



instantprint.

# Your Christmas Print Wishlist

[www.instantprint.co.uk](http://www.instantprint.co.uk)



# Hey,

Hey, Adam and James here wishing you all the best in the lead up to Christmas.

We'd just like to say a huge thank you for printing with us this year and to help make sure you end the year on a bang, we've put everything you need for Christmas in one handy place!

As far away as it seems, many businesses start planning their Christmas promotions months in advance. And being prepared with your print is the perfect thing to ease the stress all of us business owners face during the golden quarter. From Christmas promotions to workplace party season, we hope this special issue brings a little festive cheer to everyone working hard at your business.

From us, to you: here's to a fantastic year of print!

*Adam James K.*



## Contents

- |                              |                        |
|------------------------------|------------------------|
| 04 Marketing Ideas           | 16 Flyers and Leaflets |
| 05 Signage                   | 17 Refer a Friend      |
| 06 The Booklet Range         | 18 Gifting Collection  |
| 08 Christmas Marketing Guide | 20 Promotional         |
| 10 Stickers and Labels       | Tote Bags              |
| 12 Cards and Invitations     | Ceramic Mugs           |
| 14 Large Format Displays     | T-Shirts               |



***Get in the Christmas  
spirit with our new  
products and options***

21 Bookmarks

*Notebooks*

*Certificates*

22 Posters

24 Christmas Menus

25 Black Friday

26 Design Online Tool

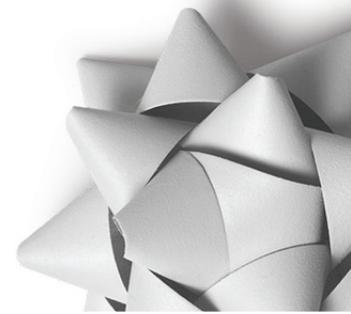
28 January Sales Preparation

30 2020 Planning

31 Business Stationery

32 Business Card Collection

34 2020 Calendar Printing



\*\*All prices are accurate at time of print 28/08/2019

\*\*\*Prices are based on minimum order quantity

# Merry & Bright Marketing Ideas

The huge increase in footfall over the festive season makes Christmas one of the most wonderful times of the year for business. With hoards of potential customers flocking to the streets to find the perfect presents for their nearest and dearest, you need to make sure your business stands out. Make sure you're stocked up on all the big advertising tools to promote your store as the best on the block this Christmas.



# Signage

From Christmas markets to instore events and sales, you need a stand-out sign that won't let you down. We have a range of indoor and outdoor, temporary and long-term and even recyclable signage options so your message will shine all winter long.



**Dibond**  
From £80



**Magnetic**  
From £44



**Foam**  
From £20



**Cardboard**  
From £22



**Correx**  
From £18



"Ordered a A0 Board for my bedroom. Their quality checking software worked great and the end result turned out just like the proof. Faultless delivery and a quick turnaround"  
Craig, Trustpilot



"Amazing quality A2 foam board sign"  
Jessica, Trustpilot



"Incredible service!! - Very quick turnaround and delivery, really high quality foam board poster and no damage in the delivery process! Will 100% be ordering from here again"  
Emma, Trustpilot



A4 Perfect Bound



A5 Stapled



A5 Wirebound



# The Booklet Range

Annual reports, Christmas catalogues, pantomime programmes and more, booklets really do make it the most wonderful time of the year. Choose from a budget-friendly stapled option, a sturdy wire bound or go for a more premium feel with our perfect bound books.



## Stock Options



90gsm Value  
Uncoated



120gsm Classic  
Uncoated



115gsm Extra  
Value Silk



150gsm  
Silk



130gsm  
Value Gloss



250gsm  
Silk



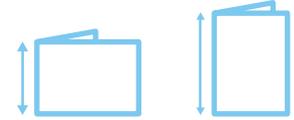
160gsm  
Uncoated



350gsm  
Silk



250gsm  
Uncoated



AVAILABLE PORTRAIT  
AND LANDSCAPE



**“Excellent service and value. Submitted my order for A5 size booklets as a pdf. Proofed, printed and delivered to me within 3 working days.”**

Phi, Trustpilot

### Stapled/Stitched

	From
A6 (105mm x 148mm)	£32
A5 (148mm x 210mm)	£40
A4 (297mm x 210mm)	£101
148mm x 148mm	£40
210mm x 210mm	£45
DL (99mm x 210mm)	£34

