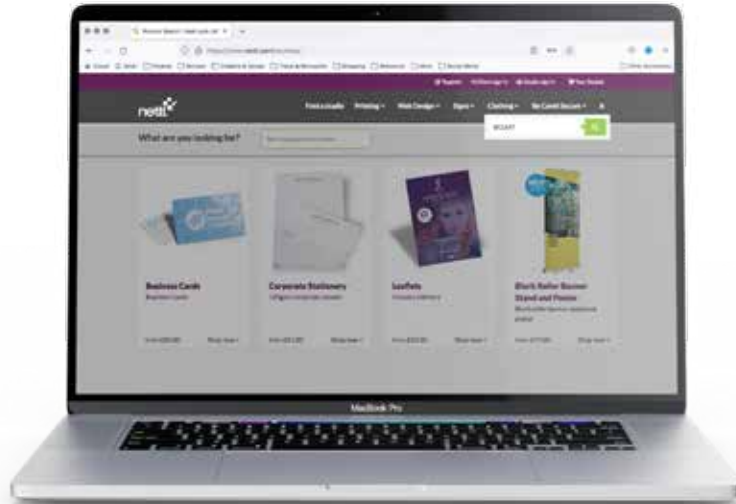
It's our pleasure to present this playbook. Ideas in each category.  
Three top picks, curated carefully: Favourite, fab, and fancy.

With *powerful print* under your spell, waiting for the right hands.  
An essential part of your mix, trust us, *more clients* you shall land.

We're here to *grow your business*. Let's part on a marketing hint.  
Of course, digital marketing works. *But nothing sells like print*.



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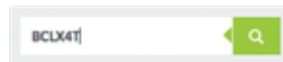


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## INSTANT ONLINE PRICES

Sometimes too much choice is daunting. That's why we've featured just a trio of options on each page. But, the truth is, we have *thousands* of options to choose from. So if you don't see what you're looking for – just ask!

To get a price, click on **Search Prices** at [www.nettl.com](http://www.nettl.com) then enter the product codes from this guide into the search bar, or simply browse all.



# BUSINESS CARDS

Business cards are bouncing back with abundance. The flexibility of this pocket-sized sales tool is undeniable. Add maps, offers, QR codes, or meeting links to help extend engagement.

Want to make a good first impression? Use lavish stocks and finishes to really stand out. All our laminated business cards use a biodegradable laminate. It's better for our planet. Learn more on page 18.



favourite



## LUXURY BIO BUSINESS CARDS

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

BCLX4T

## STARMARQUE BIO BUSINESS CARDS

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

BCSM4T

## OPULEAF LUXE FOIL BUSINESS CARDS

For the ultimate in business card chic, choose copper, gold or silver foil highlights to add dazzling shine.

BCL74T

# STATIONERY

Many folk overlook the power of a simple posted letter. We all get less mail through our letterbox than we used to. And we all get more junk through our email inbox.

Yet letters are an effective direct mail piece. Either laser or inkjet print onto letterheads yourself. Or we can pre-print words for you.

It won't go unnoticed. 70%\* of consumers say receiving mail makes them feel more valued.

*\*Source: Royal Mail Marketreach, 2017*



**With compliments**

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Mike Brewer Motors is a trading name of Mike Brewer Motors Ltd  
Registered Address: Brornall Lane, Sheffield S2 4RN  
Registered Company No: 08000001 001 001 000000

## favourite



### **CORPORATE STATIONERY**

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

**Letterheads** STCPA40D

**Compliment Slips** STCPCS0D



### **RECYCLED STATIONERY**

A splendidly thick 120gsm premium stock made from 100% recycled fibres.

**Letterheads** STREA40D

**Compliment Slips** STRECS0D



### **CONQUEROR STATIONERY**

120gsm Conqueror Stonemarque diamond white paper won't fail to impress.

**Letterheads** STCQA40D

**Compliment Slips** STCQCS0D

# THINGS TO POST

Delivering your message through a postbox really gets you noticed. People can't resist the allure. During 2020, a record 96% of all mail was engaged with.\*

We can help you create a compelling message to post on a card. Or rustle up a dapper piece of direct mail to help you generate a quick response.

*\*Source: JICMAIL, Q2 2018 – Q2 2020*





favourite



## POSTCARDS

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

GPA74T



## ONE-PIECE MAILERS

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

OPMSL3T



## VOUCHER CARDS

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

VCSSM

# LEAFLETS

Pamphlets, leaflets, flyers. A rose by any other name would sell as sweet.

