

A smiling woman with curly hair is the central focus of the image. She is wearing a light blue shirt. The background is a solid blue color with a subtle pattern of horizontal lines. On the left side, there is a large, stylized graphic of an eye, composed of concentric circles and a central pupil. The text 'MARKETING & ESSENTIALS' is written in a white, sans-serif font, positioned above the main title.

MARKETING & ESSENTIALS

# PRINTING PLAYBOOK



WISE EYES CREATIVE

# NOTHING SELLS LIKE PRINT

The power of print draws *you in*. That's why they call it a hook.

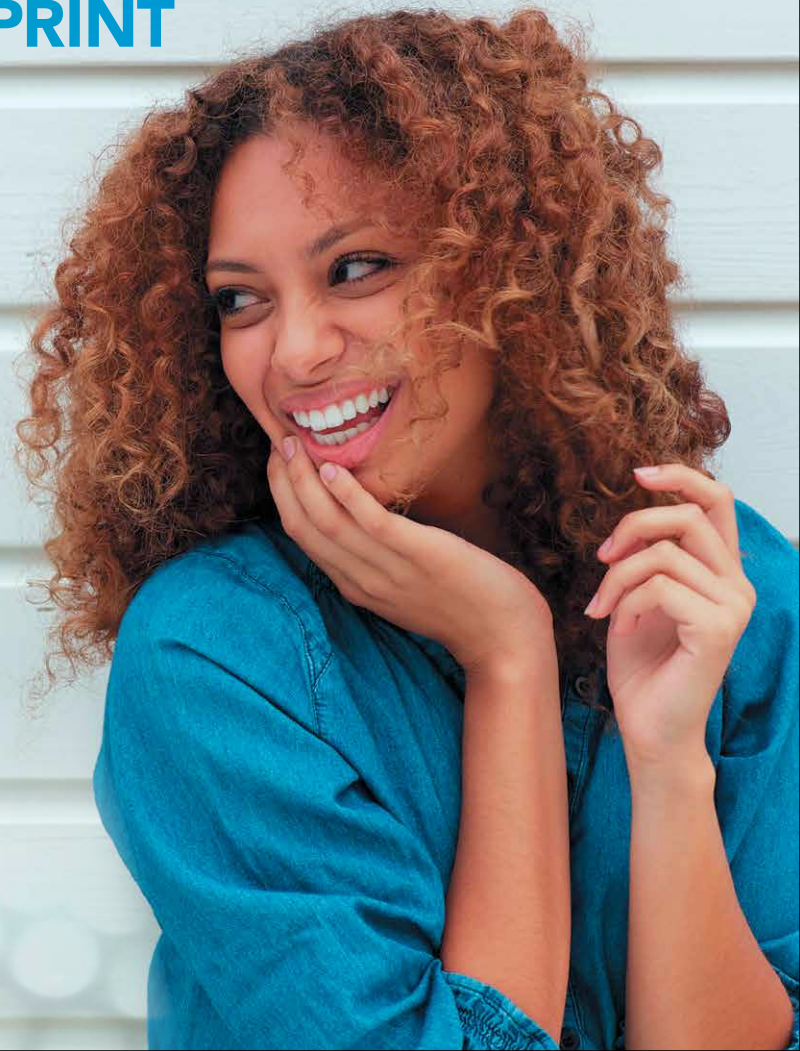
A notable presence other marketing lacks. It stimulates senses. Visual, tangible and enchanting. Tactile marketing commences.

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

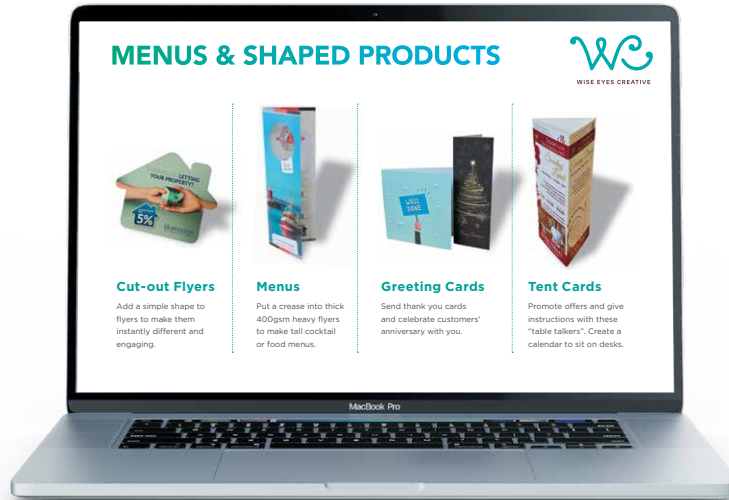
It's our pleasure to present this playbook. Ideas in each category. Three top picks, curated carefully: Favourite, fab, and fancy.