### Perfect Bound

	From
A6 (105mm x 148mm)	£62
A5 (148mm x 210mm)	£98
A4 (297mm x 210mm)	£169
148mm x 148mm	£40
210mm x 210mm	£45
DL (99mm x 210mm)	£34

### Wire Bound

	From
A6 (105mm x 148mm)	£46
A5 (148mm x 210mm)	£49
A4 (297mm x 210mm)	£43
148mm x 148mm	£43
210mm x 210mm	£43
DL (99mm x 210mm)	£48

### Order of Service

	From
A5 (148mm x 210mm)	£41
A4 (297mm x 210mm)	£45

### 4pp Order of Service From

A5 (148mm x 210mm)	£23
A4 (297mm x 210mm)	£29





# 5 Step Christmas Marketing Survival Guide

Whether you're someone who puts up decorations on November 1st each year, or pretends that Christmas shopping is unnecessary until December 24th at 8pm, there's no avoiding it: the festive season is a great revenue opportunity for businesses. Our five-step marketing guide shows you exactly how to get through Christmas and keep your sanity.

## 1. Embrace the Decor

You might not want to decorate your premises for Christmas, but it will make your customers more receptive to buying your products.

Fun and festive posters are a great way to attract buyers to your promotions. Use them to draw people in by placing in a window, or highlight particularly great offers in-store.

## 2. Choose Music

For anyone who has ever worked in retail, Christmas songs give you a nervous twitch. We're here to tell you – it's okay, you don't have to have Christmas music.

Instead of the same old Christmas music playing in the background, lure customers into your shop with some promotional flyers instead!

## 3. Send Cards

There's something exciting about receiving a card. Create your own design that customers will want to put on the mantelpiece and your brand will be in their hearts and homes until New Year.

You can always add an incentive, like £5 off with a code, to spice your season's greetings up!

#### 4. Think Ahead

It's not just Christmas on the horizon, the New Year will be here soon. Make sure to gear up for the January sales too!

Prepare your customers for the biggest sale of the year by encouraging them to buy their Christmas gifts with you – in return for a voucher they'll get to spend in January.

#### 5. Prepare Your New Year Giveaways

Sending personalised gifts to customers, clients, employees and even friends and family is the perfect way to show how much you care. Print allows you to create something thoughtful and unique without going over your budget, allowing you to show your appreciation for their support over the past year.

Read more at:

<https://www.instantprint.co.uk/printspiration/marketing-with-print/5-step-christmas-marketing-guide-for-people-who-hate-christmas>



## Check Out Our Blogs

As part of our aim to make your business look amazing, we have hundreds of blogs full of the best tips and tricks for standing out from the crowd.

[WWW.INSTANTPRINT.CO.UK/  
PRINTSPIRATION](https://www.instantprint.co.uk/printspiration)

Want to know the best ways to use print to market your business? Or maybe you'd like some inspiration and how-tos. Our Printspiration blog covers all things print so you can feel confident with your order.

[WWW.INSTANTPRINT.CO.UK/  
THINK-BIG](https://www.instantprint.co.uk/think-big)

For startup advice and business growth tips, our Think Big blog is the place where small businesses and startups go to grow. Check out our top marketing tips, workplace training and business ideas here.





ALL TOYS  
20% OFF  
BOXING DAY EVENT



Medium Rectangle

Medium Square



Medium Circle

Small Circle



Small Square



Small Rectangle



"Excellent service from instantprint; have used a number of times for product packaging labels - good price, good quality and quick turnaround. Very happy!"  
Sebastian, Trustpilot

## Stickers & Labels

One quick, easy and cost-effective way to spruce up your store or packaging is to create your own branded stickers. Use festive colours like red and green for instant Christmas vibes.

Stickers	From (Q100)
SMALL CIRCLE (37MM)	£20
MEDIUM CIRCLE (76MM)	£25
LARGE CIRCLE (32MM)	£32
SMALL SQUARE (37MM)	£20
MEDIUM SQUARE (45MM)	£25
SMALL RECTANGLE (45MM X 80MM)	£20
MEDIUM RECTANGLE (88MM X 63MM)	£22
LARGE RECTANGLE (110MM X 75MM)	£31
XL LARGE RECTANGLE (140MM X 94MM)	£33

Stickers are a perfect addition to your christmas designs. Seal your envelopes or packaging with a Christmassy sticker for an instant seasonal branded finish!





