



THE 2023

HANDBOOK

OF IMPACTFUL IDEAS

MAKING
BRANDS
SHINE
BRIGHTER

northstar
design // print // promote



EST 1991

FEATURING



NEW YEAR, NEW START

“YOU ARE WHAT YOU EAT”

However, in business, you are what you *repeat*. Traditionally, many folk will be reviewing their behaviours. Working on some changes. But let's not call it a New Year Resolution. Resolutions are fleeting. Success is determined by our *habits*. “We are what we repeatedly do” (*Not Aristotle*).

FORGET MVP, YOU NEED MPT

Put simply, marketing is about the right MPT. The right *message*, to the right *people*, at the right *time*. We can hone our message and identify the people we serve best. But the ‘right time’ can be a bit of a moving target. So we need to do what we can to stay ‘top of mind’.

THE MAGIC FORMULA

There's perhaps no silver bullet with marketing. No *guarantees*. However, one steadfast way to boost performance is repetition. Placing your brand, your message, in places your audience will likely see it. Repeatedly, consistently, tenaciously, over a sustained period of time.

A WINNING HABIT

It often takes several connections to win a new customer. A mixture of marketing touchpoints. Luckily, we have everything you need to promote your business, all in one place. So make ‘winning more business’ a habit of yours this year.

**CONTACT US TODAY
TO START PLANNING YOUR
MARKETING ROADMAP FOR THE
WEEKS AND MONTHS AHEAD**

call us on
01257 786660

BRANDING & DESIGN

Some people think a “brand” is just a logo. But it’s much more than that. Your brand is about how you make people feel. Great design sparks emotion.

93% of all human communication is visual. You can make the most of photos, illustrations, layout, colours, and fonts, to tell a story in a certain style. This style should be applied consistently across everything you do.

That’s your shopfront, your signage, your socials. Your website, your windows, your wheels. Your team at a show, the displays behind them, the marketing and giveaways handed out. Everything. Each touchpoint builds trust.

Let us help. Design is at the heart of everything we do.

call us **FREE** on
01257 786660



Build on brand consistency for authenticity and trust.

Talk to us about creating bespoke brand guidelines for your business.



BRANDING & DESIGN



MERCH & PROMO

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.

Browse our bonanza of branded promotional merchandise online. We've everything you'd expect to see, plus perhaps a few surprises like branded coffee machines, shoe laces and lip balms!

call us on

01257 786660



UMBRELLAS



MUGS



PENS



AIR FRESHENERS



LAPTOP SLEEVES

10, 13 or 15 inch neoprene laptop sleeve case



BLUETOOTH EARBUDS

Wireless bluetooth earbuds with printed logo

USB STICKS

Butterfly 4GB USB sticks with printed logo

POWER BANK

2000 mAh battery capacity, charged in around 2 hours

MUGS

From ceramic mugs to camping mugs, travel mugs, and more

MOUSE MATS

Customisable full colour 3mm thick rubber mouse mats

EXHIBIT & DISPLAY

Exhibitions, trade shows and events are a great way to find new clients, launch new products and try out new things. They're an investment. But, take the time to plan your show, and you could reap big rewards.

Sometimes it's not just what you say, it's how you look when you're saying it. Our Exhibit range gives you the tools to emphasise your message. For the first time, create enormous eye-catching displays without the eye-watering price tag.

Seeing is believing. Drop by your neighbourhood printing.com studio to goggle at the samples and talk through the best options for your business.



DISPLAY STANDS



BOOTHS



BACKDROPS



FLAGS



FURNITURE



GAZEBOS

[printing.com/uk/exhibit](https://www.printing.com/uk/exhibit)

A CEILING HANGERS

The ultimate way to add branding to your ceiling space

B LITERATURE STANDS

In a bunch of styles made for showcasing brochures, TVs or tablets

C BANNER STANDS

In a range of sizes and styles to suit every budget (and ceiling height!)

D SEATING

A variety of branded chairs, cubes and beanbags for every posterior

E BOOTHS

Hassle free, lightweight space makers for exhibitions and partitions



SIGNS & SPACES

Bring the outdoors inside. And by that we mean bring customers through the door. Catch the attention of passers-by. Pull punters off the pavements.

Beautifully designed, well thought-out signage displayed across your business can have a huge impact on customer experience. A smart sign outside your entrance will give a great first impression. And even once inside, wall and floor graphics can create amazing spaces for customers and employees alike.

We can help you plan your next project, to choose the right type of signage and graphics for your business, and we'll make it look amazing too.



FOAMEX SIGNS



WINDOW VINYL



ACRYLIC SIGNAGE



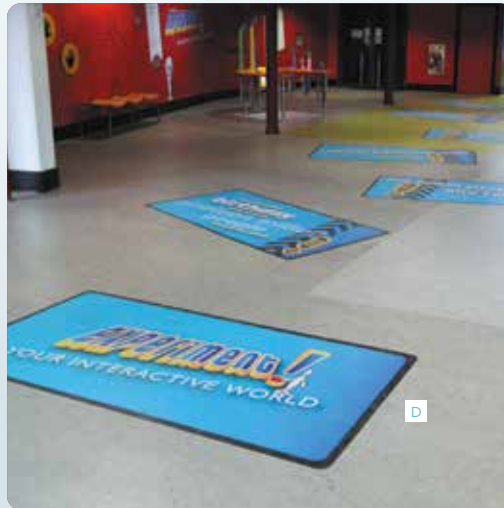
WALL VINYL



TRAY SIGNS



VEHICLE GRAPHICS



- A Wallpaper**
Strips of premium printed wallpaper with bespoke design
- B Printed Boards**
Panels printed on composite aluminium, correx, or foamex
- C Wall Vinyls**
Self adhesive graphics to cover large areas or add details
- D Floor Vinyl**
Neat for navigation: Indoors, outdoors, or in high-traffic areas

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PRINT

Your website needs to look impressive. It has to be clear and consistent. You know that already.

But big brands don't just focus everything online. They combine their online presence with offline marketing. Why?

Print and direct mail is proven to build trust. It's perceived to be more credible. It plays with emotions. And it appeals to multiple senses – touch and sight. There's nothing like it. And you can exploit that power, very cost-effectively.



INSTANT ONLINE PRICES

Sometimes too much choice is daunting. That's why we put our Printing Playbook together. It features just a trio of options on each page. But the truth is, we have *thousands* of sizes, styles and finishes to choose from.

So if you're looking for something you don't see – just ask!



To get a price, click on the magnifying glass at www.printing.com then enter the product names from this mailer into the search bar, or simply browse all.





BUSINESS CARDS



STATIONERY



FLYERS



SCRATCH CARDS

- AND LOTS MORE...
- BOOKLETS
 - BUSINESS CARDS
 - FLYERS
 - FOLDED LEAFLETS
 - FOLDERS
 - GREETINGS CARDS
 - INVITATIONS
 - LEAFLETS
 - MENUS
 - NOTEPADS
 - POINT-OF-SALE
 - POSTCARDS
 - POSTERS
 - SCRATCH CARDS
 - SHOWCARDS
 - STATIONERY
 - STICKERS
 - TENT CARDS
 - WALLPLANNERS

FÜNKICOMFI

Fünkicomfi is our range of branded designer wfh wear. Promote your brand while on camera, at events, in meetings, while on the move – anywhere you go!

All pieces are made from relaxed, cosy materials and feature your embroidered logo somewhere prominent.

printing.com/uk/funkicomfi



HATS & SCARVES



TOPS & BOTTOMS



HOODIES



JACKETS & GILETS