padnallprinters

Print Guide
2018

WHY USE PRINT?

Studies have suggested that print advertising is the most cost-effective form of marketing with a higher return on investment than most digital media. Infact, 76% of small businesses state that their ideal marketing mix is a combination of print and digital communications.

(Pitney Bowes Survey/Choose Print)

5 reasons why print is the ideal medium for you to grow your business with:

Engagement
Consumers are more engaged when reading printed material than they are on the web, where pages are skimmed in as little as 15 seconds. In short, people are more likely to fully take in what you are saying.

Tangible
Print is a physical medium, meaning it can stay around for longer while internet ads and emails are more disposable.

Less saturation
With more and more businesses moving to advertising solely on the internet, print media now has an easier job in finding its voice and cutting through the noise.

Branding
Print is a great way to solidify your brand. Ads should carry a consistent look to them in terms of fonts, colours and imagery to establish greater recognition. Recognition brings a sense of familiarity which makes potential customers more inclined to purchase from you.

Credibility
Printed media often carries a greater sense of legitimacy due to the over saturation of online display advertising, which can be overwhelming for the audience. People are also becoming increasingly cautious of clicking on these ads because of the potential risk of viruses.

THE ART OF PRINTING

Printing is much more complex than it looks and the jargon can often be daunting for some. This guide will try and make it as simple as possible for you to get the best out of your prints.

GSM
Stands for "Grams per square metre", it is the weight of the paper. For example standard paper used around the house is usually around 90gsm, while business cards are usually 300-450gsm. A standard takeaway menu is typically 130-170gsm.

CMYK
Stands for "Cyan-Magenta-Yellow-Key(Black)". This is the colour gamut used by printers, which determines the range of colours that can be reproduced. Computer screens work on a RGB ("Red-Green-Blue") colour gamut, which offers a larger range.

Some colours, particularly bright or fluorescent ones, are not achievable with a CMYK printing process and prints may look different to how they do on screen.

This is why it is important to make sure that your artwork is designed in CMYK, as RGB colours will be converted to their closest CMYK substitute.

Paper Types

Silk
This type of paper is also known as a satin-matt as it is considered a hybrid between a gloss and matt finish. The paper has a slight sheen to it but not a full gloss finish.

Matt Uncoated
A matt paper with no noticeable finish such as a shine. It is ideal for writing on and commonly used for letterheads and compliment slips.

Recycled Uncoated
A recycled alternative to the Matt Uncoated stock.

Polypropylene
A fully recyclable, durable plastic used for printing Roller Banners and Exhibition pop-ups. Prints are grey backed to prevent light from coming through the rear side.

PVC
A durable plastic available on posters. Printed on using UV inks that will take longer to fade than other inks. This is used to create posters that can tolerate being exposed to the British weather.

Finishing

Matt Lamination
A subdued finish that softens colour and adds a smooth texture. Ideal for a sophisticated, modern look.

Gloss Lamination
A high gloss finish that is ultra-shiny. It makes colours vibrant, rich and punchy as well as helping to hide fingerprints and scuff marks. Ideal for photographic images.
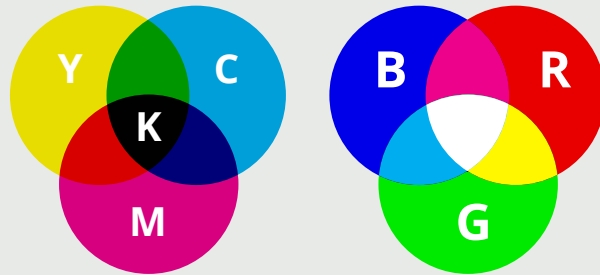
Soft-touch Lamination
Gives a very nice feel to the print likened to the texture of a peach. Colours appear deeper and richer than with a Matt Lamination. A finish that gives prints the utmost in luxury.
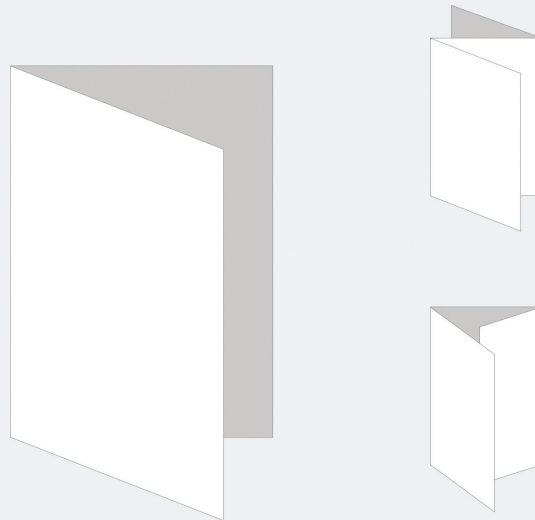
PP (e.g. "8pp")
Stands for "printed pages" As an example, an A4 piece of paper folded in half is an A5 4pp because it has 4 printed sides each one A5 in size.