A6 Greetings Card

148mm Square



A5 Kraft



A6 Invitation

A5 Recycled Card



# Cards & Invitations

Sort your party season prep now with official printed invitations – great for letting customers or employees know all the important details of your big winter bash. Or keep it traditional and create your own branded Christmas cards for unique season's greetings. Adding a discount code to your cards is a great way to say thanks to your best customers.

## Invitations

A6 (105mm x 148mm)

A5 (148mm x 210mm)

DL (99mm x 210mm)

## From (25 Copies)

£22

£27

£24

## Postcards

A6 (105mm x 148mm)

£25

## Greetings Cards

A6 (105mm x 148mm)

A5 (148mm x 210mm)

DL (99mm x 210mm)

148mm Square

£30

£33

£31

£27

NEW IN

Our Christmas Envelope Range



**Standard**



**Luxury**

From £2 Extra



**Red**

From £2 Extra

[WWW.INSTANTPRINT.CO.UK/  
CARDS-AND-INVITES](http://WWW.INSTANTPRINT.CO.UK/CARDS-AND-INVITES)

# Large Format Displays

They call it the golden quarter for a reason – expect sales galore this winter! Your best chance at standing out is with a print product that really sets you apart. Our large format prints are unbeatably eye-catching and strong and sturdy too!



**Wide**  
From £44 for 1



**Premium**  
From £76 for 1



**Standard**  
From £31 for 1



**Flags**  
From £89 for 1



### PVC Banners

From £30 for 1

[WWW.INSTANTPRINT.CO.UK/  
LARGE-FORMAT/PVC-BANNERS](http://WWW.INSTANTPRINT.CO.UK/LARGE-FORMAT/PVC-BANNERS)



### A-Frames

From £87 for 1

[WWW.INSTANTPRINT.CO.UK/  
A-FRAMES-AND-BOARDS](http://WWW.INSTANTPRINT.CO.UK/A-FRAMES-AND-BOARDS)



### Exhibition Stands

From £449 for 1

[WWW.INSTANTPRINT.CO.UK/  
FLAGS](http://WWW.INSTANTPRINT.CO.UK/FLAGS)

# Flyers & Leaflets

Sort your party season prep now with official printed invitations – great for letting customers or employees know all the important details of your big winter bash. Or keep it traditional and create your own branded Christmas cards for unique season's greetings. Adding a discount code to your cards is a great way to say thanks to your best customers.

## Sizes

A7 (74mm x 105mm)

A6 (105mm x 148mm)

A5 (210mm x 148mm)

A4 (210mm x 297mm)

A3 (420mm x 297mm)

DL (99mm x 210mm)

148mm Square

210mm Square

Slim A5 (74mm x 210mm)

Slim A4 (105mm x 297mm)

## From

£12

£11

£16

£12

£5

£13

£16

£12

£13

£19



NEW IN

## Get Discounts When You Tell Your Friends!

High quality print that's affordable and quick to arrive. Something this good should be shared!

When you refer a friend with instantprint, both you and your friend get awesome discounts on your print. And if you don't share mates rates, are you even mates? Spread the word and find out more at:

[WWW.INSTANTPRINT.CO.UK/  
REFER-A-FRIEND](http://WWW.INSTANTPRINT.CO.UK/REFER-A-FRIEND)

**REWARDS**  
Refer a Friend scheme



Loyalty Cards



Parcel Tag

Swing Tag



Coasters



## Our Gifting Collection

Sending corporate gifts has never been easier with our full range of printed gifting essentials. From branded merchandise like T-shirts and mugs that are sure to put a smile on someone's face to gift tags to seal the deal, say thank you with a personal touch to your print.

TAGS	From
PARCEL TAGS	£10
SWING TAGS	£10
COASTERS	£81
LOYALTY CARDS	£12

Whatever you decide to give this Christmas, make sure it's something your customers will use again and again – that way, your brand will be stuck in their minds.

# Promotional



**Tote Bags**  
From £125 for 10

Tote bags make great gifts and giveaways for your Christmas marketing – just add your logo and a festive message. You could even design your own branded reusable bags to sell in your store!



**Ceramic Mugs**  
From £60 for 10

Give customers and colleagues the gift of a good brew this Christmas with branded mugs. Perfect for sipping hot chocolate out of by the fire when the colder months begin.



