

*Cut through the digital clutter
with our tactically tactile*

PRINTING PLAYBOOK

full of proven

PRINT MARKETING IDEAS

from
nettl 

NO SUBSTITUTE FOR PRINT

Your website needs to be impressive. Your search and social performances need to be on their A game.

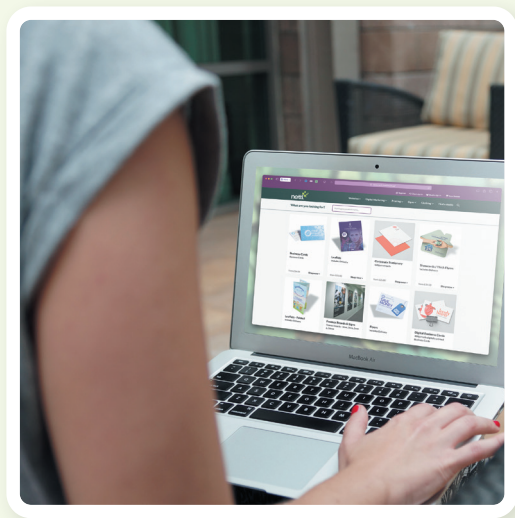
But brands don't just focus everything online. They combine their online presence with offline marketing. While inboxes are overwhelmed, we know print still works.

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.

In 2024, warm direct mail in the UK saw a 7.9% response rate. And 70% of UK consumers say direct mail feels more personal than email.

And you can exploit that power, very cost-effectively. Turn the pages to explore print marketing ideas that cut through the digital clutter.

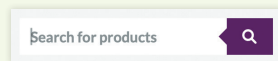




INSTANT ONLINE PRICES

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 see all options and prices, click on **Search Prices** at **www.nettl.com** then enter the product codes from this guide into the search bar.



CONTENTS

ECO OPTIONS	4-5
BUSINESS CARDS	6-7
STATIONERY	8-9
FOR MAKING NOTES	10-11
STICKERS	12-13
FOLDERS	14-15
BOOKLETS	16-17
LEAFLETS	18-19
FLYERS	20-21
SHOWCARDS & POSTCARDS	22-23
MENUS	24-25
CLEVER POINT-OF-SALE	26-27
THINGS FOR THE WALL	28-29
FOR THE SEASON	30-31

ECO OPTIONS

An underwater photograph with a blue-green tint. In the foreground, a large dolphin is swimming towards the viewer. In the background, another dolphin is visible. A large, dark, textured rock is in the upper left corner. The overall scene is serene and natural.

Getting your paper-based marketing materials like letterheads, compliment slips, leaflets, and booklets printed on recycled paper is one of the quickest and easiest ways to introduce eco-friendly printing practices into your business.

Our whole range of recycled stationery and marketing essentials uses 100% recycled paper stocks. But recycled doesn't mean inferior. You'll still be bowled over by the print quality and tactile, uncoated texture.

But eco friendly printing doesn't have to be limited to small, paper-based marketing. We've got a whole range of large signage products that are equally as green, without compromising on quality.

favourite



PVC-FREE BANNERS

Durable 550gsm PVC-Free Banners are recyclable and significantly better for the planet than PVC. After use, they can be disposed of safely.

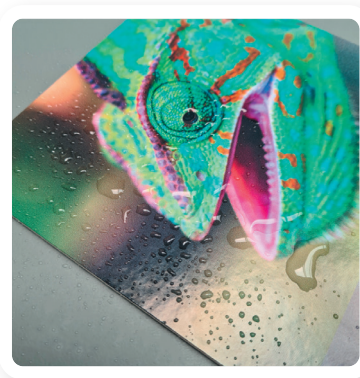
from **£50 per m²** WMPVPVCF



RECYCLED BOOKLETS

These chunky 170gsm recycled booklets are a cost-effective way to get a stack load of information into the hands of your target audience pronto.

