

SECTOR SPECIFIC  
SUGGESTIONS FOR INSTANT

# BRAND IMAGE ELEVATION



FROM  **printing.com**<sup>®</sup>

# MAKE YOUR LIFE **SWEETER**

In 2008 Melissa got fired.

Then, she did what many of us would do in the same situation. She went home and baked cupcakes. No, not to stuff her face in sorrow. But to start a business. Selling tiny cakes.

She started with a business name, logo and website. Then tastings from branded pop up stalls at events across the city. All the while elevating her brand image with the perfect recipe of branded delights. Signage and social. Boxes and balloons. Clothing and cards. Fast forward to today, Baked by Melissa has sold over 200 million cupcakes.

Over the next baker's dozen of pages we've hand-picked a selection of sector-specific ideas. It's a recipe you can use to instantly elevate your brand image, and ultimately make your life sweeter.



\*This one's not actually baked by Melissa. Still looks yummy though.



Throughout May, National Photography Month is celebrated in many parts of the world.

In recognition, further elevate **YOUR BRAND** by sharing a workplace selfie.

In return, you get the chance to **WIN** one of these cool **Instax cameras**.

You have a choice of 3 colours. Win and you can take your 'pic'. Get it?

As in Picture. OK, never mind.

## HOW TO ENTER

Simply head to Instagram and post a picture or video of **YOU** in your **WORKPLACE**.

This could be serving customers, posing outside your shopfront or vehicle, or a selfie rocking branded gear.



### RULES OF THE GAME

By sharing your content, you agree we can share your photo or video on social media platforms and you allow us to use your image for promotional purposes. However, we reserve the right to choose not to show it. 3 different winners will be chosen by our judging panel. Judges decision is final. The competition is running across printing.com and Nettle brands in the UK and ROI. Each winner will be sent one Fujifilm Instax SQUARE SQ1 camera with film, subject to availability. No cash alternative.

Entries must be received by 30/06/2023.

### STEP 1

Post a picture or video on Instagram of you in your workplace.

### STEP 2

Mention [@printing.com.uk](https://www.printing.com.uk) and use the hashtag **#InstaVation**

### STEP 3

Follow us on Instagram [@printing.com.uk](https://www.printing.com.uk) We'll repost our favourites and choose 3 lucky, but also clearly talented, winners.

### 3 WINNERS WILL BE CHOSEN

By our judging panel based on this awarding criteria:

- Branding / Background
- Popularity / Engagement
- Best vibe / Fun factor

### 📷 NO INSTA?

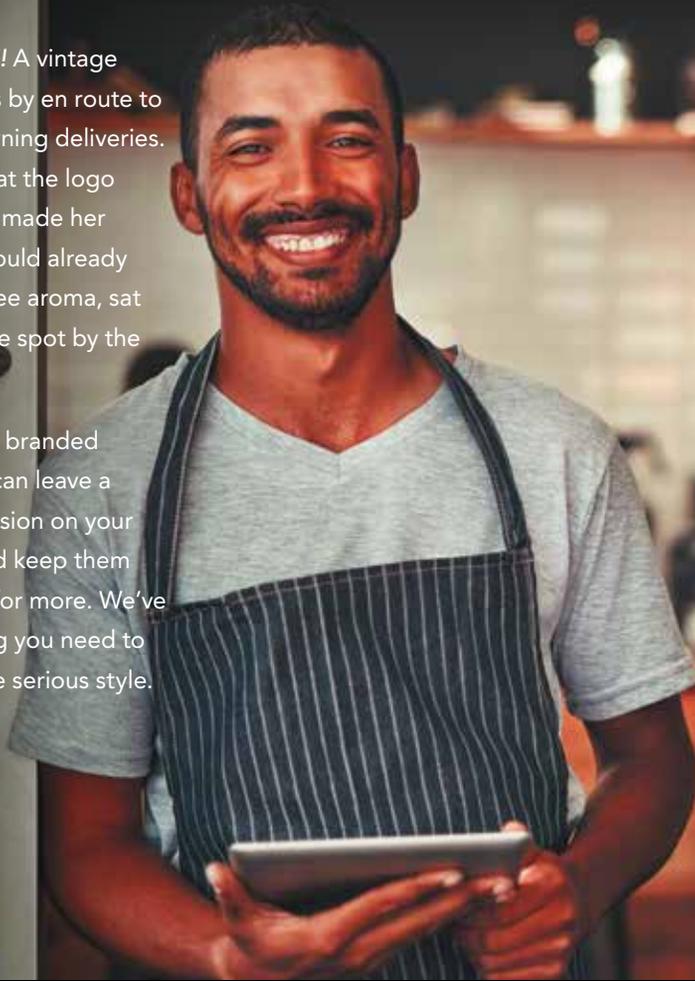
No problem! Let us know if you'd like help setting it up. We can even design custom branding for your profile.

