



Digital Printing INTRODUCTION

During the last year many of the orders we have received have exploited the capabilities of Digital more effectively.

Rather than a single page file and a request for one hundred copies, increasingly we are receiving one hundred page files with each page different and a requirement for one copy of each page!

With our progressive Digital Print pricing model - a charge for the file (whatever the page count) and then a cost per copy, the cost of either option is the same. BUT the impact on the one hundred recipients receiving literature, a poster, a folder or even a complete booklet, personalised to them is infinitely greater!

The fast turnaround on Digital Print complements the immediacy of personalisation and explains why our service has grown exponentially!

We offer a number of additional special origination and finishing options to complement Digital Print.

Names in Text and Names in Pictures

Using special software we can merge information from a Database in to the files to be used for Digital Printing. This may be as simple as adding the name of each delegate to a run of conference folders or as complex as producing a calendar with the name of the recipient embedded in to the picture on each page.

Finishing

Our range of options for finishing Digital Print are extensive. We can laminate, crease and fold as well as make stapled or perfect bound booklets. We can also wirebind (ideal for calendars).

For simplicity our Digital Print Pricing is split into three elements: Setup, Printing and Finishing.



Digital Printing Setup

To price an almost unlimited range of Digital Print Projects simply choose the option you require from each of the sections Setup, Print and Finishing on pages 93, 94 and 95 respectively.

Please Note: The price of every Digital Print Job must include the cost of Setup as well as the cost of Printing.

Setup Cost from artwork supplied complete.

If you are sending a fully print ready PDF, the set up charge is **£18.00 + VAT**

Please Note: All pages of your file must be the same size. The same quantity must be required of each page.

For Single Sided print, one page of the file = One Sheet. For Double Sided print, two pages of the file = One Sheet.

Setup cost for Names in Text project

The base design should be supplied as a PDF. Setup charge for the addition of one piece of data from an Excel spreadsheet - **£25.00**

Setup charge for the addition of each extra piece of data from an Excel spreadsheet - **£2.00**

Cost to create the variable data PDF, per page - **£0.05**

E.g. You have 100 delegates for a conference and would like to provide each of them with a Single Sided personalised folder containing their course notes. Each folder is to have the name of the delegate and their ID number.

You provide a PDF of your folder design together with an Excel spreadsheet containing the names of the delegates.

We produce a 100 page PDF with each page being the folder personalised with the delegate's name ready for printing.

Setup cost = £25.00 (delegate name) + £2.00 (Delegate ID) + 100 (number of pages) x £0.05 = £32.00

Names in Text



Setup cost for Names in Pictures Project

The base design should be supplied as a PDF. Setup charge for the first image to be used in the project - **£35.00**

Setup charge for each additional image - **£4.00**

Cost to create the variable data PDF, per page - **£0.07**

E.g. You would like to send a 13 page calendar (with 12 personalised images) to 200 Clients.

You provide a PDF of your Calendar design together with an Excel spreadsheet containing the names of your clients.

We insert the Name in Pictures images and produce a 2600 (13 x 200) page PDF with each page personalised.

Setup cost = £35.00 (first picture) + 11 x £4.00 (other pictures) + 2600 x £0.07 (number of pages) = £261.00

To see the full range of free 'Names in Pictures' images and an even bigger range of nominal cost images, please go to www.namesinpictures.co.uk



Names in Pictures



Digital Printing Print

See page 93 for Setup charge.

Once you have calculated the setup cost for your Digital Print from page 93 please use the tables on this page to calculate the cost of printing.

We offer various finishing options for Digital Printing. Please refer to page 95 where these options are detailed.

Please note: These tables cannot be used in isolation. There must always be a setup charge in addition to the prices in these tables. Also our Digital Printing is not suitable for overprinting using a laser printer or copier. Inkjet overprinting is possible although drying time may be excessive. Please always verify the suitability of a stock for your project by running samples ahead of a live order.

Carriage

Because of the large number of permutations available in Digital Print it is not possible to provide carriage codes. Please use the carriage calculator on page 107 where full carriage details can also be found. Alternatively please confirm the cost at the time of ordering.



Further Information

Turnaround

Times quoted are from receipt of full payment and complete, print ready, PDF artwork. Designs with heavy ink coverage may take longer to dry and we reserve the right to extend turnarounds in such cases.