This proven marketing impresario never gets old. In fact, it remains one of the most trusted forms of marketing today.

Simple yet powerful, this versatile attention-getter comes in a range of sizes and paper types to suit any budget.



favourite



## PREMIUM GLOSS LEAFLETS

Our popular 150gsm gloss is thicker than an average leaflet, glossy and luxurious.

LEGA64T



## RECYCLED LEAFLETS

120gsm premium stock with uncoated natural finish. Made from 100% recycled fibres.

LEFA64T



## PREMIUM SILK LEAFLETS

170gsm silk art paper feels super thick and smooth with a refined silky finish.

LESA64T



# FOLDERS

First impressions count, right? Do you frequently send quotations, estimates, tenders or proposals? Gain gravitas. Be more persuasive. Seriously improve how professionally your business is perceived with Interlocking Presentation Folders.

favourite



## GRAND SUEDE FOLDERS

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

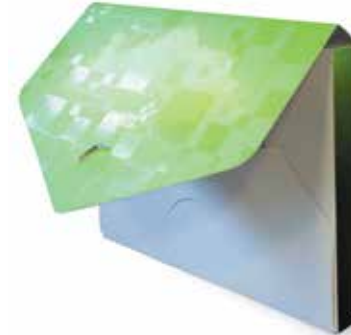
PFA5T4D1



## CORPORATE FOLDERS

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

CFA4G0X



## FAT FOLDERS

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

FF5G40

# FOR MAKING NOTES

Did you know, writing things down makes you statistically more likely to remember them? Now, where did we leave that pen...

A little jotting can be both good for the mind and beneficial for the budget. We have a range of flexible options to suit the notetaking task.



favourite



## APPOINTMENT CARDS

Sick of clients missing their appointments? Pop the time of their next visit on the easy-write back of glossy Appointment Cards.

APWALL4



## NOTEPADS

Printed in full colour on 80gsm bond and glued in 50's with a board back. Sizes range from a pocket-sized A7 right up to a table-topping A2.

NPA70



## STICKY NOTES

Branded Sticky Smart Notes! The perfect addition to any business stationery kit.

WMPAST27

# FLYERS

A flyer in the hand is worth two in the bush. Marketing is all about getting the right message, in front of the right people, at the right time. So increase your chances of success by adding flyers into the mix.

Like a leaflet, only thicker, this flexible marketing favourite has a knack for getting into all the right places.

Choose a size to suit your needs, or a simple custom shape to make your message memorable.





favourite



## PROMO FLYERS

Add a little more weight to your message with a 280gsm silk artboard.

PRCA744T



## GLOSS BIO FLYERS

Look picture perfect with shiny 250gsm flyers with a gloss bio-laminated front.

PMGA74



## SHAPED PROMO FLYERS

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

COBA744T

# THE BETTER CHOICE



## BIODEGRADABLE LAMINATED PRINT

Single-use plastics are no stranger to the eco-conscious. And we're always asking how we can do more to help. To be better.

So over three 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.

favourite



### FABU-GLOSS BUSINESS CARDS

High quality 400gsm silk artboard with a biodegradable gloss laminate applied to the front. A professional finish with a super shiny shimmer that radiates vibrant colour.

BCFG4T



### LUXURY SHOWCARDS

Make the best impression with these 400gsm thick cards with a sophisticated matt laminated finish. Great for handsome hand-outs and magnificent menus.

SHMA74



### STARMARQUE PRESENTATION FOLDERS

400gsm artboard with biodegradable matt lam on both sides with gloss varnished spot UV highlights on the front. Deliciously decadent.

PFA500X

# FOLDED LEAFLETS

Folded leaflets are like the TARDIS of marketing. Bigger on the inside than on the outside, let your story unfold. Breaking information down onto panels makes it easier to digest.

Choose from a wide range of paper types to begin. Then roll-fold, z-fold, half-fold, cross-fold, or smash out a combo. It's no origami, but we've got folding options for most sizes. Right up to a gargantuan A1 (perfect for maps, guides, and planners).



favourite



## PREMIUM GLOSS LEAFLETS

Thicker than your average leaflet, colours look impressive on this high quality 150gsm gloss art paper.

MBGA54T

## PREMIUM UNCOATED LEAFLETS

These 160gsm uncoated leaflets have a thick, velvety feel for an elegant and tasteful finish.