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.*



# CONTENTS



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. If you  
don't see what you're looking for – just ask!

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# 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. All our laminated business cards use a biodegradable laminate. It's better for our planet. Learn more on page 18.



## favourite



### LUXURY BIO BUSINESS CARDS

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

500 from €85



### STARMARQUE BIO BUSINESS CARDS

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

500 from €95



### OPULEAF LUXE FOIL BUSINESS CARDS

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

500 from €290

# STATIONERY

Don't 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.



## favourite



### CORPORATE STATIONERY

120gm bright white smooth wave paper is our number one seller.

**Letterheads:** 1000 from €160

**Compliment Slips:** 1000 from €110



### RECYCLED STATIONERY

A splendidly thick 120gsm premium stock made from 100% recycled fibres.

**Letterheads:** 1000 from €130

**Compliment Slips:** 1000 from €95



### PHARAOH STATIONERY

120gsm Pharaoh natural cotton paper with a thick cotton feel and subtle sand colour.

**Letterheads:** 1000 from €210

**Compliment Slips:** 1000 from €140

# THINGS TO POST

Delivering your message through a postbox really gets you noticed. People can't resist the allure.

We can help you create a compelling message to post on a card. Or rustle up a slick piece of direct mail to help you generate a quick response.





## favourite



### POSTCARDS

Kiss me quick, read me slowly.  
Save on envelopes and post a glossy postcard with easy-write reverse.

1000 from €125



### ONE-PIECE MAILERS

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

1000 from €230



### VOUCHER CARDS

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

1000 from €389

# 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.

Simple yet powerful, this versatile attention-getter comes in a range of sizes and paper types to suit any budget.



## favourite



### PREMIUM GLOSS LEAFLETS

Our popular 170gsm gloss is thicker than an average leaflet, glossy and luxurious.

1000 from €110



### RECYCLED LEAFLETS

120gsm premium stock with uncoated natural finish. Made from 100% recycled fibres.

1000 from €130



### PREMIUM SILK LEAFLETS

170gsm silk art paper feels super thick and smooth with a refined silky finish.

1000 from €125

# 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.





## favourite



### GRAND SUEDE FOLDERS

A luxurious soft-touch feel.  
Holds A5 or A4. Clever engineering  
makes this our best value.

A5 250 from €390



### CORPORATE FOLDERS

One extra flap, gives you 50%  
more selling space than other  
folders. To hold A4.

A4 1000 from €1190



### FAT FOLDERS

Great for delegate wallets as  
they hold up to 2cm of paper.  
To hold A5 or A4.

A4 250 from €980

# 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.



## 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.

500 from €90



### NOTEPADS

Printed in full colour on 80gsm bond and glued in 50's with a board back. Sizes range from a pocket-sized A7 right up to a table-topping A2.

500 from €435



### STICKY NOTES

Branded Sticky Smart Notes! The perfect addition to any business stationery kit.

500 from €500

# 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.

500 from €78



### GLOSS BIO FLYERS

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

500 from €98



### SHAPED PROMO FLYERS

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

500 from €140

# THE BETTER CHOICE



## BIODEGRADABLE LAMINATED PRINT

Single-use plastics are no stranger to the eco-conscious. And we're always asking how we can do more to help. To be better.

So over three years ago we switched all of our matt and gloss laminated print to a new biodegradable laminate. That's every laminated business card, flyer, folder, booklet cover, appointment card and postcard.

It looks like regular lamination and feels lovely. When the print reaches the end of its useful life, it composts. Within two years it's gone. Without leaving any contaminants in the soil.



## favourite



### FABU-GLOSS BUSINESS CARDS

High quality 400gsm silk artboard with a biodegradable gloss laminate applied to the front. A professional finish with a super shiny shimmer that radiates vibrant colour.