The difference between CMYK and RGB can be seen on the opposite page, although this isn't a 100% accurate representation it shows the difference between the two processes, additive and subtractive.

We offer 3 types of folds:

• Half-Fold (left side)
• Z-Fold (top right)
• C-Fold (bottom right)

STANDARD FLYERS

What more can you say about flyers that's not already been said? They allow us to communicate to friends, family, customers, consumers, internally and externally. Available in a wealth of sizes and on high quality silk stocks you can guarantee that whatever your print, the message will go flying.

Finished Size:

A3	297x420mm
A4	210x297mm
A5	148x210mm
A6	105x148mm
A7	74x105mm
DL	99x210mm
A4 Slim	105x297mm
A5 Slim	74x210mm
Medium Square	148x148mm
Large Square	210x210mm

Paper options:
- 150gsm Silk
- 250gsm Silk
- 350gsm Silk
- 450gsm Silk
-120gsm uncoated
- 350gsm uncoated

Lamination Options:
(Available on 250, 350 and 450gsm silk)
- Matt Lamination
- Gloss Lamination
- Soft-Touch Lamination

Finishing Options:
- Spot UV

FOLDED LEAFLETS

Great for menus, price lists, pamphlets and newsletters. They allow you to deliver a lot of information while maintaining a compact format. The most popular option is the DL 6pp (an A4 sheet folded into 3 panels). For restaurant menus, we'd recommend a 250gsm or 350gsm silk stock and a lamination, while a 150gsm silk is ideal for takeaways and newsletters.

Finished Sizes*:

A6 4pp (A5 flat size)	105x148mm
A5 4pp (A4 flat size)	148x210mm
A4 Slim 4pp (A4 flat size)	105x297mm
A4 4pp (A3 flat size)	210x297mm
1/3 A5 6pp (A5 flat size)	70x148mm
1/3 A3 6pp (A3 flat size)	140x297mm
DL 4pp (198x210mm flat)	99x210mm
DL 6pp (A4 flat size)	99x210mm

*All sizes stated in terms of finished size.

Paper options:
- 150gsm silk
- 250gsm silk
- 350gsm silk

Lamination Options:
(Available on 250gsm silk or heavier):
- Matt Lamination
- Gloss Lamination
- Soft-Touch Lamination

Finishing Options:
- Spot UV

BUSINESS CARDS

Good quality business cards are essential for any serious business. They not only break the ice but also serve as a lasting reminder of who you are. Our business cards are separated into; Standard (printed on a 350gsm or 450gsm silk), and Uncoated (Ideal for loyalty cards or corporate cards). The 450gsm silk is the most popular option, while laminations are available on the standard range to give them something extra.

Finished Size:
85x55mm
170mm x 55mm (Folded Short Edge)
110mm x 85mm (Folded Long Edge)

Paper options:

• Standard Range
- 350gsm Silk
- 450gsm Silk

• Uncoated Range (Ideal for loyalty cards)
- 350gsm Uncoated
- 320gsm Conqueror Cream
- 350gsm Uncoated Recycled

Lamination Options:
- Matt Lamination
- Gloss Lamination
- Soft-Touch Lamination

Finishing Options:
- Folded Business Cards
- Spot UV
- Rounded Corners

BUSINESS CARD
55mm x 85mm finished size
450gsm Silk stock
Gloss Lamination

BUSINESS CARD
55mm x 85mm finished size
450gsm Silk stock
Gloss Lamination

Folded Business Card
85mm x 55mm
265gsm Silk Stock
Matt Lam ination

Folded Business Card
85mm x 55mm
265gsm Silk Stock
Matt Lam ination

BUSINESS CARD
55mm x 85mm finished size
450gsm Silk Stock
Matt Lamination

BUSINESS CARD
55mm x 85mm finished size
450gsm Silk Stock
Matt Lamination

BUSINESS STATIONERY

Compliment slips & correspondence cards are great for giving you or your company a professional image while increasing your brand recognition and making you look the business. Letterheads are ideal for formal documentation; invoices, letters and forms. While compliment slips are great for sending a personalised message.

