



**PITCH UP & STAND OUT**

*with*

# PROMO ALFRESCO

*Street-smart seasonal solutions to promote your brand*



from  
**nettl**



# THERE'S SOMETHING MAGICAL ABOUT BEING OUTDOORS...

*Sunshine, birdsong, and the smell of someone else's  
BBQ on the breeze.*

We feel better outside. We linger longer. We're  
more open to stopping, chatting, browsing, buying.

That's why now is the perfect time to plan how to  
promote your brand in the open air.

Catch the eye of passers-by. Create a spot to stop.  
Extend your space and draw people in.

From gazebos to giveaways, deckchairs to flags,  
we've got a full spread of summery stuff to help  
you make a splash.

So whether you're looking to dress up your  
doorway, set up shop on the street, or fly your flag  
at a festival, *Promo Alfresco* has everything you  
need to get out and stand out.



*see page 9*



# OUTDOOR SPACES



## GAZEBOS

3 x 3m with  
printed canopy

**from £866**

WMPV3X31

Add printed  
half-wall or  
full-wall  
panels to  
your gazebo



## CAFE BARRIER DOUBLE-SIDED STARTER KIT

**from £276** FDCIT4B1



## SIGNS

Including composite  
aluminium, foamex, correx,  
and vinyl graphics.

**from £17**



Turn the page  
for more  
signage  
solutions



## GLAMOUR PARASOLS

Square and Circular Parasols

From 1.8m - 2.3m in size.

**from £177** WMPVGL7

# OUTDOOR SIGNAGE

Get custom sized panels cut to shape or choose from a range of popular sizes. Materials include composite aluminium, foamex, correx, and our eco range of boards.

from £17



▲ COMPOSITE ALUMINIUM



▲ CORREX



▲ FOAMEX



▲ TRAY SIGNS



▲ WINDOW VINYL

ACRYLIC VINYL ▶



# SOFT SIGNAGE

## FLAGS ▶

115gsm Flag fabric  
Choice of bases

### A QUILL

Standing flag

from £99 FDF250

### B TEARDROP

Standing flag

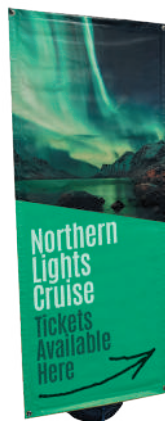
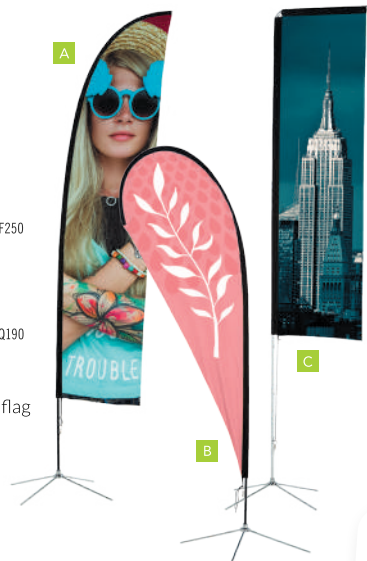
from £98 FDFQ190

### C EMPIRE

3.5m standing flag

£115 FDFE350

Flag bases  
available  
separately



## ◀ OUTDOOR BANNER STAND

550gsm outdoor banner stand  
£266 BSPOBPVC

## PVC BANNERS ▶

510gsm hemmed  
banners, optional  
eyelets, and cable ties  
from £43 LFPVC?



