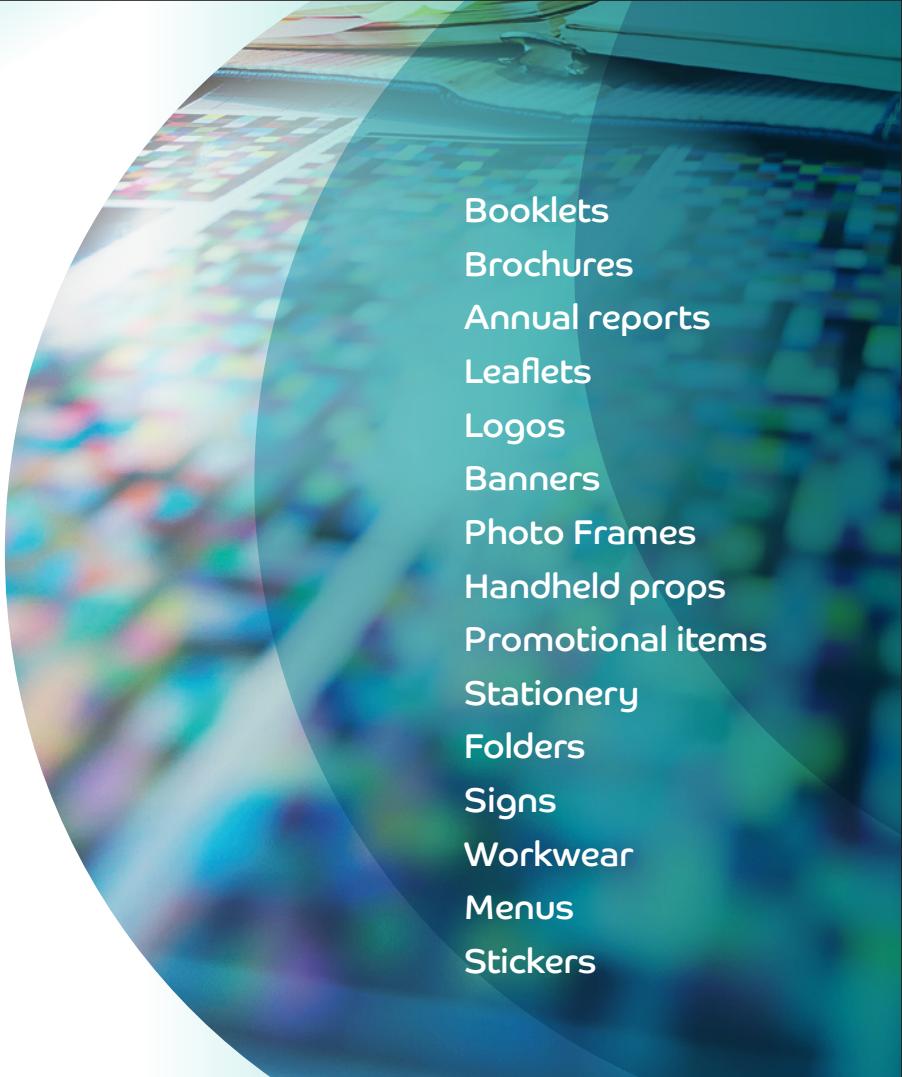




# Marketing & Essentials Printing Playbook



- Booklets
- Brochures
- Annual reports
- Leaflets
- Logos
- Banners
- Photo Frames
- Handheld props
- Promotional items
- Stationery
- Folders
- Signs
- Workwear
- Menus
- Stickers

Strategic & visual thinking. Exceptional creativity. Professional print.

# Nothing Sells like Print



In a world of fleeting digital messages, print still has the power to stop people in their tracks. It engages the senses, builds trust and leaves a lasting impression long after the screen has gone dark.

We are Louise Fitzgerald and Clare Fitzgerald, two sisters-in-law and the team behind our Wise Eyes Creative. We take pride in working closely with our clients to strengthen their branding and bring their ideas to life in print. From refining visual identities to preparing impactful materials for marketing campaigns and sales events. We focus on graphic design that not only looks good but works hard for your business.

We believe great print starts with great collaboration. By understanding your goals, your audience and your brand we create thoughtfully designed, professionally printed materials that help you stand out and sell with confidence.

t 059 9180093  
e [hello@wiseeyes.ie](mailto:hello@wiseeyes.ie)  
[www.wiseeyes.ie](http://www.wiseeyes.ie)



Sometimes too much choice is daunting. That's why we have featured just a trio of options on each page, but 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.



favourite

FANCY



## LUXURY MATT BUSINESS CARDS

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

**500 from €85**

## SPOT GLOSS BUSINESS CARDS

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

**500 from €95**

## SHAPED BUSINESS CARDS

Instantly memorable -  
shape your card to suit  
your logo or brand.