LERA54T

## PREMIUM SILK LEAFLETS

Thick, smooth and tasteful. Folded 170gsm leaflets feel like heavyweights with a subtle sophisticated shine.

MBSA54T

# THINGS TO GIVE

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.



favourite



## WALLPLANNERS

Your logo on their wall the whole year. Printed on 170gsm in glorious full colour. Choose from large A2 or Super A1 “Big Boy” with the option to fold to A4.

ZWPA2?



## ALUMINIUM PENS

Our aluminium ballpoint pens have click action mechanism, lacquered finish, polished shine, and striking chrome details. Available in a rainbow of colour options.

WMVIALU?



## CAMPING MUGS

When these branded beauties are warming the cockles with a hot cocoa, they’ll thank you for it. 13oz enamel camping mug with a high gloss finish.

WMUKCAM?

# SHOWCARDS

Showcards are our thickest flyers. They also double up as invites, brochures and menus. We call them showcards because it's about showing up and showing off. The combination of weight and finishes available mean you're sure to impress.





favourite



## SILK SHOWCARDS

An elegant heavyweight. Our Silk Showcards are a wrist-sagging 400gsm silk artboard - get them flat, or with a crease for easy folding.

SHSA74



## XO SHOWCARDS

Ultra-thick 700gsm uncoated card. Luxurious and ideal for writing on. They make perfect postcards, reply cards and prestige flyers.

SHXA70T



## EMBOSSINI SHOWCARDS

Super smooth uncoated cards with stylish embossing. The raised detail adds an elegant and impressive design feature.

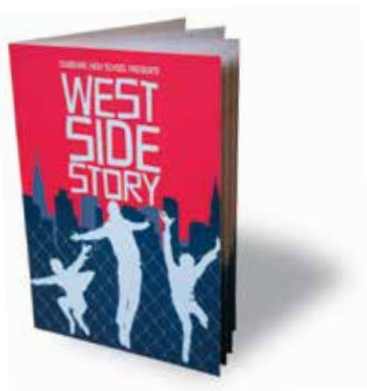
SHEA74T

# BOOKLETS

Our stapled booklets start from 8 pages and go up to 64 pages. If you need more pages, ask for options. Add a thicker cover with a stylish finish for that extra persuasive touch.



favourite



### 170GSM SILK BOOKLETS

Full colour booklets printed on a smooth 170gsm silk art paper. High quality page thickness with an understated subtle silky shine.

BK6S08PT



### 160GSM UNCOATED BOOKLETS

Get that understated tactile quality when you select booklets printed on 160gsm uncoated paper. A tasteful and elegant option for a prestigious look and feel.

BK6U08PT



### THICK COVER STARMARQUE BOOKLETS

Give your booklets even more impact by adding a thick cover. 250gsm or 350gsm Starmarque covers add wow factor with a matt bio-laminate and spot UV highlights.

BK6Q6PT + BK6M04PT

# THINGS TO EXCITE

Her heartbeat quivers, her pupils dilate, and her breath quickens as she scratches the panel to reveal those three magic words 'Not this time'. Oh.

Well, for a moment there we had something special. And that's the power of print to surprise. Excite. Captivate.

We've highlighted a handful of quirky delights here, but we have plenty more ideas like this to help you increase engagement levels.



favourite



## SCRATCH CARDS

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

SCRBC1T

## CUT-OUT FIGURES

Welcome visitors to your store, expo stand or office with a life-sized cut-out person or creature.

**5MM FOAMBOARD** or **10MM CORREX**

IGCOFV

## CHOCOLATE ADVENT CALENDARS

Our custom printed chocolate advent calendars make a fun and delicious Christmas giveaway. Each calendar includes 50g of milk chocolates behind 24 windows.

NKA1ADV1

# GREETINGS CARDS

They say some things are best left unsaid. But “thank you” isn’t one of them. Whatever the time of year, a card sent to show your appreciation is a timely one. Add a voucher to encourage repeat business.

Upload your own artwork, ask us to design something on-brand, or choose a ready-made design. We have hundreds of designs available to personalise online.

favourite



## SILK GREETINGS CARDS

Premium Silk greetings cards are printed onto 400gsm silk artboard and supplied flat, but creased for easy folding.

ZCSLKAGL



## WINDOPOP GREETINGS CARDS

Cut a simple shape from the front panel to reveal part of your design inside. Use contrasting colours for an effect that pops.

