



A CAREFULLY *curated*  
ideas PACKED

# PRINTING PLAYBOOK

of PROVEN  
MARKETING & ESSENTIALS



# 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?

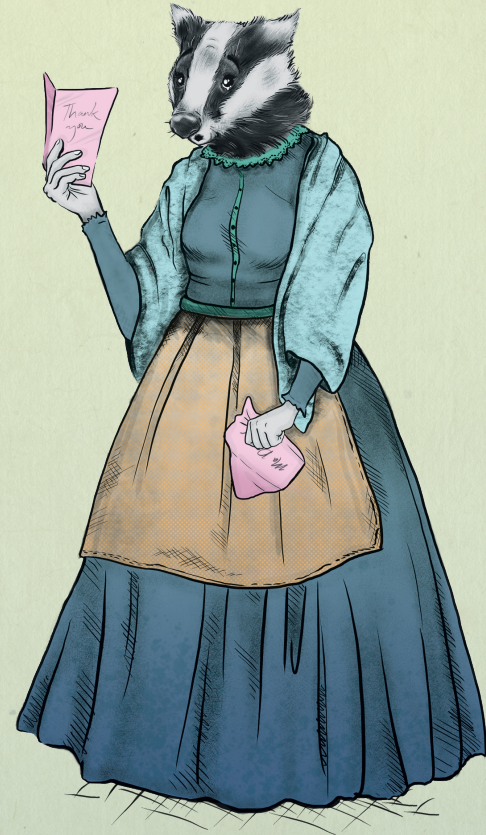
A notable presence other marketing lacks. It stimulates senses.  
Visual, tangible and enchanting. Tactile marketing commences.

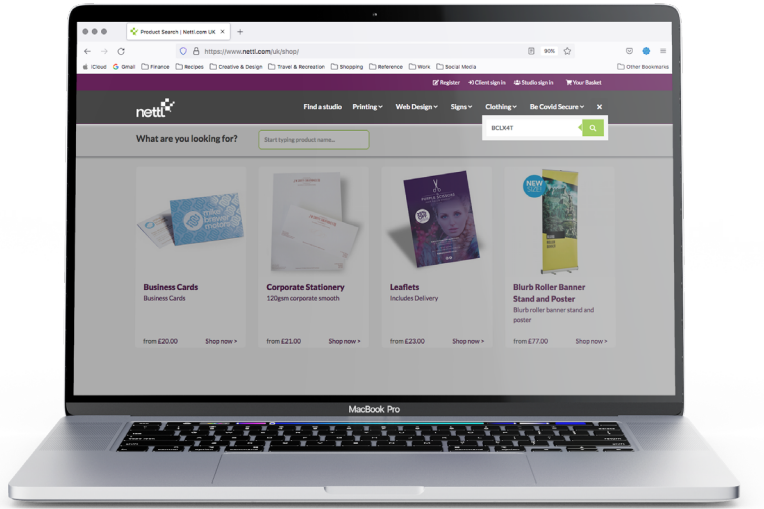
Fingertips, packed with sensors, busy transmitting the *feels*.  
We're *hardwired* to react with emotion. Print evokes, print appeals.

It's our pleasure to present this playbook. Ideas in each category.  
Three top picks, curated carefully: Favorite, 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*.





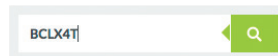
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## INSTANT ONLINE PRICES

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** 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.



favorite



## MATTE BUSINESS CARDS

Our number one best seller. 14pt matte has a sophisticated finish.

BC4MB4T

## STARMARQUE BUSINESS CARDS

Spot gloss highlights on top of ultra soft laminate which shimmer in the light and look absolutely delicious.

BCQRG01T

## OPULEAF LUXE FOIL BUSINESS CARDS

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

BCL?

# STATIONERY

Many people 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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favorite



## PREMIUM LETTERHEADS

70lb premium uncoated text paper is our number one seller.

**Letterheads** ST7LOT



## LINEN LETTERHEADS

A splendid 70lb linen stock with a subtle cross hatch texture.

**Letterheads** ST7LLOD



## NEED ENVELOPES?

Order matching envelopes to ensure your letters travel in style.

**Premium Envelopes** EN7PBOT

**Linen Envelopes** EN7LBOT

# THINGS TO POST

Delivering your message through a mailbox 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*





favorite



## POSTCARDS

Kiss me quick, read me slowly.  
Save on envelopes and post a  
glossy postcard.

PCOGUS0T

## ONE-PIECE MAILERS

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

MLGSMR2T

## GREETING CARDS

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

GCSRGO1T

# LIGHTWEIGHT FLYERS

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.



favorite



## PREMIUM GLOSS FLYERS

Our popular 100lb gloss book flyer is glossy and luxurious.

FBPOS4T



## PREMIUM UNCOATED FLYERS

70lb premium stock with an uncoated natural finish.

