

instantprint VIP Magazine

ISSUE 2



instantprint.

Exclusively for VIP Customers

www.instantprint.co.uk

vip.

Welcome from Laura, Head of instantprint

This time last year, we'd just sent our 2019 magazine out to our VIP customers. At the time, we couldn't have predicted just what 2020 had in store for us, both as a business and, more widely, across the world. One thing we knew we could count on, however, was the strength of our customers' resilience, adaptability and support, without which, 2020 would have looked completely different for us.

I'd like to take this chance to say thank you for your continued support and trust in our team to deliver the same quality service and finished products that you'd expect. The entire instantprint team is continually grateful for this.

I'm also incredibly proud of the flexibility and hard work my team has put in, which has not only enabled us to endure the pandemic, but flourish. Our aim of helping businesses get up and running safely after both lockdowns, and continue to be successful during them, has seen us launch a range of new offerings that we hope you'll continue to find useful even after the pandemic has ended. This includes 32 completely new print products, a whopping 65,594 additional options on existing products, and the launch of our sister brand, Bluetree Mask Box.

In this magazine, we'll look at some of the exciting new products and services that we've launched to make sure you're fully up to speed as well as a sneak peek at some of our upcoming projects that will only improve your online print buying experience.

We're so excited to share our 2021 plans with you and to continue as your print partners, helping you grow your business with print that makes you look amazing. Here's to another year of growing our businesses together.

Be Featured in Our Magazine

Got some exciting news about your business? Or found a great way to make print work for you that you just need to share? Get in touch with us by sending an email to enjoy@instantprint.co.uk with the subject line 'VIP Magazine' telling us all about your article idea and we'll get back to you ASAP!

Contents

VIP Club	4
This Season's Hottest Print	6
January Sales Must Haves	9
Why Launching a Business During a Pandemic Isn't Such a Bad Idea	12
Shine Bright with Foiling	14
Meet our Managing Director	16
NEW Point of Sale Collection	17
Bluetree Maskbox	19
Anti-Bacterial Lamination	21
What's New 2020	22
Our Website Gets a Makeover	24
How Our New Dispatch Options Work	25
Uncovering the UK's Weird Work Dreams in Lockdown	26
Coming Soon: Artwork & Support Hub	30
Sneak Preview: Add-On Options	31
The Landa	32
What Would You Do with an Extra Hour a Day?	34
Free Print Consultations	36
Coming Soon: Charity & Education Print Programs	37

For Insiders Only...


vip.

As one of our top customers, you're entitled to a few key benefits that're only available to a select few. These include:



Early Access

You now have early access to all of our sales and new product launches – perfect for getting ahead of the competition, right? We'll send you an email giving you an exclusive first look and all the information you'll need to know about all our future product launches.



Exclusive Content

You'll also receive exclusive content like guides, inspirational articles from our Co-Founders, James & Adam, and even this magazine. Stay in the know with our business updates to find out the latest news from the print industry.



Priority Proofing

Being a VIP member means your artwork will go straight to the top of the list. Our Studio team will proof your artwork within two business hours of receiving it so you'll never miss your deadlines.



Top Service

Any of your email enquiries will also go straight to the front of the queue! If you're a website customer, our Customer Service team will make sure your emails are answered within two business hours.



Exclusive Offers

You'll also get access to exclusive VIP sales! Use these insider offers to help your business get the boost it deserves. We'll be sending secret codes to you directly over email, so keep an eye on your inbox.



Refer a Friend

High quality print that's affordable and quick to arrive – something this good should be shared, don't you think?

Let your friends know all about us and we'll reward you both when they place an order.

Coming soon at instantprint.co.uk



Our Customers Love Us!

This Season's Hottest Print

It's getting pretty cold out there – which can only mean that it's January sales and Valentine's time! To make sure you're ready to make the most of the season (and kick your 2021 sales off with a bang), here's a look at what's hot in the print world this season.

Gifting Essentials



NEW Wrapping Paper

From £18

Ever wanted to create wrapping paper for corporate gifts with your branding on? Now you can, with our customisable gift wrapping paper!



Swing & Parcel Tags

From £10

A professional way to sign off a gift, printed on one or both sides – we'll even give the option to add string to your order for extra convenience.

Introducing: Carte Lumina

Traditionally, greetings cards, like the ones you send on Valentine's Day, are silk coated on the cover to give extra dazzle to the design, but uncoated and absorbent inside for smudge-free writing. Our new Carte Lumina stock allows you to create this exact experience, meaning there's no need to visit the card shop this year.





NEW Vouchers

From £17

What do you buy for the person who's got everything? A gift voucher, of course! Print gift vouchers for your business as the perfect present for your customers to give loved ones.



Stickers

From £21

Adding swoon-worthy stickers to your envelopes and packaging is a cheap and easy way to have some fun with your branding. Perfect for sales stickers!



2021 Calendars

From £28

Welcome in the new year in style with 2021 calendars. Great for sending out to customers so they've got your branding in front of them all year long.



2021 Diaries

From £65

Branded diaries make great mailers, or gifts for your team. Simply design the covers, and we'll sort out the rest!

January Sales Must-Haves

Sales Flyers

From £5

Sending out flyers is still the most effective form of local marketing – and one of the cheapest ways to spread news about your sale quickly.



Product Catalogues

From £62

Perfect bound booklets give you plenty of room (120 pages, to be precise) to advertise all of your products in one handy place!

Sales Posters

From £4

Sending out flyers is still the most effective form of local marketing – and one of the cheapest ways to spread news about your sale quickly.



Sales Roller Banners

From £28

Transport your marketing tools wherever you need them with pop-up banners! Plus, they're super sturdy, meaning you can re-use them every year.



