

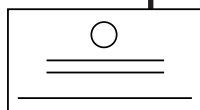


NORTHWEST
PRINTING
& LITHOGRAPHING LTD.
ESTABLISHED IN 1949

Choosing Your Project Type

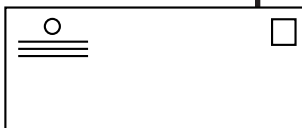
Business Cards

Your stationery package should include business cards. A business card does not have to be multi-coloured. A one-colour card with a good design and layout can be just as effective at conveying information.



Envelopes

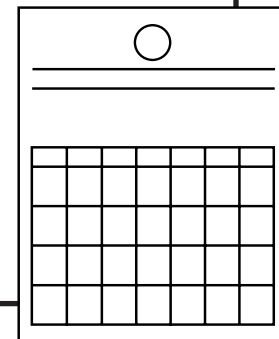
Envelopes come in a wide variety of shapes and sizes, the most common of which are the #10 business (with or without a window) and the 9"x12". To help cut costs, you might consider printing on a plain white envelope, rather than one that matches your letter-head paper. We can also imprint on blank envelopes that you supply to us.



Calendars

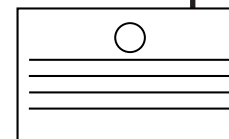
Calendars are a year-round useful advertising medium. There are many different formats to choose from: desk calendars, expense envelope calendars, less expensive single sheet all-year calendars, and the traditional flip-up calendars, to name just a few. Ask about creating calendars from envelopes — a really innovative idea!

Note: It is important to get your calendar out early to beat the New Year rush.



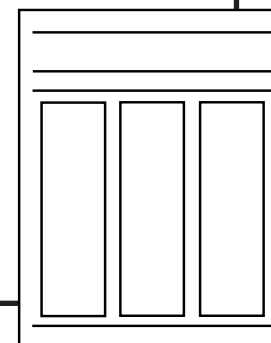
Postcards

Postcards have great potential as promotional tools; they can effectively convey a simple message to existing or potential customers. Invitations, "We're Moving" notices, medical/dental appointment reminders, and product/service promotionals are just a few examples of innovative uses of postcards.



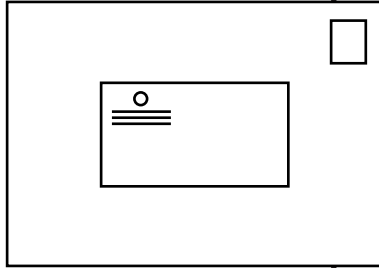
Newsletters

Newsletters carry information to groups of people with special interests in common and can cover just about every topic. Newsletters are an excellent way to keep a specific target audience informed and up-to-date, but should appear on a regular basis to be effective (i.e. monthly, quarterly, yearly).



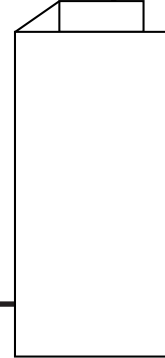
Labels

Labels come in a wide variety of colours, finishes, shapes and sizes. Most labels are available pre-sized on sheets — ideal for large press runs. However, should you require a smaller run, or if you are not able to find just the right size for your purposes, we can custom print labels on large blank sheets and cut them into individual labels.



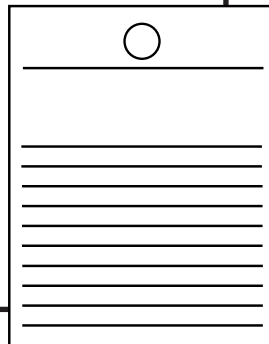
Brochures & Pamphlets

Every organization or business should recognize the power of brochures/pamphlets as promotional tools. In a nutshell, brochures and pamphlets describe who you are, what you do and what services or products you offer. They can be any shape or size, but the most common is a standard 8½"x11" folded to fit into a #10 envelope.



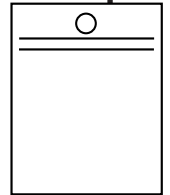
Forms

Forms help to provide vital documentation for your company. Some examples of common forms are: contracts, purchase orders, invoices, leases, mileage logs, receipts, order forms, bills of lading, shipping logs, maintenance reports and schedules. Your forms can be produced with or without carbons, padded into books, or designed for your laser or tracker fed printer.