**T-Shirts**  
From £38 for 10

Don't you just love a graphic tee? T-shirts are a great way to say thanks to loyal customers – and it means they're be sporting your brand into the new year.



**Bookmarks**  
From £18 for 25

Not only will they help your customers keep their place in their book over Christmas, bookmarks are also the ideal size for vouchers and special offers.

[WWW.INSTANTPRINT.CO.UK/  
BUSINESS-STATIONERY/BOOKMARKS](http://WWW.INSTANTPRINT.CO.UK/BUSINESS-STATIONERY/BOOKMARKS)



**Notebooks**  
From £47 for 10

Notebooks always come in handy! Print your own with your logo on the front and give them out to customers to turn over a new page with your business in January.

[WWW.INSTANTPRINT.CO.UK/  
MERCHANDISE/MUGS](http://WWW.INSTANTPRINT.CO.UK/MERCHANDISE/MUGS)



**Certificates**  
From £14 for 1

Got an end-of-year employee awards ceremony coming up? You can print your own certificates complete with your logo for a professional touch.

[WWW.INSTANTPRINT.CO.UK/  
BUSINESS-STATIONERY-CERTIFICATES](http://WWW.INSTANTPRINT.CO.UK/BUSINESS-STATIONERY-CERTIFICATES)





A4 Poster



A4 Poster



A4 Poster



# Posters

Posters are the most versatile Christmas retail must-have. You can decorate your shop windows, advertise any events you'll be offering over the holidays and shout about your January sales.

STOCK	From
VALUE SILK 150GSM	£7
CLASSIC SILK 250GSM	£8
PREMIUM SILK 350GSM	£10
SIZES AVAILABLE	
A4 (297MM X 210MM)	£13
A3 (420MM X 297MM)	£7
A2 (240MM X 594MM)	£9
A1 (594MM X 841MM)	£13
A0 (841MM X 1189MM)	£12
20" X 30" (508MM X 762MM)	£13
40" X 30" (762MM X 1016MM)	£15
60" X 40" (1016MM X 1524MM)	£16



**"Very pleased with the A1 posters, which are standing up well to the stormy weather. Prompt delivery at no extra cost"**  
Glyn, Trustpilot



**"Excellent Poster. Extremely pleased with ease of order, delivery and quality of product. Would not hesitate to order again thank you"**  
Teresa, Trustpilot

# Christmas Menus

Serve up some irresistible print this year with our huge range of menu options. Flat or folded, place mat or wall poster, even triple-sided table talkers – whatever your style, we've got you covered this Christmas.

A3 Roll Fold



A5 Z-Fold



A5 Half Fold



## PRODUCT

PRODUCT	From
DL DRINKS LIST	£12
A3 PLACEMAT MENU	£5
A4 MENUS	£12
A5 MENUS	£16
FOLDED MENU	£18
STAPLED BOOKLET MENUS	£32
TABLE TALKERS	£23
WALL MENUS	£7

DL Drinks List



A5 C-Fold





29<sup>th</sup> NOV

## Be Prepared for Black Friday with Print

Before Christmas comes Black Friday – one of the biggest sales weekends of the year. Make sure you're ready with print that makes you stand out from the competition. Think sales posters, flyers, banners and signs; the best tools to make a big impact instantly.

Find our top tips for nailing your business's black Friday prep here:

[WWW.INSTANTPRINT.CO.UK/THINK-BIG/GROWING-YOUR-BUSINESS/HOW-TO-NAIL-YOUR-BLACK-FRIDAY-PREP](http://WWW.INSTANTPRINT.CO.UK/THINK-BIG/GROWING-YOUR-BUSINESS/HOW-TO-NAIL-YOUR-BLACK-FRIDAY-PREP)



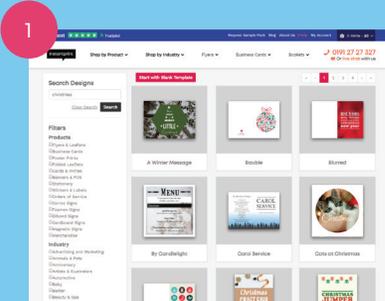
# How to Make a FREE Design Online

We have hundreds of free Christmas designs just waiting to be customised. Here's a quick guide to making your own personalised Christmas cards.