Staying Safe in the Sales and Beyond



Vinyl Floor Stickers

From £19

Create an effective one-way or queueing system to manage the crowds during the build up to the winter sales.



Window Stickers

From £24

Perfect for announcing your upcoming sales to the world, or keeping customers in the loop with your opening times over Christmas.



Retail Sneeze Guards

From £25

Easy to assemble countertop sneeze guards are a free-standing solution to keeping staff safe. The barrier is clear PVC, making it easy to clean.



Correx Safety Signs

From £14

This indoor and outdoor temporary recyclable plastic signage is a great way to remind customers of important safety information like social distancing.

Why Launching a Business During a Pandemic Isn't Such a Bad Idea

To many, the middle of a global pandemic might seem like a bad time to start a new business. But with the financial crisis following lockdown, thousands of companies shedding highly qualified and experienced employees and the fact that other entrepreneurs may be feeling a little anxious are all fantastic reasons why now is the right time to launch your startup. Need a little more convincing? Here are 6 reasons why the pandemic is the best time to start a business to help you take the plunge.

1. You're Thrown in at the Deep End

Businesses that are launched during times of economic difficulty have fight with every scrap of energy they have and scrimp every penny. But, the thing is, if you can set a business running successfully during one of the roughest financial times in history, there's a great chance that it'll last.

Long-standing businesses like Airbnb, Uber and even Burger King were all born in tough times, the first two during the 2007-2009 recession, the latter during a US recession in the 1950s – and we for one can't wait to see which 2021 startups thrive under pressure and turn into household names!

2. There Are New Needs to Be Met

Let's face it, we've never seen anything quite like the Coronavirus pandemic, and as much of a cliché as it is to say, we really are living in unprecedented times. What this means is consumers are faced with new needs. They need a way to keep in the loop with co-workers whilst working from home, they need a new way to get groceries and keep at a safe distance, a way to educate their children while working full time at home, and the list goes on...The savvy entrepreneur knows how to sniff out these new needs and turn them into a profitable business opportunity.

3. Less Competition for Resources

Lots of businesses are either saving money and not buying new resources or have gone out of business completely. What this could mean for your new venture is low interest rates for borrowing capital to start up, cheaper equipment as other businesses sell off inventory or lower lease rates as landlords need to quickly fill all those newly empty offices.

4. It's Easier to Find Talent

Many skilled and experienced professionals will be looking for jobs having been made redundant or leaving due to a lack of security in their current role. Top this off with the low number of job ads as companies are reluctant to take new employees on during times of hardship, and you've got the pick of the crop, meaning it'll be easier to find the right people for the job.

5. People Are Hungry for Change

One thing we can all agree on in the current climate is that it's time for change. The best businesses right now are the ones disrupting the norm and adapting to the different ways we work and live to create a new normal, e.g. at home vs at work, digitally vs face to face. After all, it's expected that after all this is over, the world won't go back to the way it was before.

There have been a lot of different companies that have emerged in response to the virus – our sister company, Bluetree Mask Box, for example – but there's plenty of room for more. Now's the perfect time to be adventurous with your offering and do something that no one's ever done before!

6. More Time to Develop Ideas

Enforced time in isolation with the government encouraging us all to stay inside has meant there's been plenty of time to try other activities. For some, that's meant redecorating the house, others have been crafting, reading, and writing. For others, it's been the perfect change to come up with and develop a business idea.

Starting a Business During Lockdown

So, as counter-intuitive as it may seem, there's actually a great deal of evidence that during the Coronavirus pandemic is an excellent time to start a business. If you'd like a slice of the action or an insight into what the business world could look like in the future, keep up with the latest business ideas on our Think Big blog.

Shine Bright with Foiling

This autumn saw us launch one of our most highly anticipated projects ever: foiling! Available in silver, gold, red, green and copper, this premium look is a great way to make a lasting impression. Here's the lowdown on this awesome new finish...

What is Foiling in Printing?

Foiling is a finishing technique where heat, pressure and glossy UV are used to bind a thin film of metal (foil) to paper or card. Foiling is generally used to create a memorable and high-quality finish and is popular for enhancing print and wedding stationery.

It's applied to specific sections of a design rather than the whole design, meaning you can use it to highlight text or logos against a contrasting matt background.

What are the Benefits of Print Foiling?

People add foiling to their print designs for a range of different reasons – here are the top ones:

To stand out

Let's face it, when your print looks this good, you're bound to stand out! One of the main benefits of using foiling for your print is that there are loads of ways you can use it to make your print stand out. The perfect way to differentiate yourself from competitors, foiling is sure to make your customers pay attention.

Premium branding

When was the last time you wanted your brand to look 'average'? Our guess: never. When we see gold and silver foiling, we can't help but think of luxurious metals, which is why adding a touch of sparkle to your design will only improve the overall quality of your print.

Premium branding

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sparkle to your design will only improve the overall quality of your print.

Highlight key details

Just like magpies, our eyes are naturally drawn to reflective, shiny things. Foiling is applied to certain areas of a design, so you can pick and choose which parts you want to make stand out, be that your logo, contact details, or a snazzy background pattern that ties together the whole look of your design.

Celebratory

From a New Year's party to a wedding or even your company awards night, there's nothing like adding a touch of gold or silver to ramp up the celebratory tone. There's a reason foiling is always used on birthday and Christmas cards – it's the perfect touch for a special event!