ZCWPA5



## OPULEAF LUXE BIO GREETINGS CARDS

Want to really show much you care? Then make it shiny. Copper, gold, or silver foil highlights provide the ultimate allure.

ZCOL7A6





# HIT THEM RIGHT IN THE FEELS

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 are proven to build trust. It's perceived to be more credible. It plays with emotions. Appeals to multiple senses. There's nothing like it. And you can exploit that power, very cost-effectively.

Eat, sleep, sell, repeat. Studies have shown it's better to send five things to 1,000 people than one thing to 5,000. Repetition is important. Repetition is important. (Sorry). But so is making your marketing engaging and exciting.

In the end, it's down to the quality of design. The power of creative. The potency of the message. Let us help. We ain't just a printer. We're here to help you with ideas to grow your business. It's what we do.




# STICKERS

Are you “Sticker happy”? Well, you should be! Otherwise, you’re not getting maximum exposure to your brand.

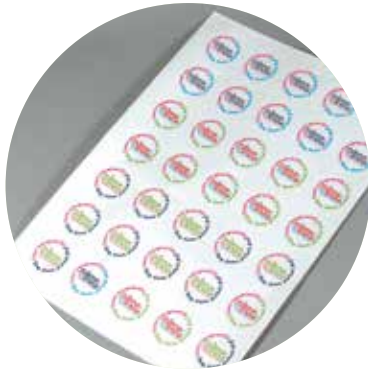
Get stickering at every opportunity you can - on the side of every box that leaves your warehouse, on the front of every envelope that leaves your office and on the forehead of every customer that leaves your store. (We’ve taken that too far, haven’t we?)

We even have stickers for walls, windows, and walkways. Boats, buses and Bugatti Veyrons (or more likely, Peugeot Boxers).



THE  
DRAWING  
ROOM  
FOR HIRE

favourite



## STICKER SHEETS

Stickers in popular sizes with a super fast turnaround. They come printed on easy-peel, kiss-cut sheets. Print the same design or spread different designs across the sheet.

FFKSC10



## SPLIT-BACK STICKERS

Printed in full colour on 135gsm self adhesive split-back sticker material. Available in popular rectangular sizes, or choose a simple custom cut-out shape.

STKDISK



## WINDOW STICKERS

Adhesive cut-out decals, perfect for logos, telephone numbers and words.

IGWGFS

# THINGS FOR THE WALL

Full colour prints for the wall make beautifully elegant additions to the home, showroom, or office. Choose from glossy posters, fancy framed prints or minimalist box-frame canvases for a decorative feature to match any budget.



favourite



## INDOOR POSTERS

Indoor posters, printed on thick 205gsm paper. Optional lamination. Hanging rails are also available.

**Low volume** LFPRMA3

**High volume** LPGA34T



## PREMIUM CANVAS FRAMES

Get the studio look with our framed canvasses. Your design, printed on canvas and tensioned over a premium 38mm wooden frame.

LFPPC?



## FRAMED PRINTS

Our traditional-style picture frames come with board back, custom printed insert and an acrylic front.

IGFPMB?