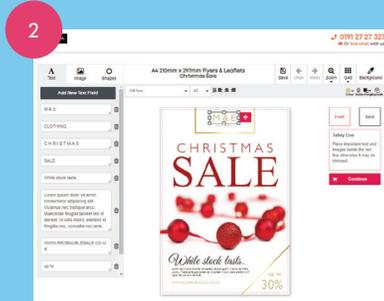


**“Ordered some business cards which were exactly as designed using their ‘design your own’ tool and were delivered on time. Perfect service, so much so, I’m in the process of designing some leaflets too!**

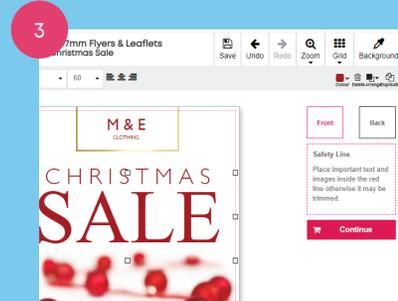
ProStop Pest Control, Trustpilot



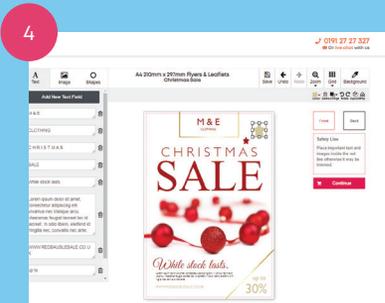
Pick a design or start from scratch with a blank template



Add your company name and logo to the design



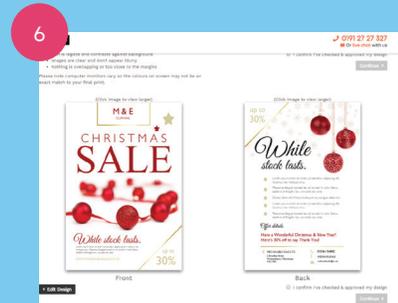
Change the colours to match your branding and preferences



Customise the design with your own images and shapes



Type in a message or leave it blank to handwrite at a later time



Click continue to check out your finished design

# How to Make the Most of January Sales

After the Christmas rush, you're ready for a break. But not quite yet! It's January sales time: a great opportunity to boost additional revenue. Did you know that it's also the time of year to set the precedent for your annual revenue?

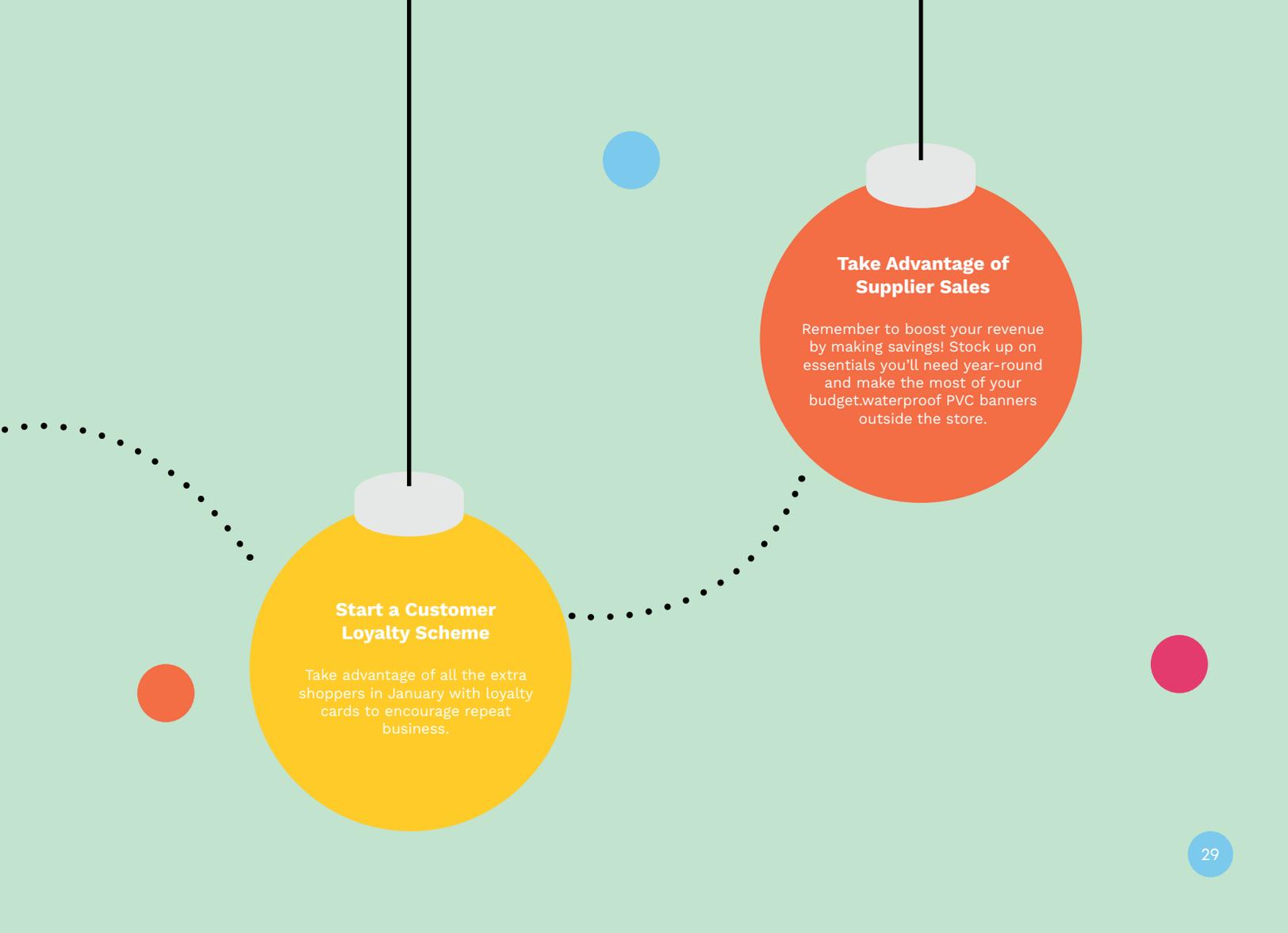
There are plenty of ways to use the January sales to boost footfall and increase monthly revenue throughout the year – here are just a few...