Foiling at instantprint: The MGI Jetvarnish

Due to an increase in demand for spot UV and foiling finishes, we invested in an MGI Jetvarnish 3D Evo 75 +iFoil L at the beginning of 2020. Not only does this allow us to add a clear varnish, also known as spot UV, in varying thicknesses, but gives us a higher capacity to create stunning foiled creations. This machine is the first of its kind in the UK and can tackle up to 2291 sheets per hour. Not only is it quick on its toes (you know, if printers had toes), but it's also highly automated, meaning we can switch print jobs quickly and easily. These savings in time – and, subsequently, cost – are then passed down to you, meaning you can create premium foil-finished print at prices that aren't so premium.

What Print Items is Foiling Available On?

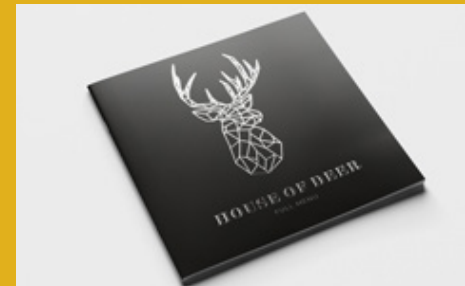
Now that you've seen our foiling examples and heard about all the cool ways this gorgeous technique can be used, we bet you can't wait to start creating your own design with foil printing. You can find the foiling option on the following products with 350gsm or 450gsm silk stock and matt lamination:



Business Cards



Presentation Folders



Booklets



Greetings Cards



Flyers



Invites

Meet Our New Managing Director

Following unprecedented growth, we're happy to announce that we've promoted long-standing team member Mark Young as Managing Director, tasked with continuing the business's success after having worked for the Yorkshire-based printing company for over 8 years.

Young will head up the entire Print division of Bluetree Group, of which instantprint makes up half. This follows a restructure after the group expanded from print to start manufacturing medical grade surgical face masks in April after realising they could provide alternative ways to support businesses and the NHS during COVID-19.

Bluetree Group, instantprint's parent company, has seen many operational developments throughout 2020. Bluetree Medical, established in April this year, is a new division for the business focused on manufacturing medical grade surgical masks for the NHS. Our Co-Founders, Adam Carnell and James Kinsella, have moved to central roles across both divisions with a focus on the larger developments for each side of the business.

"As James and I move to a more central position, we are thrilled to pass on the reigns of our print operations to someone who knows the business inside and out," says Carnell, "We know that Mark is the person who can confidently lead our print division through all future developments."

Mark Young first joined instantprint as part of the instantprint artwork team. He climbed the ranks quickly, becoming Head of Studio and then Head of the group's trade print brand, Route 1 Print, where he has been for the past two years. Using all his experience from working across the business, Young is now ready to take on his biggest challenge yet as the group's Managing Director of Print. During his time with Bluetree Group, Young has been integral to the inner workings of the company, from studio and workflow to product launches and marketing. He is highly regarded across the entire Bluetree team but, more than that, he has developed critical relationships with a number of press

manufacturers, including the team at Landa after a trip to Israel.

Young had this to say on the move, *"Whilst it has been an incredibly difficult year within the industry, I'm very excited to be given this opportunity to help drive the company towards future growth. It was Adam and James that first interviewed me in 2012 and I've learned so much from working with them since. They've built an amazing team here, all of whom have helped me learn and develop over the years. It's an honour to be given this opportunity and I'm ready and more committed than ever to making Bluetree a success."*

He goes on to say, *"Bluetree Group is at a very significant junction in its life and I am delighted to get to work with the team, upholding Bluetree's core values, as we move into a post-pandemic world."*

Young will start his new role immediately, with recruitment to backfill his current position already underway.



NEW Point of Sale Collection

Creating bespoke retail point of sale just got easier – we recently dropped our brand new collection and we know you'll love it!



Tent Cards

From £28

Advertise deals, upcoming sales and special offers with these easy pop-up marketing tools that are sure to stand out. Available in sizes A5 and A6 with the option to add anti-bacterial lamination.



Desktop Roller Banners

From £17

We've shrunk down one of our most popular products to create a mini desktop version perfect for sales displays and counter-top messaging.



Bollard Covers

From £32

Grab attention on the high street or organise an outdoor queue like a boss with waterproof correx bollard covers – easily assembled with glue-free fastening tabs.



Large Format Strut Signs

From £20

At A1 and A0, these huge free-standing cardboard signs make a great addition to any sales display. Easy to assemble – just pop the strut out at the back!



Shelf Wobblers

From £37

For special deals, there's nothing quite as attention-grabbing than one of these shelf wobblers literally popping off the shelf! Perfect for sales and star buys, available in a range of shapes.



Aisle Fins

From £53

Help customers find exactly what they're looking for with custom printed aisle fin banners. Self-adhesive plastic holder included for easy installation.



Shelf Talkers

From £31

We've shrunk down one of our most popular products to create a mini desktop version perfect for sales displays and counter-top messaging.



Data Strips

From £32

A retailer must-have, display all of your prices on the shelf edge with our classic data strips. We supply these shelf labels as 1 metre strips with plastic casing for you to cut to size.

BluetreeGroup

MASK BOX

Type IIR surgical face mask monthly subscription boxes from our sister brand

Proud to supply the NHS during the Coronavirus pandemic!
Prices start from £18 a month for a box of 50 single-use masks

Find out more at: www.bluetreemaskbox.co.uk



The Launching of Bluetree Mask Box

Back in March 2020, the World Health Organisation appealed for a 40% increase in surgical mask production due to the outbreak of Coronavirus. To help meet the global demand from healthcare providers, our founders, James and Adam, invested £12 million into launching Bluetree Mask Box and proudly became the first UK manufacturers of medical-grade face masks

Creating the Production Facility

The first big challenge of our sister brand's launch was converting our recently acquired, 45,000sqft Rotherham-based unit into a suitable production facility. This unit is now home to 7 ISO certified clean rooms with a total of 37 surgical mask assembly lines.