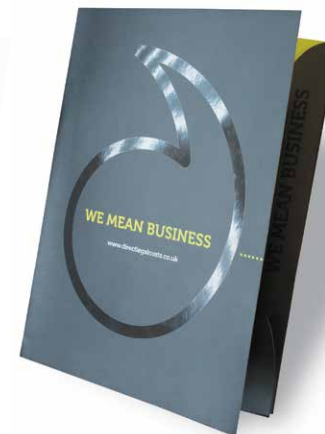
500 from €86



### LUXURY SHOWCARDS

Make the best impression with these 400gsm thick cards with a sophisticated matt laminated finish. Great for handsome hand-outs and magnificent menus.

500 from €110



### STARMARQUE PRESENTATION FOLDERS

400gsm artboard with biodegradable matt lam on both sides with gloss varnished spot UV highlights on the front. Deliciously decadent.

500 from €1200

# FOLDED LEAFLETS

Let your story unfold – break information down onto panels and make 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. Right up to a gargantuan A1 (perfect for maps, guides, and planners).





## favourite



### PREMIUM GLOSS LEAFLETS

Thicker than your average leaflet, colours look impressive on this high quality 170gsm gloss art paper.

500 from €160



### PREMIUM UNCOATED LEAFLETS

These 160gsm uncoated leaflets have a thick, velvety feel for an elegant and tasteful finish.

500 from €170



### PREMIUM SILK LEAFLETS

Thick, smooth and tasteful. Folded 170gsm leaflets feel like heavyweights with a subtle sophisticated shine.

500 from €190

# THINGS TO GIVE

Branded giveaways work so well in marketing. Cool stuff gets noticed instantly. But seeing a brand each and every day does magical things.

Create a long-lasting impression by sending useful branded gifts to your best customers. They'll get feel-good vibes each time they use it.



## favourite



### WALLPLANNERS

Your logo on their wall the whole year. Printed on 170gsm in glorious full colour. Choose from large A2 or Super A1 "Big Boy" with the option to fold to A4.

**A2 WALLPLANNERS** 500 from €478



### ALUMINIUM PENS

Our aluminium ballpoint pens have click action mechanism, lacquered finish, polished shine, and striking chrome details. Available in a rainbow of colour options.

500 from €380



### CAMPING MUGS

When these branded beauties are warming the cockles with a hot cocoa, they'll thank you for it. 13oz enamel camping mug with a high gloss finish.

from €25 each



# BOOKLETS

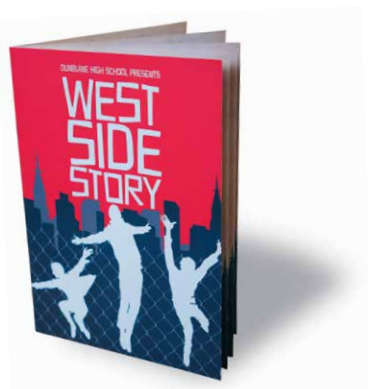
Our stapled booklets start from 8 pages and go up to 64 pages. If you need more pages, ask for options.

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.



### **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.



### **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 bio-laminate and spot UV highlights.

Contact us for pricing

# THINGS TO EXCITE

Use the power of print to surprise. Excite. Captivate.

We've highlighted a handful of quirky delights here, but we have plenty more ideas like this to help you increase engagement levels.



## favourite



### SCRATCH CARDS

Nobody can resist a scratch card. Available in a variety of shapes and sizes, with a single or multiple latex scratch panels.

500 from €95



### CUT-OUT FIGURES

Welcome visitors to your store, expo stand or office with a life-sized cut-out person or creature.

**5MM FOAMBOARD** or **10MM CORREX**

from €78 each



### CHOCOLATE ADVENT CALENDARS

Our custom printed chocolate advent calendars make a fun and delicious Christmas giveaway. Each calendar includes 50g of milk chocolates behind 24 windows.

100 from €995



# STICKERS

Get 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. Or not :)

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.

100 sheets from €105



### SPLIT-BACK STICKERS

Printed in full colour on 135gsm self adhesive split-back sticker material. Available in popular rectangular sizes, or choose a simple custom cut-out shape.