We use a combination of digital and litho methods to allow us to give you the best price we can. As a general rule of thumb, print runs up to 500 are printed digitally while runs of 500 and above will be printed litho. Digitally printed runs would not be suitable for use with a laser printer. Lamination is not available on stationery.

Finished Sizes*:
A4 (Letterheads)   210 x 297mm
DL (Compliment Slips)   210 x 99mm
A6 (Correspondance Cards) 148 x 105mm

*All sizes stated in terms of finished size.

Letterhead/Comp Slip Paper options:
- 90gsm Matt Uncoated
- 120gsm Matt Uncoated
- 160gsm Matt Uncoated
- 120gsm 100% Recycled
- 160gsm 100% Recycled

Corresponence Paper options:
- 350gsm Silk
- 350gsm Conqueror Wove

CORRESPONDENCE CARD
105mm x 148mm finished size
350gsm Silk stock
No Lamination

COMPLIMENT SLIP
210mm x 99mm finished size
120gsm Uncoated

PRESENTATION FOLDERS

Never underestimate the value of presentation. By dressing your documents up in a presentation folder you can give people the impression that you are meticulous with everything you do, as well as utilizing another chance to showcase your brand. Available in oversized A5 and A4, we have 2 options available to you.

Interlocking Folders – These are folded and creased with interlocking flaps.

Glued Folders – These are die cut and taped along one edge giving you the opportunity to print on the pocket.

Finished Sizes:
Oversized A4	430x303mm
Oversized A5	310x217mm

*All sizes stated in terms of finished size.

Stock Options:
- 350gsm Silk

Lamination options:
- Matt Lamination
- Gloss Lamination
- Soft-Touch Lamination

STAPLED BOOKLETS

Stapled booklets are perfect for when you have a lot of information you'd like to get across. Commonly used for Order of Services, Event Programmes, In-depth marketing materials and brochures. Printed on a 150gsm silk with the option of a 250gsm silk cover or a 120gsm uncoated matt, our booklets are saddle stitched (stapled) and finished with a three-knife trim for a neat final product.

Finished Sizes:

A6 Portrait	105x148mm
A5 Portrait	148x210mm
A4 Portrait	210x297mm
DL	99x210mm
Square	210x210mm
A5 Landscape	210x148mm
A4 Landscape	297x210mm

Paper Options:
- 150gsm silk
- 130gsm gloss
- 120gsm matt uncoated

Cover Paper options:
- 250gsm silk (available with 150gsm silk inners only)

Formats available:
8 printed pages up to 52 printed pages.

DL 8PP
99mm x 210mm finished size
150gsm Silk Stock
No Lamination

A4 12PP
210mm x 297mm finished size
150gsm Self-Cover
No Lamination

PERFECT BOUND BOOKLETS

When you need a wealth of information printed, perfect bound booklets give you ample space for plenty of text and imagery. Use them for product catalogues, instruction manuals or event guides and showcase the information clearly and professionally. All perfect bound booklets are made with a thicker cover as standard, glued on the spine and are available in silk or uncoated paper options.

Finished Sizes:

A6 Portrait	105x148mm
A5 Portrait	148x210mm
A4 Portrait	210x297mm
DL	99x210mm
Square	210x210mm
A5 Landscape	210x148mm
A4 Landscape	297x210mm

Paper Options:
- 150gsm silk inners with a 350gsm silk cover
- 120gsm matt uncoated inners with a 250gsm matt uncoated cover

Lamination Options*:
- Matt
- Gloss

*available on the 350gsm silk covers only

Formats available:
40 printed pages up to 120 printed pages.

PERFECT BO
210mm x 297mm
250gsm Silk stock

PERFECT BOUND A4 PORTRAIT
210mm x 297mm finished size
250gsm Silk stock
No Lamination

PERFECT BOUN
420mm x 297mm
250gsm Silk stoc
No Lamination

Stock options
150gsm Silk
250gsm Silk
350gsm Silk

Lamination

PERFECT BOUND A4 LANDSCAPE
420 x 297mm
170gsm silk inner pages
350gsm silk covers

BOUND A4 LANDSCAPE
297mm finished size
silk stock
nation

options
m Silk
rm Silk
sm Silk

ination available

WIRE BOUND BOOKLETS

Wiro bound booklets can be a neat way to present information but can also double up as great calendars and branded notepads. Each booklet comes bound with a silver wire as standard and can hold 20-100pp. You can opt for self-covering or covers of thicker stock and our booklets come in a range of sizes and proportions for you to choose from. All lamination types are available on silk coated covers weighing 250gsm or more.