## Promote January Sales

Start advertising your January sales near the end of December – put up posters, set stacks of flyers up on the counter and hang up waterproof PVC banners outside the store.

## Run Valentine's Offers (In January)

A countdown to Valentine's Day is the perfect way to link all your promotions together. Advertise your upcoming special offers using strut cards and posters.



### **Start a Customer Loyalty Scheme**

Take advantage of all the extra shoppers in January with loyalty cards to encourage repeat business.

### **Take Advantage of Supplier Sales**

Remember to boost your revenue by making savings! Stock up on essentials you'll need year-round and make the most of your budget. waterproof PVC banners outside the store.



## Get Set For 2020 with Print

It's easy to get blinded by the bright lights of Christmas, but as soon as the clock strikes midnight on New Year's Eve, you're into January and 2020 will begin. Make sure you don't get caught out by planning your marketing for the January sales and beyond well in advance. Here are the top print essentials you'll need to prepare yourself for the New Year.



# Business Stationery

Start the year off right with some fresh new stationery. The perfect way to breathe new life into your brand communications. Stock up on letterheads, note cards and compliment slips for a full set.



## Letterheads (A4)

From £20 for 100

[WWW.INSTANTPRINT.CO.UK/  
BUSINESS-STATIONERY/LETTERHEADS](http://WWW.INSTANTPRINT.CO.UK/BUSINESS-STATIONERY/LETTERHEADS)



## Note Cards

From £18 for 25

[WWW.INSTANTPRINT.CO.UK/  
BUSINESS-STATIONERY/CORRESPONDACE-CARDS](http://WWW.INSTANTPRINT.CO.UK/BUSINESS-STATIONERY/CORRESPONDACE-CARDS)



## Compliment Slips

From £17 for 100

[WWW.INSTANTPRINT.CO.UK/  
BUSINESS-STATIONERY/COMPLIMENT-SLIPS](http://WWW.INSTANTPRINT.CO.UK/BUSINESS-STATIONERY/COMPLIMENT-SLIPS)

### STOCK

### From (Q100)

VALUE UNCOATED 90GSM	£20
CLASSIC UNCOATED 120GSM	£22
PREMIUM UNCOATED 160GSM	£26

### STOCK

### From (Q25)

UNCOATED 350GSM	£18
-----------------	-----

### STOCK

### From (Q100)

VALUE UNCOATED 90GSM	£18
CLASSIC UNCOATED 120GSM	£21
PREMIUM UNCOATED 160GSM	£22

# Business Card Collection

New year, new contacts! Don't let an opportunity pass you by in 2020; make sure you're ready for any situation with brand new business cards.