Getting Certified

We ordered our first surgical mask machine in April, became fully certified (European standards EN14683:2019) surgical mask manufacturer in May and by July had started fulfilling orders.

To make sure we were doing everything right, we worked closely with Countess of Chester Hospital who helped us to ensure that every aspect of production complied with EN14683 standards and in some cases, surpassed them! Having achieved certification, we built our own onsite testing laboratory to conduct regular quality assurance tests.

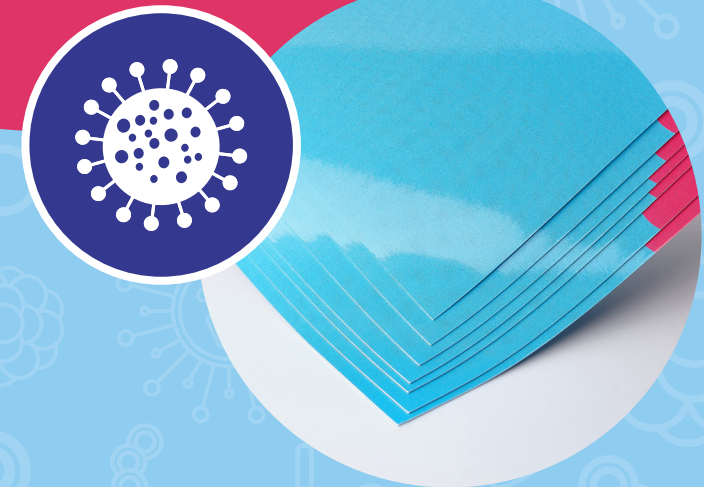
Looking Ahead

Bluetree Mask Box is now on track to produce 20 million fully certified type IIR surgical masks a week, and we're proud to say that 50% of that capacity is dedicated to supplying the NHS.

Anti-Bacterial Lamination

For print that goes hand-to-hand, prevent the spread of infection and viruses with new anti-bacterial lamination. Silver ion technology prevents the spread of harmful microbes.

This anti-bacterial finish eliminates 99% of surface bacteria and gives your print a glossy look!



Add it to:



Business Cards



Folded Leaflets



Flyers

What's New 2020

It's been a busy year for our product launch team – on top of all the wonderful new treats we've already featured in this magazine, here are another 8 newbies ready to make your acquaintance.



Tickets

From £17

Sending out tickets in the post is a fun way to invite people to your online sale or event – with optional foiling really sealing the deal.



Clear Roller Banners

From £34

2020's print item of the year goes to clear roller banners. This transportable safety barrier favourite has been trending since we launched it in spring.



Drilled Hole Calendars

From £75

From as little as £3 each for 25, this is an affordable calendar printing option you can hang up on the wall using the pre-drilled hole or keep flat in your drawer as a personal reminder.



Snap Frames

From £14

Available in silver, black and an outdoor option, our metred corner poster frames are a great way to make your prints last longer and stand out.



Totem Roller Banners

From £23

All the convenience and visibility of a roller banner, but completely recyclable, our totem banners are made from sturdy cardboard for an eco-friendly approach to marketing.



Waterproof Stickers

From £21

Ideal for bottles and jars that might be susceptible to condensation, these stickers are made to withstand water and won't peel.



Display Accessories

From £1

We've added window suction cups, ceiling loops and spring hooks to our signage collection, making it even easier to install your displays.



Face Visors

From £6

Adjustable PVC face visors for those working directly in contact with the public. Easy to wipe with an ultra-comfy foam option ideal for long shifts.

Our Website Gets a Makeover

Like many businesses during lockdown, we decided to have some fun with our branding and see if we could create an even more seamless print-buying experience for you. We've been gradually adding these changes to our website – which ones have you spotted?

New Stock Images

Choosing a stock has never been easier with our new images and descriptions. Clearly see the difference between different stock types to help you pick your favourite.

Delivery Pricing Grid

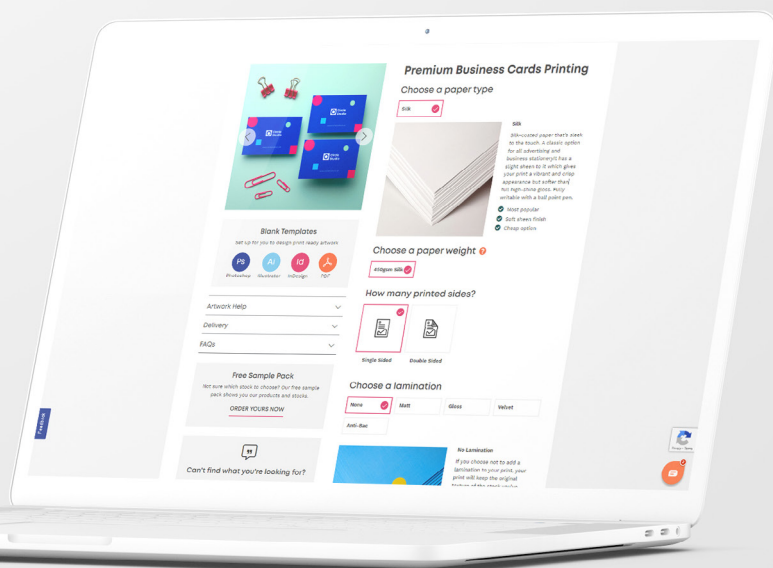
Compare prices at a glance with our new delivery pricing grid, showing clear dates and the cheapest option available.

Obvious Sizing

Our new icons help you compare the different sizes available for the product you've chosen to help you come to a decision.