Finished Sizes:

A6 Portrait	105x148mm
A5 Portrait	148x210mm
A4 Portrait	210x297mm
DL	99x210mm
Square	210x210mm
A5 Landscape	210x148mm
A4 Landscape	297x210mm

Paper Options:
- 150gsm silk inners with a 350gsm silk cover
- 120gsm matt uncoated inners with a 250gsm matt uncoated cover

Lamination Options*:
- Matt
- Gloss
available on the 350gsm silk covers only

Formats available:
40 printed pages up to 120 printed pages.

A5 Notebook
148mm x 210mm finished size
150gsm Silk stock
No Lamination

A5 Notebook
148mm x 210mm finished size
150gsm Silk stock
No Lamination

DESK CALENDARS

Perfect for keeping organised and keeping your branding in clear sight, desk calendars can make great free marketing gifts. Printed on 150gsm or 250gsm silk coated stock, our desk calendars can hold 13-14pp and are bound using silver wire along the long edge as standard. Desk calendars come with an additional 500mic Box Board Strut.

Finished Sizes*:

A6 (A5 flat size)	105x148mm
A5 (A4 flat size)	148x210mm
DL	99x210mm

*All sizes stated in terms of finished size.

Paper options:
- 350gsm silk
- 350gsm Conqueror Wove

Lamination Options:
- Single Sided Gloss Lamination (silk only)

WALL CALENDARS

Calendars make excellent marketing tools because they are used and seen every day. Our wall calendars are printed on 150gsm or 250gsm silk coated stock throughout, with a selection of sizes to choose from. They can hold 13-14pp and are bound using standard silver wire along the short or long edge.

Finished Sizes*:
Square	148x148mm
A3 (A5 flat size)	420x297mm
A4 (A4 flat size)	297x210mm

*All sizes stated in terms of finished size.

Paper options:
- 350gsm silk
- 350gsm Conqueror Wove

Lamination Options:
- Single Sided Gloss Lamination (silk only)

GREETINGS CARDS

The year is full of all kinds of occasions to show your most treasured customers and clients that you care by sending them a greetings card. Our greetings cards are printed on 350gsm silk with the option for a gloss lamination to the front or a conqueror wove, allowing the insides to be handwritten. All our greetings cards are supplied with white envelopes as standard.

Finished Sizes*:

Square	148x148mm
A6 (A5 flat size)	105x148mm
A5 (A4 flat size)	148x210mm
DL	99x210mm

*All sizes stated in terms of finished size.

Paper options:
- 350gsm silk
- 350gsm Conqueror Wove

Lamination Options:
- Single Sided Gloss Lamination (silk only)

POSTCARDS

Postcards are printed on a 350gsm silk with a gloss laminate to the outside, allowing for the reverse of your cards to be handwritten on without any problems.

Finished Sizes*:
A6   148x105mm

*All sizes stated in terms of finished size.

Paper options:
- 350gsm silk

Lamination Options:
- Single Sided Gloss Lamination

INVITATIONS

Whether you need to send a branded invitation to business associates or a birthday invitation to your nearest and dearest, we have a range of options to fit the bill. They are available on a variety of stocks specifically chosen for the perfect invite. Envelopes are included as standard.

Finished Sizes*:

A6	148x105mm
A5	210x148mm
DL	210x99mm
Square	148x148mm

*All sizes stated in terms of finished size.

Paper options:
- 350gsm silk
- 300gsm Ice Goldd
- 350gsm Conqueror Wove

STICKERS

Stickers are great for getting your branding out there and improving the awareness and familiarity of your name. Printed on a 190gsm semi-permanent adhesive with a silk finish and provided on A4 sheets, they are commonly used as a packaging flourish or as part of a general marketing campaign. They can even be used for bottle labels. Stickers are available in 8 different sizes spread across 3 shapes – square, rectangular or circular.

Finished Sizes:*

• Circular Labels:
- 37x37mm
- 76x76mm
- 88x88mm

*Size relates to diameter.