Bespoke Sizes

If the particular size you require is not listed then we can produce Bespoke Sizes. Simply price the next size up. For example, a 279mm x 198mm video sleeve will be priced as an A4 (297mm x 210mm). Please specify your required size at the time of order and we will trim free of charge. When your finished size is bigger than 1.5m, please refer to bespoke cutting on page 95.

This page is printed on 200gm Triple Coated Silk Art Paper

Full Colour Digital Printing - Cost per Sheet

Full Colour Stocks	Printed Sides	A5	A4	A3
100gm Cartridge (Cost per Sheet)	1	£0.11	£0.20	£0.35
	2	£0.22	£0.39	£0.68
120gm Cartridge (Cost per Sheet)	1	£0.12	£0.22	£0.38
	2	£0.24	£0.42	£0.73
115gm Gloss or Silk (Cost per Sheet)	1	£0.11	£0.19	£0.33
	2	£0.21	£0.36	£0.64
150gm Gloss or Silk (Cost per Sheet)	1	£0.12	£0.21	£0.37
	2	£0.23	£0.40	£0.71
200gm Gloss or Silk (Cost per Sheet)	1	£0.13	£0.23	£0.41
	2	£0.25	£0.44	£0.78
280gm Gloss or Silk (Cost per Sheet)	1	£0.15	£0.26	£0.46
	2	£0.28	£0.50	£0.87
350gm Silk (Cost per Sheet)	1	£0.17	£0.29	£0.51
	2	£0.31	£0.54	£0.95

Turnaround Options ▶

2 Express Working Days*	1 Express Plus Working Days*	4 Economy Working Days*
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*Up to 250, larger quantities agreed at time of order.

All prices are + Carriage and VAT at applicable rates. Terms are payment with order.

Full Colour Digital Printing - Cost per Sheet

Full Colour Stocks	Printed Sides	A2	6 panel A4	8 panel A4	480mm wide x per metre ¹
150gm Semi Gloss (Cost per Sheet)	1	£1.63	£1.82	£2.50	£3.02
	2	£2.41	£2.67	£3.64	£4.38
200gm Semi Gloss (Cost per Sheet)	1	£1.72	£1.92	£2.63	£3.18
	2	£2.54	£2.83	£3.85	£4.62
280gm Semi Gloss (Cost per Sheet)	1	£1.76	£1.99	£2.74	£3.30
	2	£2.65	£2.95	£4.01	£4.82

Subject to availability

Turnaround Options ▶

4 Express Working Days*	2 Express Plus Working Days*	8 Economy Working Days*
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*Up to 250, quantities agreed at time of order.

All prices are + Carriage and VAT at applicable rates. Terms are payment with order.

Digital Printing Finishing

We offer a wide range of finishing for Digital Printing. By combining finishing options it is possible to produce virtually any Digital product.

Finishing Options

Description	Costing	Extra Days
Parallel Folding (up to three folds) Available on sheet weights up to 120gm and sizes A5 to 8 Panel A4	Setup cost £15.00 - First fold £0.04 per sheet Extra per fold per sheet £0.01	+ 1 Day
Parallel crease folding (up to three folds) Available on sheet weights 150gm to 280gm and sizes A5 to 8 Panel A4	Setup cost £15.00 - First crease fold £0.09 per sheet Extra crease fold per sheet £0.01	+ 1 Day
Creasing or Perforating (up to three lines) Available on weights 150gm and heavier (creasing) and all sheet weights (perforating) for sizes A5 to A3	Setup cost £15.00 - First line £0.02 per sheet Extra lines per sheet £0.01	+ 1 Day
Round Cornering 3mm or 10mm Available on all sheet weights and sizes	Setup cost £10.00 Up to four rounded corners per sheet £0.01	+ 1 Day
Perfect Bound Books Minimum 56 pages A5 and A4 size (Portrait or Landscape) Printed Sheets should be the size of the book (eg. A4 booklet, print A4 sheets)	Setup cost £45.00 - Extra per 56 page Booklet £0.62 Extra per page £0.04	+ 4 Days
Staple Bound Books Minimum 8 pages A5 and A4 Finished sizes (Portrait or Landscape) Printed Sheets should be double page size (eg. A4 booklet print A3 pages)	Setup cost £20.00 - Extra per 8 page Booklet £0.53 Extra per page £0.02	+ 3 Days
Wirobound Booklets and Calendars 1/3 A4, A5, 2/3 A4, A4 (Portrait or Landscape) and A3 (Portrait) finished sizes. Printed Sheets should be the size of the finished wirobound product (eg A3 Calendar print A3 pages)	Setup cost £15.00 - Extra per Booklet or per Calendar £0.42 Extra per page £0.03 - Extra for Desk Stand £0.12 each	+ 2 Days
Bespoke Cutting / Creasing (Folders, or long length posters over 1.5m)	Setup cost £15.00 (straight Cuts / Creases) - £30.00 (shapes) Cost per metre Cut / Crease £1.75	+ 2 Days

Up to 100, for larger quantities turnaround agreed at time of order.
All prices are + Carriage and VAT at applicable rates. Terms are payment with order.