500 from €231



### WINDOW STICKERS

Adhesive cut-out decals, perfect for logos, telephone numbers and words.

Contact us for pricing

# 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 customers.

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



**KEY WALLETS**



**SWING TICKETS**



**WOBLERS**



**STRUT CARDS**



**SILK DOOR HANGERS**



**LUXURY NANO CARDS**

Contact us for pricing



# INVITATIONS

You're invited to make a splash. To kick off your shoes. To put on a show. To launch something new. To push the boat out. To celebrate.

More than ever, your event is worth making a big fuss over. And nothing else other than a professionally printed invitation will do it justice.

Whatever you have planned, don't be sat on your own with a mountain of sandwiches. Make sure people turn up to your event. Send them smart invitations.





## favourite



### SILK INVITATIONS

Printed on a sumptuous 400gsm silk artboard, these invites are a cost-effective way to leave a heavyweight impression.

250 from €110



### STARMARQUE BIO INVITATIONS

StarMarque Bio invitations (spot UV) are matt laminated with biodegradable film, with gloss varnished highlights applied to the front.

250 from €192



### OPULEAF LUXE INVITATIONS

Decadent invitations with wow factor. Matt laminated with a choice of copper, silver or gold foil highlights.

250 from €572

# 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



### SILK MENUS

Thick 400gsm silk artboard.  
Supplied flat or creased for easy folding. Want them wipeable?  
Ask about our lamination options.

250 from €180



### 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.

250 from €192



### STARMARQUE BIO MENU COVERS

Does your menu change as often as your chef's mood?  
Laser print your own A4 or A5 sheets and then tuck into impressive menu covers.

250 from €706



# BANNERS

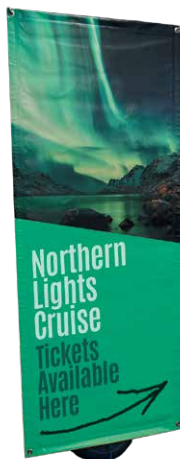
Throughout history, banners have been used as a focal point. A way to communicate your position. To bring people together, to motivate and boost morale, loyalty and team spirit. So it's little wonder they garner as much attention today.

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!





## favourite



### EXPOSURE BANNER STAND

2.0 x 0.8m outdoor banner stand printed on a 440gsm PVC, supplied with water base for a stable display.

from €246 each



### 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.

from €371 each



### KING PYTHON FABRIC STAND

At 3.5m tall, this enormous fabric display will tower above others, giving your expo stand extra height. Base weighted for stability.

from €850 each

# WALL SIGNS

Look the business with low-cost durable signage for walls, indoors and out.

Perfect for mission statements, inspirational messages and navigational signage too. Get custom-sized panels cut to shape or choose from a range of popular sizes.

We've featured a few of our most popular options here. Looking for something a little more bespoke? No problem, just ask.

#18  
GOT  
THEIR  
BACK

#17  
KNOW  
THE  
RISKS

#16  
SHARE  
QUICKLY  
KILL  
QUICKLY

#14  
TH



## favourite



### FOAMEX SIGNS

Foamex signs are made from heavier grade foam PVC, which results in a rigid and lightweight flat sign. Choose from 1mm, 3mm, 5mm and 10mm thicknesses.

from €45



### TRAY SIGNS

Sometimes these are called 'pan signs' and they're a bit like a big biscuit tin lid. They're made from aluminium and covered in full-colour laminated vinyl.

from €194



### ACRYLIC SIGNS

Beautifully rich photo-realistic signs that are both scratch and shatter-resistant. Clear or white acrylic backing in a choice of 3mm or 5mm thicknesses.

from €58



## *Get in touch...*

### *We're local...*

When you buy from us you're supporting a local business. We live where you live. It's our home too. We know what's going on in your business community.

### *We're connected...*

You get the best of both worlds. We are a creative team, ready to help with your design and marketing. And we are hooked up to a high-tech production to offer quality print products and reliable service.

### *We're reliable & fast...*

We can deliver anywhere in Ireland and the UK, and we despatch 99.9% of orders on time or early.

*See how we can bring  
your business alive...*



**WISE EYES CREATIVE**

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**PROUD SUPPORTERS  
OF LOVE CARLOW**