• Rectangular Labels:
- 80x45mm
- 88x63mm
- 110x75mm
- 140x94mm

• Square Labels:
- 45x45mm

Stock options:
- 190gsm Semi-permanent adhesive labels

Lamination Options:
- Lamination not available on Stickers.

88x88mm CIRCLE STICKER
190gsm Adhesive Label
Silk stock
No Lamination

TABLE TALKERS

The perfect way for retailers, hotels, cafés, bars and restaurants to advertise the latest offers and Promotions. They are also commonly used for price lists. A great way to advertise to a captive audience due to their attention grabbing nature. Supplied flat, taped and ready to assemble.

Finished Sizes*:
A6 Portrait*   105x148mm
DL Portrait*   99x210mm
1/3 A3 Portrait*   140x297mm

*Please note that the size is stated in terms of panel size.

Paper options:
- 350gsm Silk

Lamination Options:
- Matt Lamination
- Gloss Lamination
- Soft-Touch Lamination

STRUT CARDS

An essential for Point of Sale promotions and notices. Attract your customers' attention and highlight what you want to say while they are waiting at the till. Printed on a thick 450gsm silk and supplied with a strut attached to the rear. Make sure you are utilising every opportunity you can to communicate with your customers.

Finished Sizes*:

| A5 | 148x210mm |
| A4 | 210x297mm |

*All sizes stated in terms of finished size.

Paper options:
- 450gsm Silk

Lamination Options:
- Matt Lamination
- Gloss Lamination
- Soft-Touch Lamination

POSTERS

Make your message stand out from the crowd and reach a large audience for little cost. A well placed poster can be seen by thousands of people making them the ideal marketing tool for high streets and shop windows. Wide format posters are available on a range of stocks to suit all purposes (and weather conditions in the case of our 220 and 400 mic PVC stocks).

Finished Sizes:

A2	420x594mm
A1	594x841mm
A0	841x1189mm
40x30in	1016x762mm
60x40in	1524x1016mm

Stock Options:
- 250gsm Silk
- 220mic PVC
- 400mic PVC
- 300mic Backlit Polypropylene

Lightbox graphic

Lamination not available on Wide Format Posters. A2 posters also have the option to be printed litho for those looking for cost effective long runs.

40X30 POSTER
1016 x 762mm finished size
250gsm Silk stock
No Lamination

ROLLER BANNER RANGE

Roller Banners are great for showing your brand in a professional light at trade shows, exhibitions and other events, as well as making great simple displays in office receptions or on the shop floor. Every banner comes pre-fitted to the brushed aluminium frame complete with a carry case to help you get it from A to B. Printed on a fully recyclable 300mic Polypropylene with UV inks complete with a grey back to prevent light from showing through from the rear.

Standard Roller Banner

The standard Roller Banner comes printed on fully recyclable 300mic Polypropylene with UV inks and grey backing to prevent unwanted light showing through. It also has a retractable graphic mechanism meaning they take seconds to set up, while the twist out feet provide the frame with stability.

Finished Sizes*:
800x2000mm
850x2000mm
1000x2000mm

*All sizes stated in terms of finished size.

Paper options:
- 300mic Polypropylene (grey backed)

Lamination is not available on Roller Banners.

Premium Roller Banner

The Premium Roller Banner comes with all the benefits of the standard model but with a sleeker looking frame and a slightly more robust build for extra longevity.

Finished Sizes*:
800x2130mm
1000x2130mm

*All sizes stated in terms of finished size.

Paper options:
- 300mic Polypropylene (grey backed)

Lamination is not available on Roller Banners.

Double Sided Banner

The Double Sided Roller Banners allow you to target people from 2 angles making it ideal when the banner will be placed in a location where multiple viewpoints are offered to the public. Representing a sleeker look, they allow you to ensure you are making the most of the space afforded to you to get your message across.