Product Benefits

What makes this print item the best choice for you? We've listed the unique benefits of each product so you know exactly what you're getting.



How Our New Dispatch Options Work

No hurry? Save money! Our new dispatch options give you more choice when it comes to the price and speedy delivery of your print.



Express Dispatch

Pay a little extra if you need your print in a hurry. We'll send you print the same day we've finished making it, meaning it'll shave an extra day off your waiting time.



Standard Dispatch

The standard price for standard dispatch times – for most products, this is just one working day, but can be a little longer for more complex orders to make sure we get them just right.



Value Dispatch

If you can afford to wait an extra day for your print, you can save your hard-earned cash!

Uncovering the UK's Weird Work Dreams in Lockdown

We're a chatty bunch here at instantprint – even while we're working remotely, we're making sure to get our catch-up time in. And the primary subject of our recent (virtual) office water cooler chat has been focused on one thing: our weird workplace dreams.

With 46.6% of UK workers now working from home (ONS), we wanted to know if our fellow remote workers across the country were noticing the same increase in dreams about

work, what this might mean and how it's affecting us – oh, and what some of the really weird ones were, because we're nosy like that!

To delve deeper into this curiosity, we carried out a survey of 1000 UK office workers who've made the transition from office working to working from home and here's what they had to say...



Dream or Nightmare?

Dreaming about work isn't unusual. In fact, since March, 4 in 5 of us have visited the workplace whilst catching Zs.

What's interesting, however, is that more than half of us are dreaming more about work since lockdown started, with a whopping 75% reporting that they've been experiencing nightmares. But do these nightmares have real-like implications? As it turns out, they do. In fact, 1 in 5 of us are actually thinking about quitting our job because of these bad dreams.



An Expert Opinion

To get to the bottom of this increase in weird work-related dreams, we spoke to Dr Sarah Jane Daly, a senior lecturer in social psychology from The University of Huddersfield.

She told us: "For many of us, Covid-19 has brought work into our personal spaces. We think of home as a place where we can relax and shut out work-day stresses and strains. The fact that many people work from home now, means that our homes have become literal places of work. Kitchen tables, coffee tables, beds, sofas – all places that were once stress-free are now sites of work-production. Getting away from work has never been so difficult."

What Are We Dreaming About?

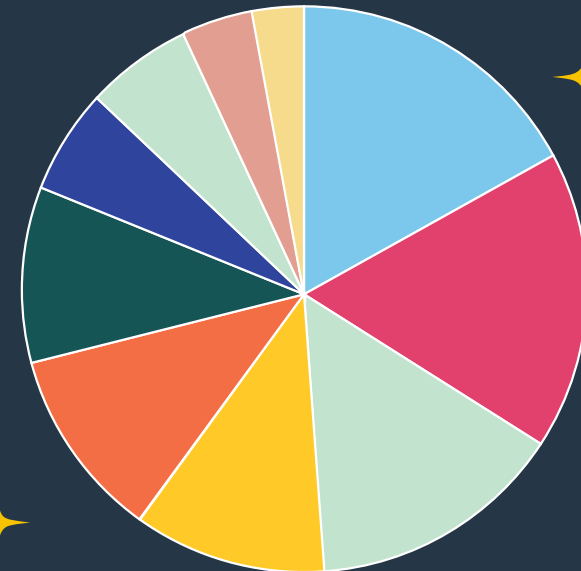
Now we've covered the why, let's move on to the what. On top of an increase in dreams (and in some cases, nightmares), we also noticed specific dream themes that were common to all of us, some more embarrassing than others.

Our survey results show that being unprepared for a task is one of the most common dream themes, with 17% of respondents claiming to have experienced this. Much more favourable – although perhaps rather boring – is dreaming about a regular day at work, which a further 17% reported having dreamt of.

Similarly, never arriving (15%), getting trapped at (11%) and showing up late for work (11%) also rank highly. If we apply what Dr Daly has told us, is this our subconscious bringing our internal anxieties to light? Interestingly, only 6% of us

are dreaming of that long-sought-after pay rise or bonus. So, we're potentially getting better quality sleep during lockdown. But, why is our new-found slumber plagued with bad dreams?

Dr Sarah Jane Daly suggests: "The pandemic has impacted on many people's feelings of employment security and safety. Anxieties and concerns about potentially losing jobs and being unable to pay the rent/mortgage, putting food on the table, and paying for Christmas, trouble many on an almost daily basis. This, alongside the threat of ourselves or loved ones contracting the Coronavirus all contribute to anxiousness and worry playing out in our dream states. Dreaming provides us with the space and time to process and play out our subconscious fears, to problem-solve and work through our subconscious issues."



- You're unprepared for a task – 17%
- Just a regular day at work – 17%
- You never arrive or get lost at work – 15%
- You're trapped at work – 11%
- You show up late for work – 11%
- You're unfairly fired from work – 10%
- Your friends and family replace your co-workers – 6%
- You receive a huge pay rise or bonus – 6%
- Your co-workers replace your friends and family – 4%
- A colleague unexpectedly passes away – 3%

Yearning for Some Quality Catch-Up Time

When asked who the most common characters were in our weird work dreams, the overwhelming majority said their co-workers (47%). Our managers and the owners or directors of our companies featured in 11% and 12% respectively. Gaining 22% of the vote, we're also dreaming about our clients and customers.

Despite seeing our colleagues for less time due to working from home, they feature very heavily in our dreams. In our recent survey into the UK's WHF habits, 36% of us agreed that our co-workers were the thing we missed the most about working in the office. Is our loneliness manifesting itself in our dreams in the form of social interactions with the people we're used to seeing every day? It's possible.