Gloss or Matt Lamination 200gm and Above

Setup	Size	Cost per side per sheet		Extra Days
		Gloss	Matt	
£20.00	A5	£0.05	£0.06	+ 2 Days
	A4	£0.08	£0.10	
	A3	£0.14	£0.18	





Direct Mail INTRODUCTION

Our Direct Mail service complements our printing perfectly. Instead of taking on the management of a campaign yourself and coordinating between Printer and Mailing House it is much more efficient to simply entrust the whole job to us.

markets with small distributions. Offers, Content and Pricing can be amended as a result of feedback to produce ever more effective mailers.

Once the marketing tests have been carried out, a mailing campaign can then be sent in batches and managed to match the ability of the business to handle the volume of leads generated.

Our 'machine setups' are typically achieved in a quarter of the time of our competitors, which means we can carry out these test mailings cost effectively.

However, once set up, our machines are also highly productive so that we can take on commissions for the largest of campaigns.

To run alongside this machinery investment we have followed a full training programme to develop the skill set of our staff, enabling us to fully exploit the capabilities of the equipment.

Personalisation

Investment in equipment, software and training allows us to offer a whole new level of personalisation and deliver real improvements in response rates.

Our production operation includes Hand Enclosing as well as Machine Enclosing, which allows us to respond positively to virtually any fulfilment request.

The Direct Mail service we offer can be tailored to precisely match your requirements. We are happy to provide any or all of our services on a particular project.

Why use Direct Mail?

In today's tough economic environment it seems we are all running faster and faster just to stand still!

In the competitive market where most businesses operate, creating or accelerating growth is a major challenge.

It is certain that targeted promotion and marketing of products or services is essential if a business is to realise its potential.

There are a number of marketing techniques which may be employed. Some are much more efficient and cost effective than others.

The impact and speed at which results are achieved depends, to a significant extent, on what marketing choices are made.

There are many tools to choose from: Billboards, TV and Radio, Newspapers and Magazines, the web and e-mail just to name a few.

Direct Mail is considered to be one of the very best ways of presenting a marketing message. It is the way that forward thinking companies maintain their competitive edge.

Direct Mail provides the opportunity to test target

The steps involved within a Direct Mail operation and the services we can provide include:

Data Processing

We offer a comprehensive range of Data Creation and Cleansing Services. Whether you require Doctors in Dagenham or Plumbers in Plumpstead you can be certain that our service avoids wasted resource and complies with legislation. We can carry out automatic Data Cleaning and De-duplicating plus checking against the Mail Preference Service or can even contact people direct to verify details if required. The goal is always to minimise the amount of ineffective mail and maximise the return on your investment whilst complying in full with the relevant legislation.

Laser, Inkjet and Digital Print Personalisation

The degree of personalisation we can provide ranges from the most basic to the most sophisticated! For example, in its simplest form we can overprint each envelope with a different name and address. Or we can laser print a fully personalised letter to each recipient.

When exploiting the full possibilities of Digital Printing, we can even produce mailings with your customers name embedded in a photo! (See page 93).



Postal Service

By pre-sorting mail, we are able to offer substantial reductions in postage.

The level of discount available will depend on a number of variables, such as data quality, numbers and weight of the mailing as well as the geographical area for circulation.

A choice of postal companies is available, including Royal Mail, DHL and Business Post, which allows us to choose the most competitive pricing.

We are able to consider all these factors to make sure you get the best price and result.

Storage and Fulfilment

We are able to provide storage facilities for printed literature to be included in a mailing campaign. This allows for a managed roll out of small batches of mail.

Quality Control

Best of all each stage of our Direct Mail operation is quality controlled by our adherence to ISO 9001 and ISO 14001.

Audit reports are available to identify how each Direct Mail Campaign has been conducted from start to finish.

We provide a service which is second to none and would be delighted to be entrusted with your next commission.

To price your next Direct Mail Campaign please turn to page 98.

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