FLOUS4T



## PREMIUM SILK FLYERS

100lb silk art paper with a matte aqueous finish that feels super.

FLSHA02T

# 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.



favorite



### **FAST&FEW FOLDERS**

Take these 110lb cover coated silk folders and add a matt or gloss lamination to make them more durable. Holds 8.5 x 11”.

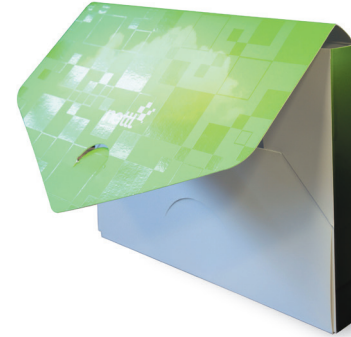
FPFM20L



### **SILK FOLDERS**

140lb silk cover folders with an ultra soft finish on both sides. Option to add uv or spot uv on one, or both sides. To hold 8.5 x 5.5” or 8.5 x 11”.

FILMID1D



### **SPOT UV FAT FOLDERS**

Larger capacity, great for delegate wallets. The spot uv finish makes these folders look simply fabulous.

FFQSDD1D

# 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.



favorite



## APPOINTMENT CARDS

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

APFRG02M



## NOTEPADS

Printed in full colour on 70lb linen and glued in 50's with a board back. 8.5 x 3.5".

NPSLCA0T



## DUPLICATE FORMS

NCR Forms are a simple and efficient way to provide copies of a single document with handwritten or typed information.

NCRHIT

# THICKER 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. This flexible marketing favorite has a knack for getting into all the right places.





favorite



### **SILK FLYERS**

Add a little more weight to your message with a 14pt silk artboard.

SCNHA01M

### **GLOSS UV FLYERS**

Look picture perfect with shiny 16pt gloss uv flyers with a high gloss front.

SCFPK01T

### **SPOT UV FLYERS**

Deliciously decadent and impressive. These flyers are ultra-soft and finished on the front with spot uv gloss highlights.

SCQPK01T

# BROCHURES

Brochures 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.



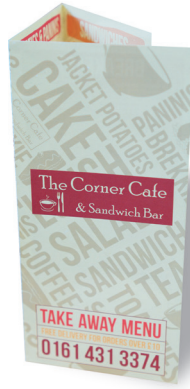
favorite



## PREMIUM GLOSS BROCHURES

Thicker than your average leaflet, colors look impressive on this high quality 100lb text with gloss aqueous.

BRGLH00T



## PREMIUM UNCOATED BROCHURES

These 100lb text uncoated leaflets have a thick, velvety feel for an elegant and tasteful finish.

FFFLTUL



## PREMIUM SILK BROCHURES

Thick, smooth and tasteful. 100lb text with matte aqueous looks sophisticated.

BRSLH00T

# BOOKLETS

Our stapled booklets start from 8 pages and go up to 52 pages. Add a thicker cover with a stylish finish for that extra persuasive touch.



favorite



### **GLOSS BOOKLETS**

Booklets are an excellent way to clearly display product information. Try these full color booklets printed on smooth 80lb gloss book.

BK8UB45



### **GLOSS + AQ BOOKLETS**

100lb gloss cover pages with aqueous throughout to protect and enhance the pages.

BK0GQB4D



### **GLOSS + UV BOOKLETS**

Give your booklets even more impact with 100lb gloss book pages and a UV coating on the front cover.

CT01A4T

# 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?)

THE  
DRAWING  
ROOM

FOR HIRE

favorite



## STICKERS

Create marvellously memorable marketing campaigns with durable full color stickers. Split liner back.

SK7U00T



## GLOSS STICKERS

Great to use as product labels, box and envelope seals, and guerrilla marketing campaigns. UV front.

SK7L20D



## ROLL LABELS

These semi-gloss full color labels have a permanent adhesive. They're great to use as packaging labels, box seals, and bottle branding.

RLGUA0T

# 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.





favorite



## GLOSS MENUS

100lb gloss cover menu with aqueous coating to keep your menus looking their best.

FB0G1M4D

## 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.

TCGSMC1L

## UNCOATED MENUS

The perfect marketing option for restaurants, trade shows and events. These 14pt uncoated menus have a natural finish.

MNNUA4T

# 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!



favorite



### AXE BANNER STAND

6.5ft tall banner to direct footfall or highlight specific areas, like collection points or waiting areas.

FDSTK0FC



### 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.

FDSKE0FC



### KING PYTHON FABRIC STAND

At 11.5ft tall, this enormous fabric display will tower above others, giving your expo stand extra height. Base weighted for stability.

FDS0UBFC



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

Use the codes in this booklet (eg. BC4MB4T) to search for prices online. See full range and product specifications online. R1.0