Loyalty Card



Square Card



Short Edge Folded



Premium



Metallic



Kraft





**"Fast, Quality and Affordable"**  
Sarah, Trustpilot



**"Excellent Poster. Extremely pleased with ease of order, delivery and quality of product. Would not hesitate to order again thank you"**  
Teresa, Trustpilot

**NEW IN**

**Business Card  
Complementary Additions**



**Desk Holders**  
From £2 Each



**Matt Pocket Holders**  
From £4 Each



Recycled

Mini

**STOCK**

From (Q100)

ECONOMY SILK 350GSM	£10
UNCOATED 350GSM	£12
RECYCLED 350GSM	£13
KRAFT 457MIC	£14
PREMIUM SILK 450GSM	£11

**SIZES AVAILABLE**

From (Q100)

STANDARD (85MM X 55MM)	£10
MINI (85MM X 25MM)	£17
SQUARE (55MM X 55MM)	£17
FOLDED (110MM X 85MM)	£20

**ADDITIONAL FINISHES**

From (Q100)

MATT LAMINATION	£17
GLOSS LAMINATION	£17
VELVET LAMINATION	£16
SPOT UV (SPOT GLOSS)	
ROUNDED CORNERS	

# 2020 Calendars

A calendar is the perfect print tool to keep your marketing plans on track. Keep an eye out on our website for even more calendar printing options.



**Wall Calendar (A3)**

From £72 for 10

[WWW.INSTANTPRINT.CO.UK/WALL-CALENDARS/A3](http://WWW.INSTANTPRINT.CO.UK/WALL-CALENDARS/A3)



**Wall Calendars (A4)**

From £59 for 10

[WWW.INSTANTPRINT.CO.UK/WALL-CALENDARS/A4](http://WWW.INSTANTPRINT.CO.UK/WALL-CALENDARS/A4)



**Wall Calendars (A5)**

From £38 for 10

[WWW.INSTANTPRINT.CO.UK/WALL-CALENDARS/A5](http://WWW.INSTANTPRINT.CO.UK/WALL-CALENDARS/A5)

## STOCK

SILK 150GSM

SILK 250GSM

## From (Q10)

£72

£81

## STOCK

SILK 150GSM

SILK 250GSM

## From (Q10)

£59

£67

## STOCK

SILK 150GSM

SILK 250GSM

## From (Q10)

£38

£46

# Calendar Design Tip

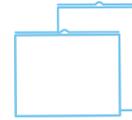
You can choose to print either a single sided or a double sided calendar.

## Single Sided (13pp)

Our calendars are annual (12 months), so if you choose a single sided calendar, you'll design 13 pages – 12 pages printed on one side only (one per month) and a front cover.

## Double Sided (14pp)

Double sided calendars are 7 pages printed front and back to make 14 sides (a front cover with a yearly view on the back and then a side for each month).



AVAILABLE PORTRAIT  
AND LANDSCAPE



### Desk Calendar (A5)

From £52 for 10

[WWW.INSTANTPRINT.CO.UK/  
DESK-CALENDARS/A5](http://WWW.INSTANTPRINT.CO.UK/DESK-CALENDARS/A5)



### Desk Calendar (DL)

From £49 for 10

[WWW.INSTANTPRINT.CO.UK/  
DESK-CALENDARS/DL](http://WWW.INSTANTPRINT.CO.UK/DESK-CALENDARS/DL)

#### STOCK

SILK 150GSM

SILK 250GSM

#### From (Q10)

£52

£65

#### STOCK

SILK 150GSM

SILK 250GSM

#### From (Q10)

£49

£56



## Come Visit Us on Social Media Over Christmas

Since you're part of the instantprint family – and it's tradition to visit family over the holidays – why not come and visit us on our social media channels?

We'd love to see how you're celebrating Christmas with print this year. Tag us #instantprintuk if you'd like to be featured across our channel, emails, website and mail!

Printed on our short bound 36pp A5 Stapled Booklet with 130gsm Gloss inner pages and 170gsm Gloss Cover



[www.instantprint.co.uk](http://www.instantprint.co.uk)

*Did you know we're FSC certified?  
If you want this logo added to your own design, get in touch with the team by emailing [pa@instantprint.co.uk](mailto:pa@instantprint.co.uk)*