50 from £59 WMAPDI54



ECO BOARDS

A range of sustainable signage boards made from recycled materials, suitable for indoor and outdoor use, in various sizes and thicknesses.

from **£23**

 **SIGNS & BOARDS**

BUSINESS CARDS

The flexibility of this pocket-sized sales tool is undeniable. Add maps, offers, QR codes, pricelists, loyalty stamps, or meeting links to help extend engagement.

Many cards have a low minimum quantity and fast turnaround.

Want to make a good first impression? Use lavish stocks and finishes to really stand out.

Or cut and crease your cards to make them memorable.



favourite



LUXURY BUSINESS CARDS

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

50 from £39 BCLX4L

250 from £49 BCLX4T

STARMARQUE BUSINESS CARDS

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

50 from £39 BCSM4L

250 from £52 BCSM4T

OPULEAF LUXE FOIL BUSINESS CARDS

For the ultimate in business
card chic, choose from 9
different foil colours to add
dazzling shine.

25 from £48 BCLF4L

100 from £80 BCLF4L

STATIONERY

With uses like cover letters, quotes, invoices, proposals, menus, mailers and (boring video call) doodle sheets, printed Letterheads and Compliment Slips are among the most versatile pieces of personalised stationery that you can get.

They're worth the investment, too. It makes all the difference when your clients receive professionally printed correspondence from your business. Get your logo printed in high definition full colour and complete the look with complementary colour blocks on the reverse or printed watermarks.

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*



With compliments

Mike Brewer Motors
Bramall Lane, Sheffield S2 4RN
01142 50 60 80
sales@mikebrewermotors.com
www.mikebrewermotors.com

Mike Brewer Motors is a trading name of Evolution Funding Ltd
Registered Address: Thompson Close, Chesterfield S41 9AZ
Registered Company No: 4009642 VAT No: 847 8233 07

favourite



LOW
MINIMUM
QUANTITY



ECHO BOND STATIONERY

Create a great first impression with our smooth white Echo Bond Stationery. At 100gsm, this mid-weight paper is veritably versatile.

250 Comp Slips from £39 STRECS0D

250 A4 Letterheads from £68 STREA40D



120gsm CORPORATE STATIONERY

We think it's the combination of a thick 120gsm weight and bright, white finish that makes it so irresistible, and one of our best sellers.

50 Comp Slips from £47 STQPC50L

50 Letterheads from £57 STCPA40L



120gsm RECYCLED STATIONERY

Made from 100% recycled fibres, this splendidly thick 120gsm premium stock, has a delicious, uncoated natural-looking finish.

250 Comp Slips from £79 STFLCS0D

250 A4 Letterheads from £129 STFLA40D

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.



We sell **branded pens** too!

from
26p each

WMVICURV



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.

250 from £52 APWALL4



NOTEPADS

Printed full colour on 80gsm or 100gsm bond and glued in 10, 25, 50 or 100 leaves with a board back. Sizes range from a pocket-sized A7 right up to a table-topping A2.

from £72 NPA70



STICKY NOTES

Branded Sticky Smart Notes! The perfect addition to any business stationery kit. Choose white or coloured paper in a range of sizes.

250 from £233 WMPAST?

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.

25 A4 sheets from £43 FFKSC10



CUSTOM SHAPED STICKER SHEETS

A4 sticker sheets – create your own cut-out designs. No limit to the number of designs on a sheet. Available in a variety of paper types.

25 sheets from £49 WMAPDI90



REMOVABLE WINDOW VINYL

Window Clings are printed on clear vinyl and always applied to the inside of a window, and can be repositioned easily without leaving a residue.

from £41 IGWCF33

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.



Add **Spot UV**
Highlights to make
a big impression



favourite



FABU-GLOSS GLUED FOLDERS

Featuring a gloss laminated outside and available with a 5mm or 10mm spine, or none at all. Supplied assembled with glued pocket.