In the meantime, if you'd still like to enter, either ask friends/family to post, or you can email your photo to [instavation@printing.com](mailto:instavation@printing.com)

# HOSPITALITY

*Trr-ing trr-ing!!* A vintage bicycle passes by en route to the cafe's morning deliveries. Just a glance at the logo on the basket made her feel like she could already smell the coffee aroma, sat in her favourite spot by the window.

A consistently branded environment can leave a lasting impression on your customers and keep them coming back for more. We've got everything you need to serve up some serious style.



## A **SILK DOOR HANGERS** DOORSKSM

Avoid embarrassing encounters with discreet door hangers

## B **BUDGET PLACE MATS** PMIA30T

Advertise weekly specials or print fun activities for kids

## C **PARASOLS**

Get your brand basking in the afternoon sun

[Q PARASOLS](#)

## D **1M CAFE BARRIERS (Black)** FDC1T0B1

Longer lengths and chrome frames available

## E **TAKEAWAY BOXES**

Get your logo seen all over town with branded takeaway boxes

[Q TAKEAWAY BOXES](#)

## F **2X2M GAZEBO** NEW FDSMS2FC

Entry-level Gazebo. Sunshine not included

## G **MENUS**

Get taste buds tingling ahead of service with a beautiful menu

[Q MENUS](#)

## H **PRINTED APRONS** WMUKAPRO

Create a warm welcome with matching branded aprons for all the team



NEW



# RETAIL

Why did the shopper cross the road? Because the window display offered free samples.

Whether it's the hustle and bustle of the high street or an out-of-town store, your business is a destination.

Are you ready to attract new arrivals? Our range of branded ideas will help you stand out from the crowd and continue to be remembered.



## A PAVEMENT SIGNS

Use a bold pavement sign to capture the attention of passing trade

[PAVEMENT SIGNS](#)

## B FOLIO WALLETS FOLIOWL

Put receipts in wallets printed with a friendly message to encourage a return visit

## C POSTERS

Shout about your sales, events and offers

[POSTERS](#)

## D BUNTING WMUKTRIA

Break out the bunting for special occasions and seasonal celebrations

## E WINDOW VINYLs IGWCF1

Never stop messaging, even when your store is closed with window vinyls

## F PRODUCT TRAYS IGCDU1

Highlight items for sale on a counter top

## G STICKERS

A quick and easy way to brand packaging

[STICKERS](#)

## H ROPE HANDLE BAGS YKAMPX1

Create post-sale positive vibes with decadent branded packaging



# TRADES

As a tradesperson, you know the importance of having the right tools for the job. But did you know that your brand is an equally valuable asset for your business?

Our range of products, including custom-printed workwear and vehicle graphics, will not only help you look more professional but also increase your visibility and attract more customers.

## A HOODIES

Wear your logo with pride for all to see

[HOODIES](#)

## B VEHICLE MAGNETS IGMAGA

Elevate your vehicle with decorative signage

## C HI VIS WMBAHIV1

Why opt for generic when you can wear branded safety workwear?