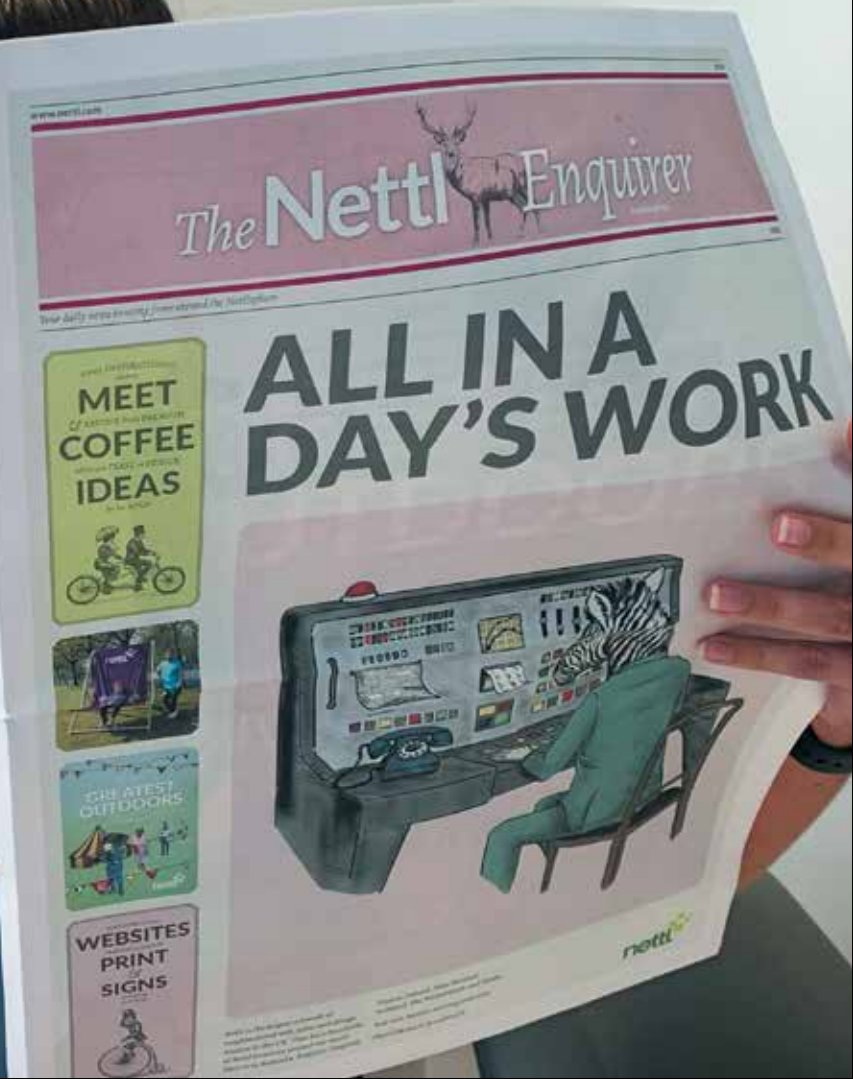
# NEWSPAPERS

An irresistibly tactile traditional teaser that bucks the digital trend. The need to reach people at home and our desire to stay connected has given newspaper marketing a resurgence. Trusted, informative, and engaging, they're an innovative and cost effective way to market to your audience.

## TOP 5 SECTORS using Newspapers to make the right headlines:

- B2C retail brands
- Internal communication
- Community newsletters
- Schools & councils
- Sports clubs & associations

# 5



favourite



## 100GSM BOND FOLDED LEAFLETS

An A3 sheet printed both sides on 100gsm bond, folded in half to make a 4pp A4 newsletter. Perfect for regularly keeping customers up-to-date.

MBCA34T



## TABLOID NEWSPAPERS

Broadsheet's little brother can still pack a punch. Digital printed, so ideal for short-run publications. Available between 4 and 64 pages.

376 x 289mm WMSHTABL



## BROADSHEET NEWSPAPERS

Big boy newsprint in a traditional newspaper style. Perfect for short-run publications with big impact. Available between 4 and 64 pages.

500 x 350mm WMSHBROA

# CREDIT CARDS

You know you've made it when your customers keep your card in their wallet, purse or bag.

Our credit cards can be used in numerous ways. Just don't try using them to pay online. Instead, they are a pocket-powered companion to solidify a business relationship.

Popular uses include loyalty cards, membership cards, or discount cards. You could equally use them as passes, business cards, or even invites.





favourite



## BUDGET CREDIT CARDS

Giving out discount cards or free entry passes? Budget Credit Cards are ideal. Perfect for pocket-sized flyers.

PRCC44V



## PLASTIC CREDIT CARDS

Durable plastic cards with rounded corners and optional numbering or signature strip. Available transparent or printed full colour.

PCBC?



## MAGNETIC STRIPE CREDIT CARDS

With options such as signature panel, photo / name personalisation, Hico magnetic strip or mag stripe encoding.

WMSWPLA?

# CLEVER POINT-OF-SALE

Be right where the business happens. Strategically placed point-of-sale messaging helps you strike while the iron is hot. Cross-sell, up-sell, and out-sell your competition with poignant messages to captivated punters.

Sell the story while they wait. Tempt them at the till with a limited edition upgrade. Put ordering instructions on tables or a QR code to your online menu. Promote offers, events, and other in-house services. Provide payment options and satisfaction guarantees to help close the deal.



favourite



**KEY WALLETS**

KEYWAL



**SWING TICKETS**

SWICC



**WOBLERS**

WOBATS



**STRUT CARDS**

IGSCA6



**SILK DOOR HANGERS**

DOORSK7



**LUXURY NANO CARDS**

BCNL4F

# INVITATIONS

You're invited to make a splash. To kick off your shoes. To put on a show. To launch something new. To push the boat out. To celebrate.