A5 from £131 GFA5G0L

A4 from £134 GFA4G0L

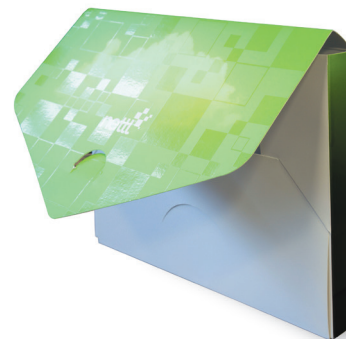


GRAND SUEDE FOLDERS

A luxurious soft-touch feel. Holds A6, A5 or A4. Clever use of space means this product delivers high volume at low cost.

500 A5 from £286 PFA5T4D1

500 A4 from £572 PFA4T4G1



FAT FOLDERS

High-capacity interlocking wallets that hold up to 2cm of paper. Perfect for meaty brochures, agreements, samples and wads of literature.

250 A4 gloss laminated from £747 FFG40

250 A4 matt laminated from £819 FFM40

BOOKLETS

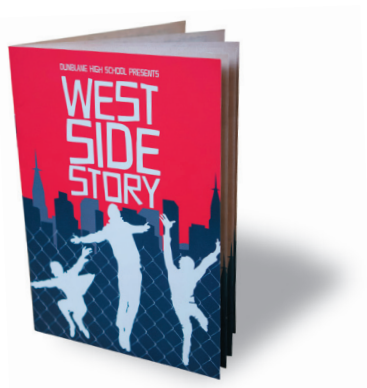
Let me tell you a story. It costs the same to post a book like this as it does to send a postcard. Whaaat? Really?

Royal Mail charge the same rate up to 100g, as long as the piece is less than C5 size. You might as well make the most of their generosity.

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.

from **£135** 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.

from **£142** 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 laminate and spot UV highlights.

from **£210** BK6G08PT + Spot UV Cover

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. Even Google send direct mail!

Leaflets are also a cost-effective way to reach a local audience with leaflet drops.

Hand out at networking, shows and events. Or leave with businesses where there might be a synergy.

Simple yet powerful, this versatile attention-getter comes in a range of sizes and paper types to suit any budget. Or add folding options to create handy mini-brochures.

If you don't already have a leaflet design, we can create something just for you. Or. If you already have a print-ready PDF, you can go ahead and print flyers online.



FOLDED LEAFLETS

also available

Choose from a wide range of paper types and sizes to begin. Then roll-fold, z-fold, half-fold, cross-fold, or smash out a combo.

favourite



LOW
MINIMUM
QUANTITY



170gsm SILK LEAFLETS

Thicker than your average leaflet.
With a silky finish for a softer sheen.
A marvellous choice if you're
looking to impress.

50 from £28 FLSA64L

250 from £49 LESA64T

5000 from £126 LESA64V

LOW
MINIMUM
QUANTITY



170gsm GLOSS LEAFLETS

The same great thickness but with a
glossy finish, so you can watch the
colours come to life. Excellent for
promotions. 'Grade A' gloss art paper.

50 from £28 FFLGA64L

250 from £50 LEGA64T

5000 from £130 LEGA64V



120gsm RECYCLED LEAFLETS

Look good, feel good. Start to enhance
your green credentials whilst rocking a
natural, understated quality. 100%
recycled fibres. Good for writing on.

250 from £57 LEFA64T

1000 from £83 LEFA64T

5000 from £162 LEFA64V

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.

250 from £46 PRCA744T



GLOSS FLYERS

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

250 from £63 PMGA74



SHAPED PROMO FLYERS

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

250 from £104 COBA744T

SHOWCARDS & POSTCARDS

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 means you're sure to impress. Choose from uncoated, silk, matt laminated, gloss laminated and foiled options. Or go with our classic, great value glossy postcard.



favourite



LOW
MINIMUM
QUANTITY

POSTCARDS

Save on envelopes and post a 300gsm gloss laminated postcard for an unmissable message.

50 A6 from £65 GPA64T

250 A6 from £69 GPA64T



LOW
MINIMUM
QUANTITY

LUXURY SHOWCARDS

Printed on a sumptuous 400gsm silk artboard, matt laminated. A cost-effective way to leave a heavyweight impression.