## D AIR FRESHENERS

Align your brand with a fabulous fragrance and trigger some happy vibes

[FRESHENERS](#)

## E PVC BANNERS LFPVC51

Ensure passers by know who's responsible for that wonderful work you're doing

## F NCR PADS

Leave customers with a lasting impression

[NCR](#)

## G BARRIER COVERS FDBACBS

Hide ugly barriers with printed covers and advertise your company at the same time

## H PENS

A promotional giveaway favourite

[PENS](#)

[printing.com/uk/workwear](http://printing.com/uk/workwear)



A



B



C



D



[printing.com/uk/branded-merchandise](http://printing.com/uk/branded-merchandise)



E



F



G



H



# OFFICE

With your brand's logo plastered on everything from the corridor to your coffee mug, you can't help but feel like you're all part of one team.

This isn't just a workplace, it's mission control.

Who knows, maybe someday you'll all get matching tattoos. But for now, you'll settle for collaborating on the latest project and crushing your goals together.

**A MUGS** Choose from 6 styles

[MUGS](#)

**B LANYARDS** NKAILANY

Create unity amongst your office team

**C DUAL BANNER STAND** NEW

Budget and deluxe versions available in various widths

[DUAL](#)

**D FOLDERS**

For well dressed documents

[FOLDERS](#)

**E ENVELOPES**

[ENVELOPES](#)

**F STATIONERY**

[STATIONERY](#)

**G MATT TRIPLEX BUSINESS CARDS** NEW

Add personality to your business cards with a multi-layered sandwich style card WMOFUNC3

**H FABRIC BOOTHS**

Revamp breakout spaces or meeting areas

[BOOTHS](#)

**I SEATING CUBE** FDSBOSFC



NEW



NEW



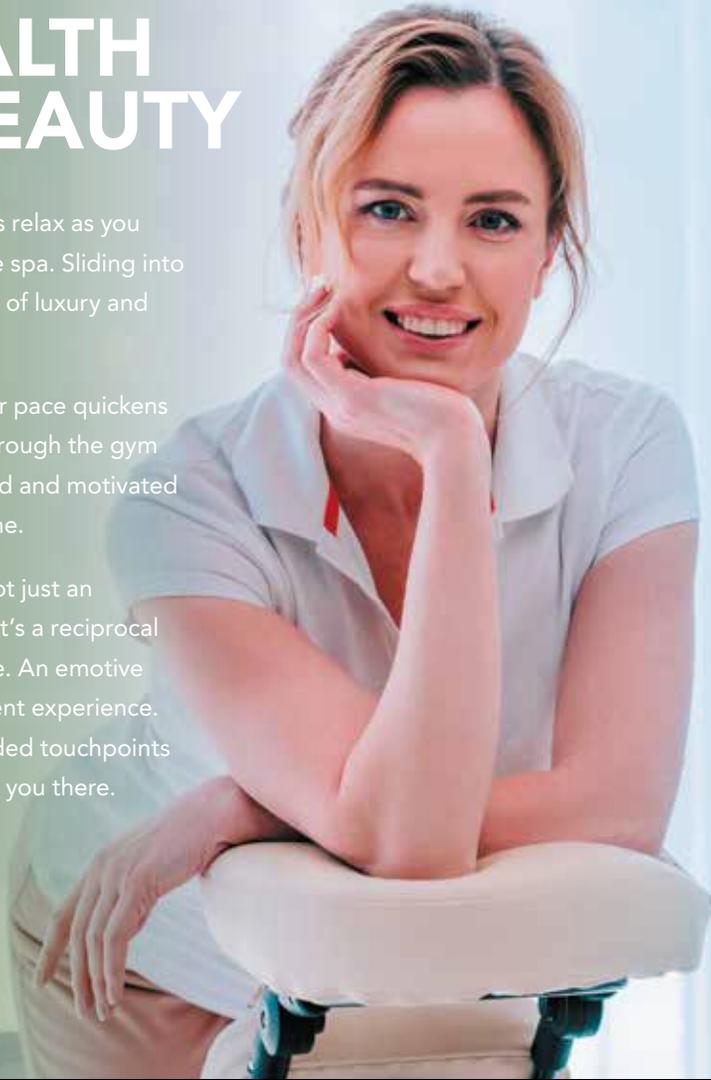
[printing.com.com/uk/exhibit](http://printing.com.com/uk/exhibit)

# HEALTH & BEAUTY

Your shoulders relax as you step inside the spa. Sliding into a comfy space of luxury and self-care.