Revealed: The UK's Weirdest Dreams!

We asked our survey respondents to share their wackiest dreams with us, and they certainly didn't disappoint. Here are the strangest dreams people are having up and down the country, from canine managers to red frogs for lunch!

To get to the bottom of some of these particularly disturbing and pessimistic dreams, we might need to turn to Threat Simulation Theory. Dr Daly noted that, "According to TST it is the body's defence mechanism preparing us for negative experiences in our waking life. Essentially dreams prepare us for the stresses of real-life."

Although the threat behind webbed feet or your manager turning into a dog might seem a little abstract, this theory can certainly be applied to Covid-19 specific dreams, such as not getting vaccinated.



What Can We Do to Stop Our Weird Workplace Dreams?

If you want to hit the snooze button on your weird workplace dreams, you've come to the right place. Luckily, we had Dr Sarah Jane Daly on hand with her best advice on how to dream less about work.

Here are her 4 top tips.



1) Boundaries

One of the things that can support us psychologically to switch off from work-mode is to make clear delineations between work and non-work. Setting clear boundaries is one way in which to do this. Constructing realistic, workable, weekly, timetables with regular as-it-were 'clocking-in' and 'out' times can facilitate this.



2) Self-care

We lead busy lives so it is essential that when work is finished for the day, we do something for ourselves. It is important to actively shift our attention away from thinking about work by doing other things, such as, taking some exercise, walking the dog, knitting, reading, or just taking a bath.



3) Limit Technological Devices

In the modern age, our mobile devices are often never more than a short arm stretch away. Turning mobile phones/lap-tops off and setting a cut-off point after which we do not look at/respond to emails/messages – particularly in the hours leading up to going to bed is more likely to result in better sleep quality.



4) Prompt your dreams

Reading a book or spending some time thinking about a particularly pleasant memory or event that you would like to revisit in your dream is more likely to result in desired dreams. Forming a mental image or looking at photographs are other ways of potentially shaping the content of your dream.

Whether you're having sweet dreams or unpleasant nightmares, it's fair to say that we spend enough hours working during the day to take a rest from it all at night when we're asleep.

We hope some of these tips help you limit the number of weird workplace dreams you're experiencing while working from home, but if you do have a particularly odd one that you'd like to share with us, make sure to tweet using the hashtag #ShareYourDreams.

Coming Soon: Artwork & Support Hub

We're revamping our artwork support hub so you've got everything you need to create print that looks exactly how you imagined it all in one place!



Print artwork support guides



Blank downloadable templates



Access to our Personal Artworkers & Graphic Design Service



Our free Design Online Tool



How to book a free print consultation



A beginner's guide to creating artwork for print



Uploading advice



File specifications



and much, much more!

Sneak Preview: Add-On Options

How you display your print is just as important as how you design and print it. That's why we're in the process of launching a whole new range of display add-ons for your posters, signs and flyers. Keep your eyes peeled for these products...



Clamp desk dividers



Information point stands



Countertop leaflet dispensers



Free-standing poster holders

The Landa is Up and Running

In the last edition of this magazine, we were eagerly awaiting the arrival of our Landa S10P – the UK's first (and only 2nd in the world, we might add!) nanographic printer. Fast forward a year on and we're working towards the Landa being fully operational by January, printing various sheet sizes per day as part of its advanced testing stage.

Key Features and Benefits

Our Landa is the groundbreaking double-sided model, meaning it'll be able to print up to 6,500 B1 size sheets per hour. That's equivalent to 117,000 A5 single-sided leaflets per hour!

This means it's 4.33x faster than our current digital printers, meaning we'll keep on top of our promise of unbeatable turnaround time on your print.

Bridging the gap between lithographic printing and digital printing: the Landa will maintain a higher quality over long and medium runs, meaning we can pass savings in time and costs onto our customers and deliver the high quality we're known for!

It uses 5 billion drops of ink per second. Each colour has its own server.

It's the first printing press you can actually get inside. The Landa is styled on an American aircraft (F-117a) that's been in service since the 1970s.

The 'cockpit' area of the printer boasts 4 huge screens, so the operators can see exactly what the printer is doing, including temperature levels.

The Landa S10P weighs 36 metric ton – that's the same as six adult elephants, or approximately three London buses.

Our improved S10P model of the Landa is one of two in the whole world, the other being located across the pond in New York. The Landa produces zero waste.

Cutting Edge Machinery Meets VR Training

Cutting Edge Machinery Meets VR Training

Our Landa team have become experts at using this epic piece of tech. A portion of the team flew out to Israel (the home of the Landa) for specialist training, and we offer virtual reality training in-house to make sure everyone's up to speed.

The VR training course puts the operators in real-life problem-solving situations and guides and coaches operators on how to fix specific problems.

What Would You Do with an Extra Hour a Day?

We know it still might not be everyone's cup of tea, but working from home has certainly become the "new normal" in 2020 for around 86% of UK employees. One element of our previous working life that many of us will likely be happy to see the back of, is the daily commute.

We've done the math and found that if the working from home malarkey continues into early 2021, based on the average daily commute in the UK being 59 minutes a day (both ways combined), UK employees will have saved themselves a whopping 9 days 2 hours on average over the course of a year – all thanks to cutting the commute.

Naturally, we were super keen to find out just how those of you who've benefitted from this additional spare time are spending it, and so we quizzed 1,000 Brits who've been working from home due to Covid-19 to find out more...

What we've actually been doing...

Turns out, we've found plenty to keep us occupied in that extra hour a day, with just 3% of UK adults admitting they have wasted the extra time got back since they stopped commuting. Our research found that UK adults are turning to reading (26%), Netflix binges (26%) listening to new music (22%), squeezing in a nap (21%) and getting creative in the kitchen (20%) to keep us out of trouble.