50 A6 from £67 SHMA64L

250 A6 from £86 SHMA64T



LOW
MINIMUM
QUANTITY

STARMARQUE SHOWCARDS

Use Showcards to make stunning invites for events. Glossy spot UV highlights are an affordable way to create a wow factor.

50 A6 from £139 SHQA64L

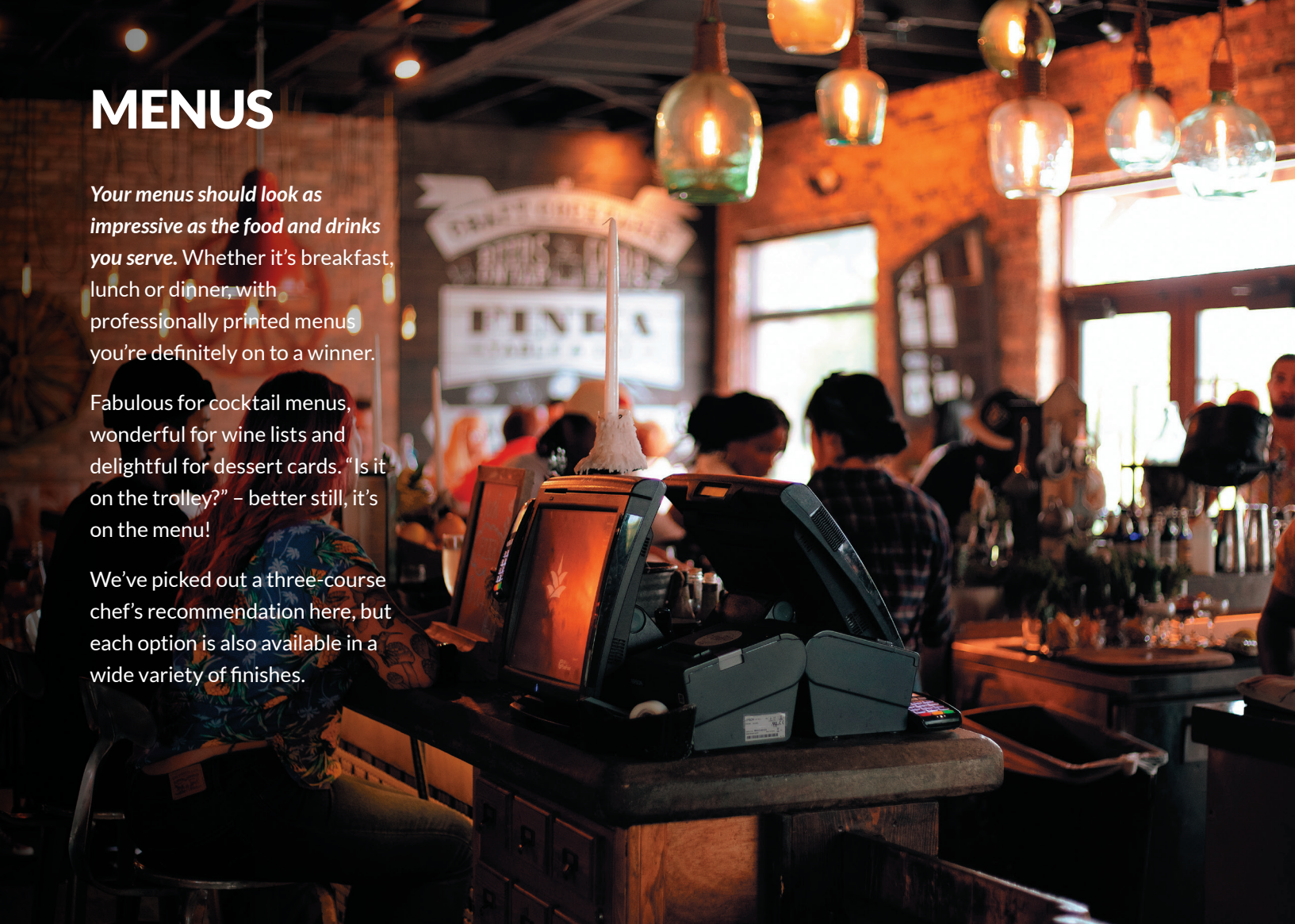
250 A6 from £141 SHQA64T

MENUS

Your menus 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



A3 PLACEMATS

Welcome diners by adorning your tables with customisable Place Mats. Feature the menu, offers, events, children's games or your logo!