Finished Sizes*:
800x2000mm

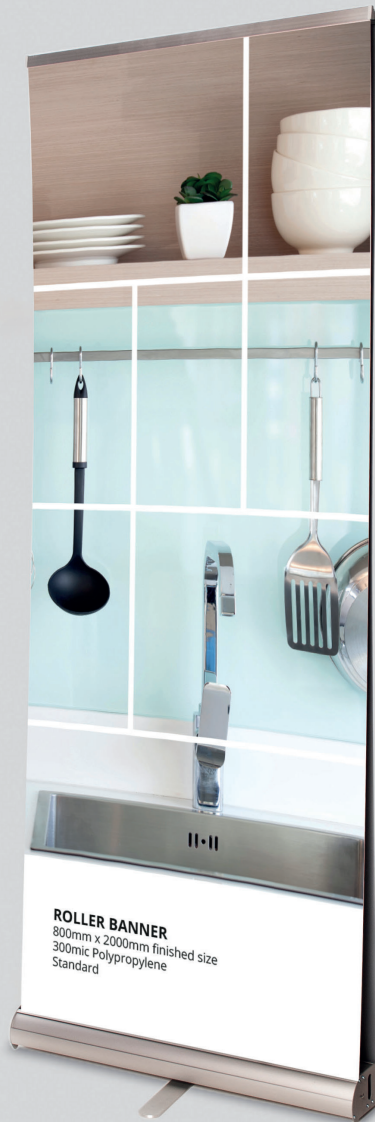*All sizes stated in terms of finished size.

Paper options:
- 300mic Polypropylene (grey backed)

Lamination is not available on Roller Banners.

ROLLER BANNER
800mmx2000mm finished size
300mic Polypropylene
Double Sided

ROLLER BANNER
800mm x 2000mm finished size
300mic Polypropylene
Standard

A-FRAME SIGNAGE

An A frame can draw attention to your business premises from afar and get those important clients to come and say hello. Our silver A frames are made from aluminium and steel with a transparent anti-glare cover for your 2 graphics which are included. They fold away for space saving night time storage and the snap frame ensures you can change the graphics with ease.

Finished Sizes*:

A2	574x400mm
A1	820x574mm
A0	1168x820mm
20x30in	742x488mm
30x40in	996x742mm

*Please note that the size is stated in terms of the visable graphic

Paper options:
All A frames are supplied with two 220mic PVC posters as standard.

A2 A FRAME
574mm x 400mm finished size
220mic PVC
No Lamination

DISPLAY BOARDS

Our range of display boards are the ideal choice for permanent indoor and outdoor signs, construction site signs, point of sale and so much more.

Dibond is made from an aluminium composite (that's two aluminium surface layers with a polyethylene core) so it's rigid, relatively lightweight, and doesn't rust.

Fluted correx is constructed with two polypropylene sheets and a corrugated inner, ideal for long term indoor use or short term outdoor use as it tough yet lightweight. Correx is recyclable and can be pierced for easy hanging.

Staufen is a lightweight alternative to a white board. You can write on any area which isn't printed with a dry wipe pen making them ideal for memo boards. Our Staufen signs all have rounded corners with the option to drill the A3 and A2 sizes with 3mm diameter holes in each corner.

Finished Sizes:

A4	297x210mm
A3	420x297mm
A2	594x420mm

Stock options:
- 440mic Gloss White Wipe-on Wipe-off Rigit Staufen PVC
- 3.5mm White Fluted Correx
- 3mm Diabond

(comes with rounded corners and drilled in each corner with a 5mm diameter holes)

EXHIBITION POP-UP RANGE

The perfect tool for exhibitions, trade shows and other events, the pop-up display is affordable and convenient. Giving you a professional look and maximum coverage, they will certainly help you get noticed at events. Available in 4 sizes based on the number of central panels, graphics are secured to the pop-up frame by magnets. Each stand comes with 2 halogen lamps and a container complete with wheels making them highly transportable. The container can also double as a podium. Exhibition pop ups are printed on a 500mic PVC/Latex Hybrid which is coated with an anti-scuff lamination as standard which gives a seamless finish.

1x3 Frame

No of Panels:
1 central panel + 2 edge panels

Panel Size:
673x2230mm

Total Graphic Area:
2019x2230mm

2x3 Frame

No of Panels:
2 central panels + 2 edge panels

Panel Size:
673x2230mm

Total Graphic Area:
2692x2230mm

Podium Graphic

Exhibition Pop-Ups are provided with a wooden counter top to allow you to turn the case into a podium. Graphics are also available for podiums and attached to the case with Velcro.

Graphic Size:
1810x785mm

3x3 Frame

No of Panels:
3 central panels + 2 edge panels

Panel Size:
673x2230mm

Total Graphic Area:
3365 x 2230mm

4x3 Frame

No of Panels:
4 central panels + 2 edge panels

Panel Size:
673mmx2230mm

Total Graphic Area:
4038x2230mm

EXHIBITION POP-UP 4x3
4038 x 2230mm
500mic PVC/Latex Hybrid

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