As well as enjoying some of the more relaxing pastimes, many UK workers are spending the time gained to work on their... "gainz". Sorry.

Almost a fifth (18%) of us are making sure to keep on top of our workout schedule at home. Similarly, cycling (16%) and running (16%) are high on the agenda. Interestingly, double the amount of men (22%) than women (11%) have opted to use their extra hours to get out running. And, where we can do so safely, a fifth of us (20%) have been squeezing in as much time with our friends, family and pets as we can.

Work, work, work, work, work

Of course, some of you little worker bees are using the time spent on the new non-commute to catch up on more work. In fact, more than half of UK adults (51%) who've found themselves WFH this year, admitted that they were putting more time into their job than they had been before being banished from the office.

Comparatively, fifteen percent claim to have perfected the work-life balance in 2020, confiding in us that they're actually working fewer hours than they normally would have done. And more than a third (35%) also claimed to be working the same amount as hours as had done before lockdown life commenced. Of course, we all have to put in those extra hours every now and again, and it's

important to hit those deadlines, but it's all about the balance and it is essential that you're kind to yourself and fit in plenty of downtime too.

Fly me to the moon

Whilst we admit that a few of these next suggestions would involve space travel, and yes, some may be slightly tedious if completed back to back (and we really don't recommend doing so), technically, all of these activities could be squeezed into the extra free gained by not commuting over a year. For no other feasible reason other than it being a tasty treat, banana bread shot to fame as a lockdown baking staple in 2020. Taking just 1.5 hours from start to finish to make – not counting the time it takes to cool before being eaten – a total of 145.3 loaves of banana bread could have been baked in the 9 days 2 hours gained by working from home. Prefer savory to sweet? No problem. At six minutes a pop, 2,180 medium boiled eggs could have been cooked to perfection.

Perhaps your skill set leans more towards the athletic side than it does the baking? For the sixteen percent of the nation who've gained a newfound love of running over lockdown, you could have completed a whopping 50.1 marathons in the 9 days and 2 hours gained by saying farewell to your commute this year. DIY fever was the source of distraction for many, and it is how 13% of the nation has been spending at least some of the extra hour-a-day so far this year. Our calculations show that 44.5 rooms (384 sq²) could have been decorated in the extra time.

In fact, if equipment, knowledge, and training allowed, you could actually have made your way to the moon and back, and back again for good measure!

"If you watch too much TV, you'll get square eyes!"

For those of you who are fans of Connell and his chain *insert swoon here*, owing to boasting just one season of the romantic drama, you could have watched the whole series of Normal People approximately 38.35 times. If the Gilmore Girls is more your thing, you could have crammed in all 153 episodes almost twice the whole way through (1.94 times).

With Christmas right around the corner, we were keen to include a couple of festive faves too. Did you know that there are in fact five Home Alone movies in the franchise? Whilst we all know that there's not really much point watching any of the sequels that don't feature the star of the show, Kevin McAllister, if you really wanted to, you could fit in all five films a total of 25.05 times.

If you're a fan of something with a little bit more action, then all 10 hours and 12 minutes of the Die Hard movie series should suffice, and you could watch all six films 21.37 times. Boasting twenty-four films to date, the Marvel movies certainly have plenty of choice on offer their fans, and if you were to watch every one of the twenty-four films back to back, you could fit them all in 4.36 times within the 9 days and 2 hours you've gained back whilst working remotely.

Have you learned a new skill since cutting out the commute? Or perhaps you've just rekindled your love for an old hobby? Or worked your way through some of your favourite boxsets? Let us know what you've been doing with your extra hours since cutting the commute via Facebook or Twitter.

Free Print Consultations

Book a free virtual consultation with our friendly team and get print recommendations, artwork help and the answers to any of your questions wherever and whenever suits you!



Let's talk print...

From picking a paper stock to choosing the best marketing tools for your business, our print experts are here to help! We can walk you through our website, discuss your print needs, and let you know how to place an order.



Let's talk design...

Our bespoke design service means you can achieve a professional look and order your print all in one place! Book a call with a designer to help them bring the artwork you have in mind to life and learn more about our pricing options.

How it works

Our virtual consultations are all about you, so you'll decide when and how you take your call



1. Book a slot

Click on the orange 'Live Chat' icon on our website to book a consultation for a later date or time. You'll be asked to choose a time which suits you and to provide an email address or phone number for us to contact you on. Let us know if there's a particular topic we can help with when you're booking so we can prepare a thorough answer for you.



2. Get ready to chat

Depending on whether you want to call or have a video chat with us, we'll give you a ring on the phone number you've supplied or send a video chat link to your email address. Make sure you're free at the time you've chosen and wait for your phone call or click on the video link to start the consultation.



3. Ask away!

We're all ears and raring to help with all of your print questions or design requirements! Our calls normally last around 15 minutes, but you can choose a longer call if you've got a lot of burning questions that need answering.

Coming Soon: Charity & Education Print Programs

We know that for some industries, your online printing needs are completely different to those of a business. To make sure we're offering a tailored experience that helps these kinds of organisations, we're launching new charity and education print programs.



Monthly Rewards



Access to Community



Relevant Content



Exclusive Sign-Up Offer

How does it work?

1. Sign Up

First of all, you'll need to enter your details on our website to sign up to the program.