PVC-FREE  
also  
available

## ◀ LAMP POST & BOLLARD SLEEVES

4mm fluted board  
from £61 IGCX4BS



## ◀ POP-UP BANNERS

Oval or Circular  
210gsm Display fabric  
from £123

POP



## ▲ WATERPROOF POSTERS

from £44 WMAGSAVE



## ◀ PAVEMENT SIGNS

A-boards &  
Swinger Signs  
from £110 IGABA2



# OUTDOOR SEATING

## CHAIRS & BENCHES



### ◀ BOND REGULAR DECKCHAIR

Dimensions: 68 – 86(h) x 56(w) x 100(d) cm  
260gsm Canvas fabric

£92 FDSWAIFC



### GIANT DECKCHAIR ▶

Dimensions: 170 - 201(h)  
x 163(w) x 126(d) cm  
Premium polyester fabric

£752 WMONXXLG



201cm



150cm

### ◀ LARGE DECKCHAIR

Dimensions: 150(h) x 172(w) x 103(d) cm  
Premium polyester fabric

£610 WMONLGDG

### ADVERTISING BENCH ▶

Premium polyester fabric

£562 WMONADV

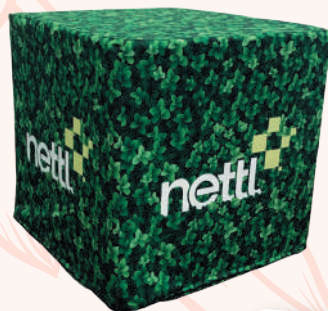


### PALLET CUSHION ▼

Premium polyester fabric

£279 WMONPLC1





**KOLA MAX ▲**  
**SEATING CUBE**

£185 FDSBOVFC



**BEANBAGS**

**LUNA ►**  
**ROUND BEANBAGS**

OUTDOOR 270gsm  
Tent fabric

**from £217**

WMPVLUN3



◀ **CUBE**

OUTDOOR 260gsm  
Parasol fabric

**£130** WMUKCUB1

**ARMCHAIR ►**

OUTDOOR 260gsm  
Parasol fabric

**from £192** WMUKARM2

◀ **LOUNGER**  
**TRIANGULAR BEANBAG**

OUTDOOR 270gsm Tent fabric

**£207** FDSPHUFC



**BALI ▼**  
**SQUARE BEANBAG**

OUTDOOR 270gsm Tent fabric

**from £217** FDSBALFC



# 5 clever ways to ATTRACT MORE FOOTFALL THIS SUMMER

*(And turn heads for all the right reasons)*

People are out and about more in the warmer months. Which makes it the perfect time to stop them in their tracks and show off what you do. Here are some smart ways to make your outdoor space work harder, and look better doing it.

## 1 MAKE YOUR SPACE INSTA-WORTHY

Branded spaces aren't just about visibility. They're about shareability.

Create a fun backdrop and you'll find people doing your marketing for you.

Just ask our giant deckchair. It's no stranger to selfies – [see page 6](#).

## 2 ADD MOVEMENT TO GET NOTICED

Our brains are wired to spot movement. Fluttering flags or swaying banners draw the eye far better than static signs alone.



## 3 USE REPETITION

One sign is helpful. Three signs are unmissable.

Line up matching flags or posters for a stronger visual impact.

## 4 DON'T FORGET THE FLOOR

Think café barriers, branded beanbags or even floor vinyls. It helps define your space and turns a blank bit of pavement into part of your brand.

## 5 CREATE A STOP-AND-STAY ZONE

Deckchairs, foam cubes, parasols. Offer somewhere comfy to perch and people are more likely to pause. More time means more chance of conversion.





# CLOTHING



▲ **PRINTED TSHIRTS**  
from £16 each  
WMTOTSHI



▲ **HOODIES** ►  
from £31 each WWHOODIL



◀ **GILETS**  
from £38 each WWGLSS2M



## How to enter:

Simply **count** all the caps you can find in this booklet (real and illustrated).

Then head to our **insta @nettl\_uk**.

Find our pinned post, and reply with the answer.

*Winner chosen at random. Competition ends 31/05/25.*



▲ **EMBROIDERED CAPS**  
from £13 each FCCAP?



**CONTRAST POLO SHIRTS** ►  
from £16 each  
FCPOLOCM



# *The* **ART** *of the* **FREEBIE**

(Why giving a little can go a long way)

Freebies aren't just feel-good fluff.  
They're strategic.

Done well, a giveaway can:

- ☑ Start a conversation
- ☑ Put your brand in someone's pocket (literally)
- ☑ Encourage people to come back or take action

Flyers and vouchers work best when they include a reason to return. Think discounts, loyalty stamps, or time-limited offers.

Branded seasonal merchandise, like caps or reusable drinkware, can go further.

Best of all, if you can, offer free samples. It's a super smart way to turn curious browsers into loyal buyers.





# HANDOUTS



▲ **SPORTS BOTTLES**  
From £12 each WMUKSP01



▲ **GLOSSY POSTCARDS** ▲  
A6 double sided glossy postcards  
from £65 GPA647



**DRAWSTRING BACKPACKS** ▲  
from £9 each  
WMUKDRAW



▲ **UMBRELLAS** ▲  
from £16 each WMTOMED1



▲ **SHAPED STICKERS**  
from £49 WMAPD190



▲ **A5 LEAFLETS** ▲  
from £31 LEGA54T



◀ **TRAVEL MUGS**  
from £15 each  
WMUKCER1

▼ **PROMO FLYERS**  
A6 double sided flyers  
from £47 PRCAG47





call us **FREE** on  
**0800 999 8399**

find your nearest studio at  
**nettl.com**



This is an example of a 12pp A5 landscape booklet on 170gsm gloss. Prices exclude VAT.