More than ever, your event is worth making a big fuss over. And nothing else other than a professionally printed invitation will do it justice.

Whatever you have planned, 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.



favourite



## SILK INVITATIONS

Printed on a sumptuous 400gsm silk artboard, these invites are a cost-effective way to leave a heavyweight impression.

SHSA64



## STARMARQUE BIO INVITATIONS

StarMarque Bio invitations (spot UV) are matt laminated with biodegradable film, with gloss varnished highlights applied to the front.

SHQA64



## OPULEAF LUXE INVITATIONS

Decadent invitations with wow factor. Matt laminated with a choice of copper, silver or gold foil highlights.

SHL2AG4T

# MENUS



Your menu should look as impressive as the food and drinks you serve. Whether it's breakfast, lunch or dinner, with professionally printed menus you're definitely on to a winner.

Fabulous for cocktail menus, wonderful for wine lists and delightful for dessert cards. "Is it on the trolley?" – better still, it's on the menu!

We've picked out a three-course chef's recommendation here, but each option is also available in a wide variety of finishes.

favourite



## SILK MENUS

Thick 400gsm silk artboard.  
Supplied flat or creased for easy folding. Want them wipeable?  
Ask about our lamination options.

MENSASC



## TENT CARDS

Compact little table talkers.  
These are ideal for stand-up three sided menus, or for adding QR codes, table numbers, and order instructions.

TENTMO



## STARMARQUE BIO MENU COVERS

Does your menu change as often as your chef's mood?  
Laser print your own A4 or A5 sheets and then tuck into impressive menu covers.

MECQ50TL

# BANNERS

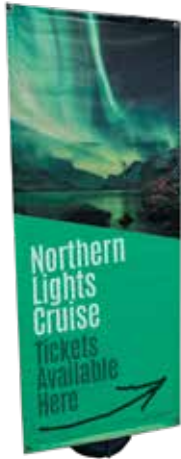
Throughout history, banners have been used as a focal point. A way to communicate your position. To bring people together, to motivate and boost morale, loyalty and team spirit. So it's little wonder they garner as much attention today.

Let a banner become your beacon. Raise it up and command instant attention. We have a wide range of banners to suit any situation, indoors or outdoors. For table-tops, low ceilings, or for when the sky's the limit!





favourite



### EXPOSURE BANNER STAND

2.0 x 0.8m outdoor banner stand printed on a 440gsm PVC, supplied with water base for a stable display.

BSP0BPVC



### TOTEM FABRIC STAND

Perfect for navigation, our slimline Totem stand has a small footprint. Get it printed both sides or just one. Collapses down into a small bag.

FDSKEOFC



### KING PYTHON FABRIC STAND

At 3.5m tall, this enormous fabric display will tower above others, giving your expo stand extra height. Base weighted for stability.

FDSUBFC

# WALL SIGNS

If you're too shy for full-frontal wall covering, add signs or printed boards to tell your story.

Look the business with low-cost durable signage for walls, indoors and out.

Perfect for mission statements, inspirational messages and navigational signage too. Get custom-sized panels cut to shape or choose from a range of popular sizes.

We've featured a few of our most popular options here, but you can browse a wider range online.

Looking for something a little more bespoke? No problem, just ask.



#18  
GOT  
THEIR  
BACK

#17  
KNOW  
THE  
RISKS

#16  
SHAPE  
QUICKLY  
KILL  
QUICKLY

#14  
THE

favourite



## FOAMEX SIGNS

Foamex signs are made from heavier grade foam PVC, which results in a rigid and lightweight flat sign. Choose from 1mm, 3mm, 5mm and 10mm thicknesses.

IGFX?



## TRAY SIGNS

Sometimes these are called 'pan signs' and they're a bit like a big biscuit tin lid. They're made from aluminium and covered in full-colour laminated vinyl.

IGTS?



## ACRYLIC SIGNS

Beautifully rich photo-realistic signs that are both scratch and shatter-resistant. Clear or white acrylic backing in a choice of 3mm or 5mm thicknesses.

IGCAF?



*Get prices, book a call or order at*  
**[www.nettl.com](http://www.nettl.com)**

 **DELIVERY INCLUDED\***

The small print: Use the codes in this booklet (eg. BCLX4T) to search for prices online. Prices shown online include delivery to one UK mainland or Republic of Ireland address, depending on order location. See full range and product specifications online.

**nettl**® 