

# PRODUCTS TO IMPRESS

SEE IT, TOUCH IT, READ IT, USE IT – ONLY PRINT PRODUCTS CAN CLAIM ALL THAT.

## PRINT TALKS TO PEOPLE.

There's something uniquely personal about how people experience a print product. They hold it. They feel it. They interact with it. Print still has far greater impact than emails, web pages or posts.



## IMPACT

It's what sets print material apart. Understanding the role of print products in the scheme of your business or promotional communications is something we want to help you discover. Because behind every good idea there's a discovery. Let's discover it together with insights by our team of experts.

## SELECTING THE RIGHT PRINT PRODUCT

- Planning volume (quantities), size and trim efficiencies
- Working with existing templates or dies
- Special colours or finishes required
- Date sensitive print material
- Innovative design to make the product shine
- Paper weights, sizes & finishes
- Financial budget
- Timeline required

## KNOW THE POTENTIAL...

### Print products as powerful communications tools

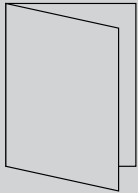
We have a tremendous array of samples or templates to help you select the most innovative form of commercial colour printing for your next project. Best of all we can 'share the language' with you to help you get to know industry-speak.

### We will be happy to show you...

- Point of Sale materials in dozens of styles and formats
- Table Top displays for retail, restaurant, service or corporate impact
- Wobblers, shelf-strips and shelf talkers to attract customer attention
- Brochures that make an impression in up to 24 configurations
- Guides, manuals and reference materials with staying-power
- Annual reports that speak volumes to investors and shareholders
- Direct Mail that gets the attention, response and results you want
- Invitations to reflect the investment you make in the event itself
- Business promotion packages from cards, stationery and folders, take one stands, twist lock stands...  
get some ideas from our list of POS samples
- Menus of every description for prestigious establishments
- Specialty items like generic, imprinted & personalised calendars, school yearbooks, note pads, promotion items & sales kits.

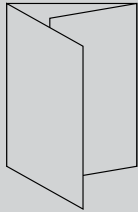
# KNOW WHEN TO FOLD 'EM (and how!)

There are more ways to create impactful brochures simply by selecting the right fold to create pages (pp) to match your Information and paper size.  
Here are the Top 10 Folds for brochures.



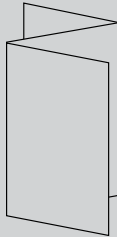
**4pp FOLD**

6pp (as DL, A6, A5 or A4)



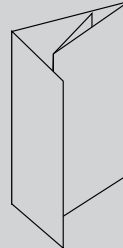
**ROLL FOLD**

6pp (as DL, A6, A5 or A4)



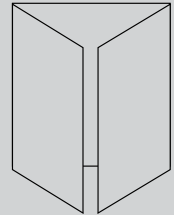
**Z FOLD**

(as DL, A6, A5 or A4)



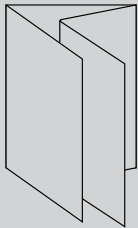
**8pp ROLL FOLD**

(as DL, A6, A5)



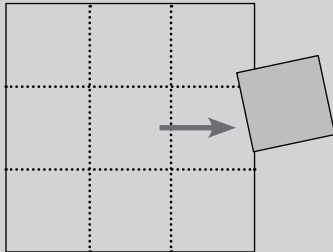
**GATE FOLD**

6pp (as DL, A6, A5 or A4)



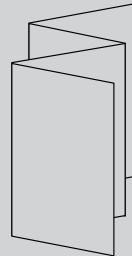
**DOUBLE PARALLEL FOLD**

(8PP)



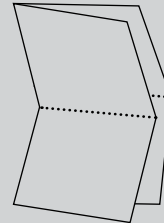
**CRASH FOLD**

From A2 to A6



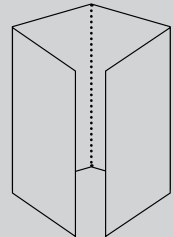
**CONCERTINA FOLD**

(DL, A6, A5 or A4)



**RIGHT ANGLE FOLD**

(A2 to A3 to A4)



**DOUBLE GATE FOLD**

8pp (as DL, A6, A5 or A4)

# POINT OF SALE THAT'S SURE TO IMPRESS

Get to know the terms of many innovative formats for POS material that makes an impact for retailers, special events, product launches, sampling programs, customer appreciation, staff Incentives... let your imagination run wild!



Presentation solutions



Wallets



Pillow pack



Die-cut posters



Packaging



Shapes



Wobblers & neck tags



Header card



Cubes



Tent cards



Ceiling mobiles



Toblerones



Sales aids



Take one stands



POS kits



Bellybands



Strut cards



Wallets & cards

GET READY TO BE IMPRESSED.

impress colour 

See more innovation at  
[www.impresscolour.com.au](http://www.impresscolour.com.au) or  
call us on 02 9604 8711

# COMMERCIAL PRODUCTS

We can produce powerful material to stock the engine room of your business: the essentials that add horsepower to your communications. Vital publications like Annual Reports,

Prospectus, Publications, Wire-bound presentations, PVC/Polypropylene Binders with Tabbed Inserts for training or product guides are all part of what we produce every day to

exceptional standards. Need something special? Talk to us about personalised calendars, direct mailers, magnets, signs, banners as well as many kinds of embellishments – you name it.



Binders & inserts



Tip ons & onserts



Slide rulers & sleeves



Wiro binding



Loop stitching



Calendars



Greeting cards



Direct mail



Presentation folders



Sales kits



Foiling



School year books



Brochures



Spot gloss varnish



Booklets



Small format booklets



Educational books



Short run publications

As one of our 5 Pillars of Service, let us show you how our PRODUCTS can truly make a difference for your next printing experience with Impress Colour.

GET READY TO BE IMPRESSED.

impress colour 

See more innovation at [www.impresscolour.com.au](http://www.impresscolour.com.au) or call us on 02 9604 8711