Or maybe your pace quickens as you walk through the gym doors. Focused and motivated to get this done.

You see, it's not just an entranceway. It's a reciprocal rite of passage. An emotive part of the client experience. Multiple branded touchpoints help transport you there.



## A **ETCHED WINDOW STICKERS** IGWGEA3S

Add sophistication to internal windows instantly with etched stickers

## B **GLOSS FOLDED LEAFLETS** MBG3MS4L

Our most popular folded leaflets work wonderfully as price lists

## C **POLO SHIRTS**

All our polo shirts can be embroidered with your logo in one location at no extra cost

[Q POLO](#)

## D **HAND SANITISER STATIONS**

Countertop, wall mounted or floor-standing sanitising stations

[Q SANITISER](#)

## E **STRUT CARDS** IGSCA4

Choose from 4 popular sizes

## F **SPORTS BOTTLES** WMUKSPOR

Choose from white or silver aluminium

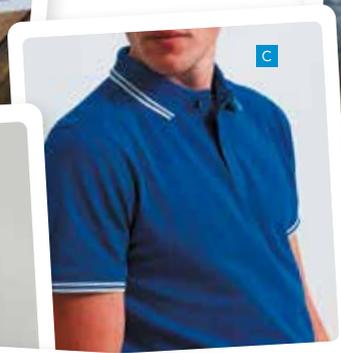
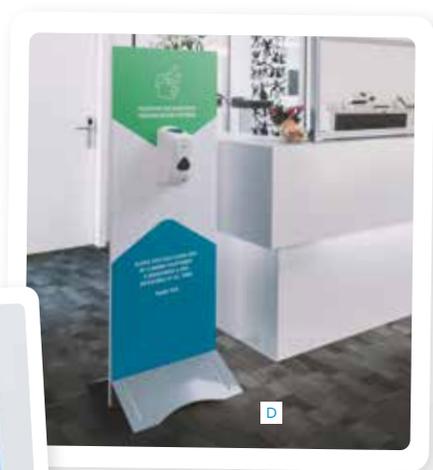
## G **PLASTIC CARDS**

Instantly elevate your brand with exclusive-looking membership cards

[Q PLASTIC](#)

## H **APPOINTMENT CARDS** APWALL4

Help clients track their appointments



# (ALWAYS) OPEN FOR BUSINESS

*Congrats!*

You've just hired a real gem.

This dedicated employee greets customers, showcases your products, and takes orders. Even when you're 'closed'. What's more, they never take a day off and don't need a break.

This crucial member of your team is, of course, your website.

But just having a website isn't enough. You'll also need a way to help customers find you. Lucky for you, we're friends. And we know lots of practical ways to drive the right kind of visitors to your site.



[websitesbyprinting.com](https://www.websitesbyprinting.com)



A professional-looking website just gets you in the game. How hard is your website working for you? Does it generate sales leads? Allow customers to book online? Take payments and ship products?

We've helped thousands of businesses get the most from their website. Whether it's selling online, improving the user experience, or just getting started.

- ✓ **RESPONSIVE**
- ✓ **ONLINE BOOKING**
- ✓ **ECOMMERCE**

POP IN TO YOUR LOCAL PRINTING.COM STUDIO FOR A **FREE** CONSULTATION  
[www.websitesbyprinting.com](http://www.websitesbyprinting.com)





# BRAND IMAGE ELEVATION



 **DELIVERY INCLUDED\***

**The small print:**

\*Prices shown include delivery to one UK mainland or Northern Ireland address.

They exclude VAT and design.

Faster turnaround upgrades are available – ask for a price.

See full product specifications online. Participating studios only.

book an **online video**  
**meeting** or **order online** at  
**printing.com**

call us **free** on  
**0800 19 555 90**

The Delivery  
Group