2. Get Verified

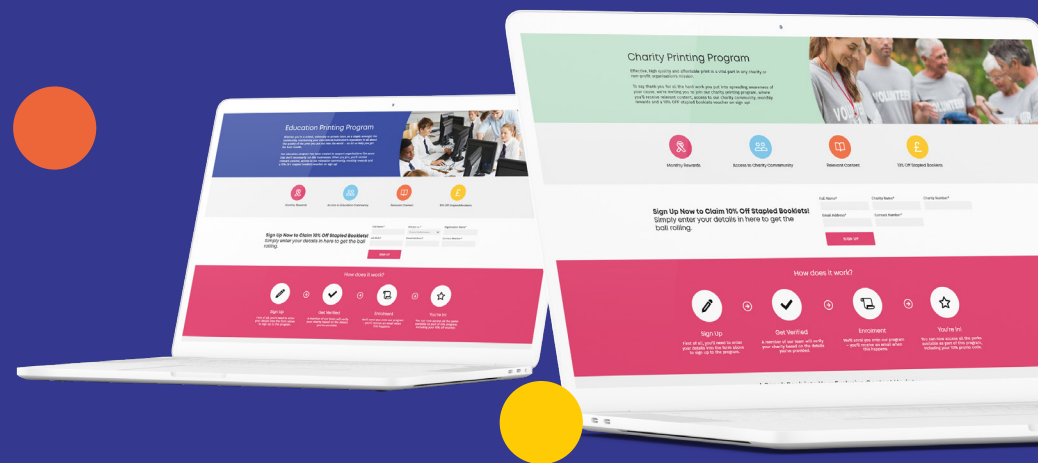
A member of our team will verify your organisation based on the details you've provided.

3. Enrolment

We'll enrol you into our program – you'll receive an email when this happens.

4. You're in!

You can now access all the perks available as part of this program, including your £50 print voucher.



Fun Ways to Use Skype to Keep Your Team Engaged

Here at instantprint, we've been coming up with fun ways to help you keep the team engaged using Skype (or your preferred video call software)! Here are just a few ideas that we've come up with and can't wait to try...

1. Host a Treasure Hunt

This was an idea we stole from our Creative Lead's partner, and had been put in charge of adding a little fun to conference calls for remote workers. To start each video call, the person leading the meeting challenges the rest of their colleagues to find something in the house – for example a wooden spoon. The first person to get back to the call with the item wins!

2. Attend a Meeting in Fancy Dress

If you're anything like our marketing team, you own more fancy dress costumes than actual work clothes (just us?). Why not put them to use? Attending video meetings in fancy dress is a great way to inject a bit of fun into the day. Not only do you get to dress up, but the surprise to see that you're in a meeting with a cat, a member of ABBA and a minion is enough to put a smile on anyone's face!

3. Pamper with Facemasks

Working from home can be pretty stressful – managing a heavy workload and competing deadlines without being able to turn around and immediately confirm facts with people on your team or trying to stay motivated in a non-office environment can often leave you feeling overwhelmed and like you're working on over-drive.

But being at home, you have access to a range of things you wouldn't in the office

– like your slippers (unless you're like me and you have desk slippers!), water to wash your face in and your bathrobe (not something I personally keep in my office desk drawer, but if that's what you're into...). Getting all of your team in their spa gear with facemasks on ready for your call is not only a great bit of fun, but can also help encourage a little self-care amongst colleagues.

4. Go on Lunch and Breaks Together

One of the hardest things about working remotely when you're used to seeing your colleagues in the office every day is missing out on vital social interaction. If you're feeling a little lonely, or suspect that a co-worker might be, invite people on a Skype break or video lunch break and chat about something non-work-related for a little while.

For Slack users, there's an extension called Donut, which was built to replicate the kind of interaction you get when you pass a co-worker by the watercooler. It sets you up with a random person in the business for a 15-30-minute non-work-related chat, which can help with both team building and getting rid of the loneliness that comes from isolation.

5. Give an MTV Cribs-Style Tour

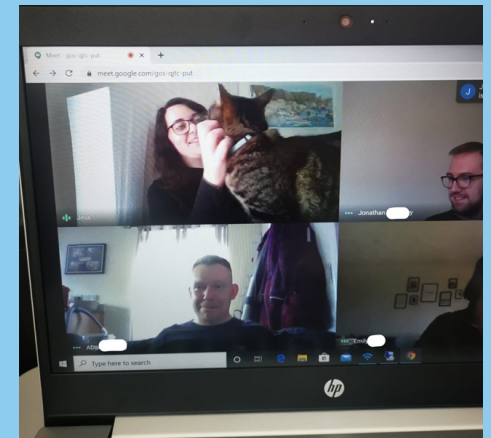
One of the first things we did when we started working remotely was letting our pets virtually meet one another – and of course, checked out each other's home set-up!

If you're happy to do so, why not have a little throwback to the 90s and give an over-the-top Cribs-style tour of your abode? This is also a great way to share a bit of personality with your team!

6. Set Up a Group for Home Working Communications

Our Personal Development Trainer Sean has recently set up a working from home support group channel on Slack, where he shares helpful tips for staying on track and advice for mental health and wellbeing when working from home. As well as this, Sean posts daily challenges, motivational quotes and helpful infographics to keep the whole team engaged. Just like in his training, he posts check-in questions – this invites every member of the group to get involved and to show that their voice will be heard.

Not only does this help bridge the social connection gap and help us all bond as a team even though we're working remotely, it also gives our team the opportunity to ask questions and raise any concerns about working from home!



Our copywriter's cat, Bandit, jumping in on a call

As silly as some of these ideas are, it's essential to keep spirits high when you're working away from your team – and sometimes there's sense in being silly! Got any more fun ideas for engaging your team over video call while they're working remotely? Be sure to tag us with your best ideas on Twitter by tagging us [@instantprintuk](#) or using the hashtag [#instantprintuk!](#)



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