**500 from €195**

# 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.



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## CORPORATE STATIONERY

120gm bright white smooth wove 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

# Leaflets

Pamphlets, leaflets, flyers. 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.



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FANCY

Fabulous




## 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

# 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 there are folding options for most sizes. Right up to a gargantuan A1 (perfect for maps, guides and planners).



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FANCY



## 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

# Booklets

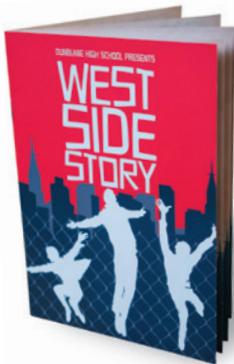
Our stapled booklets start from 8 pages and go up to 64 pages. If you need more pages, ask for options.

Add a thicker cover with a stylish finish for that extra persuasive touch.



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## 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

# 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.

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## 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.

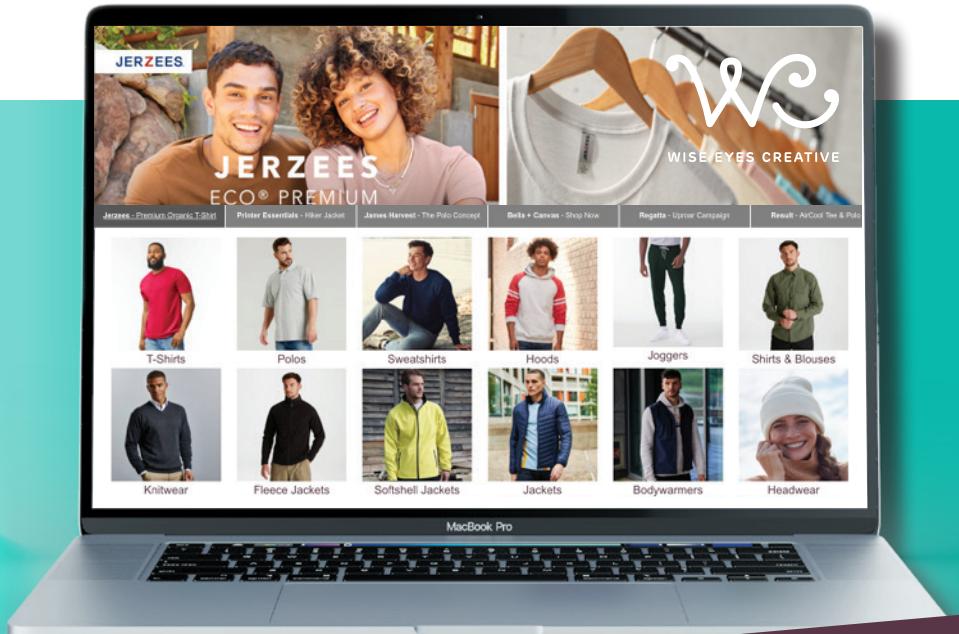
A4 1000 from €1190

## FAT FOLDERS

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

A4 250 from €980

# Workwear and Promotional Clothing



[www.wiseeyesclothing.ie](http://www.wiseeyesclothing.ie)

# Branded products

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.



## WALLPLANNERS

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

**A2 WALLPLANNERS** 500 from €478



## 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



## 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

# Photo Frames & Handheld Props

Turn your events into unforgettable experiences with our stunning Photo Frames and playful Handheld Props – perfect for social media sharing and getting your brand out there. Contact us for prices.



Our stylish **Photo Frames** are perfect for branding your event.

**Handheld Props** are easy to hold and eyecatching in photos - use your logo, the name of your campaign, or a tagline, a quirky quote or icons.



Rectangular, square or shaped, each frame can be customised.

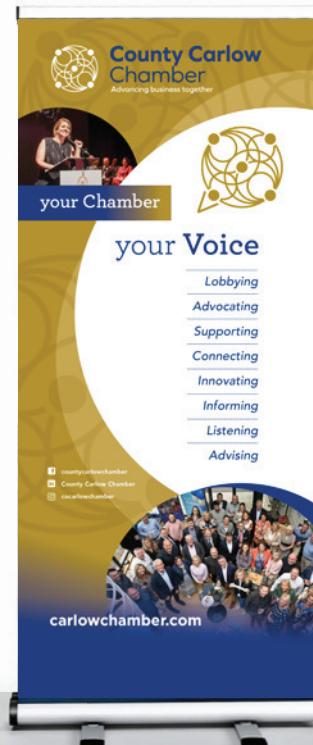
# Banner Stands

Banners are 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. We have a wide range of banners to suit any situation, indoors or outdoors.

Pull-up banner stands in different sizes, printed one side with carry case. We also supply banner stands printed on fabric.



From €140 each



# 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.

Prices correct at time of print. Print prices do not include design costs.



**Good design is good business**

t 059 9180093  
e [hello@wiseeyes.ie](mailto:hello@wiseeyes.ie)  
[www.wiseeyes.ie](http://www.wiseeyes.ie)