250 from £124 PM1A30T



A4 FOLDED MENUS

350gsm matt laminated folded menus with options for A5, A4, and A3 sizes. Half fold, roll fold, and gatefold options available.

from £73 WM1NA4FO



LAMINATED MENU BOOKLETS

These tall 350gsm matt laminated multi-page menu booklets are durable and easy to clean. Choose from 8, 12, 16 or 20 pages.

from £102 WM1N8PPA

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



STRUT CARDS

Cost-effective and compact, they're perfect for tabletops. Each strut card has a rigid foamex front and cardboard strut attached to the back.

10 from £67 IGSCA6



SILK DOOR HANGERS

Why not include a tick box room service menu so guests can pre-order their breakfast. Printed on thick 400gsm silk artboard. Cross sell to a captive audience whilst also serving a purpose.

from £130 DOORSK?



TOTEM FABRIC STAND

Perfect for POS promotions, our slimline Totem stand has a small footprint and is printed on both sides. Collapses down into a small bag.

Available in 3 sizes from £208 WMPVTOT?

THINGS FOR THE WALL

Full colour prints for the wall make beautifully elegant additions to the home, showroom, or office.

Choose from glossy posters, minimalist box-frame canvases for decor, or serious aluminium tray signs, depending on your needs.



We also do
**WALL
VINYLs**



favourite



INDOOR POSTERS

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

from **£23 each** or

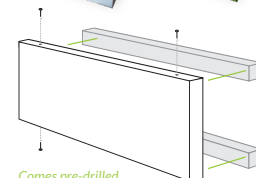
50 for £120 LFPRMA3/LPGA34T



PREMIUM CANVAS FRAMES

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

from **£47 each** LFPPC?



Comes pre-drilled and complete with timber batons and screws for wall fixing

TRAY SIGNS

Easy to install, these large aluminium signs come covered in full-colour laminated vinyl for full personalisation. Choose from a range of sizes.

from **£156** IGTS?

FOR THE SEASON

A close-up photograph of a hand wearing a red knitted sleeve, inserting a white card into a red mailbox. The mailbox has a small silver plate with the word 'MON' on it. The background is blurred, showing warm, bokeh lights.

Ah, the festive season! A time for joy, merriment, and... brilliant marketing opportunities.

Investing in brand awareness, hosting sparkling events, or simply saying thanks with a thoughtful card or a quirky branded gift, can work wonders for your business. It's not just about spreading cheer... It's about making your brand unforgettable.

Here are some seasonal ideas to ensure you stay on your customer's nice list!

favourite



DIGITAL GREETING CARDS

Cards aren't just for Christmas! You can use them to show appreciation all year round. Our digital greeting cards are an affordable way to do so.

A5 folded 25 from £63 DICCA54

A5 folded 100 from £79 DICCA54



WALLPLANNERS

Your logo on their wall the whole year. Printed on 170gsm in glorious full colour with optional folding.

A3 250 from £167 ZWPA3

LARGE A2 250 from £272 ZWPA2

SUPER A1 250 from £442 ZWPA1



SOFT TOUCH NOTEBOOKS

A quality branded giveaway, whatever the season. Soft touch A5 notebooks, available in a variety of base colours and print options.

50 from £217 WMDRUN1C

100 from £351 WMDRUN1C



call us **FREE** on
0800 999 8399
find your nearest **studio** at
nettl.com



This is an example of a 32pp A5 landscape booklet
on 170gsm silk. Prices exclude VAT.