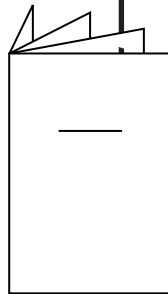
Desk or Scratch Pads

Desk or scratch pads are inexpensive give-away items that keep your name and number continually at your customers' fingertips. An excellent form of advertising! Also terrific for in-house use to jot down quick notes.



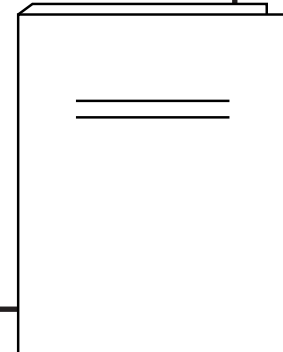
Booklets

Whereas a brochure usually offers a general overview of your products/services, booklets convey more detailed or complex information about those same products/services. Consider doing a booklet when you find yourself answering the same questions from clients time and time again, or when you want to provide more information than will comfortably fit into a pamphlet.



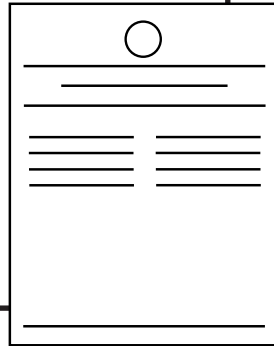
Directories

A directory is a booklet or binder listing the names and other relevant information of a particular group of people, and aimed at a specific target audience. Creating a directory and putting your company logo on it is another excellent advertising technique.



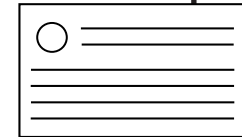
Flyers

Although flyers have a limited lifespan, they are an inexpensive and effective method of advertising your special offers, coming events, product lines and prices. Keep your flyers bold and simple — try coloured paper with coloured ink to catch people's attention.



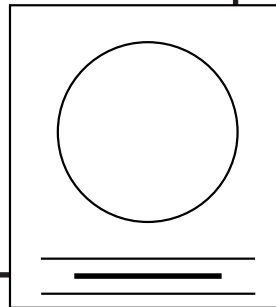
Ads

We all know the benefits that can be derived from a well-created ad. It is important that you provide the artist/typesetter with a specifications sheet from the publication that the ad is to appear in; exact dimensions are a must and every publication is different. Northwest Printing can help create your camera ready artwork, be it for the Yellow Pages, a local newspaper, or an industry magazine.



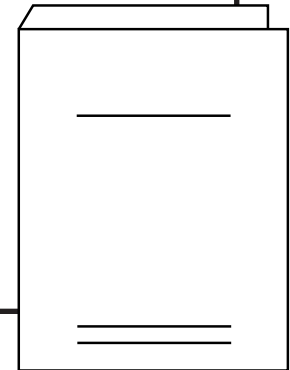
Posters

Posters are the most exciting and most powerful form of printed advertising. Combine type and artwork to create a visual effect that impacts your audience and draws attention to your event, convention, show, company, brand, product, etc.



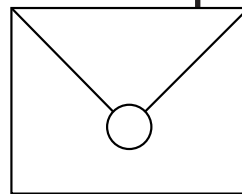
Manuals

Manuals, handbooks and instruction sheets are usually filled with facts and serve as a reference. They are good for conveying "how to" information, directions and guidelines for just about every topic. Northwest Printing will put together a blank paper mock-up to help you organize and layout your manual. We will include in the mock-up as many different paper samples as you require to help you in deciding the final look of your manual.



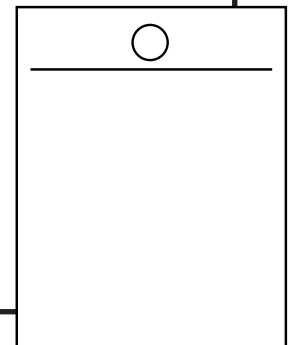
Invitations

Our paper supplier has provided us with books showing a variety of ready-made invitations with matching envelopes in a variety of sizes, colours, textures and weights. Or you may decide to design your own invitation which we can then print on a paper stock of your choice, creating your own look!



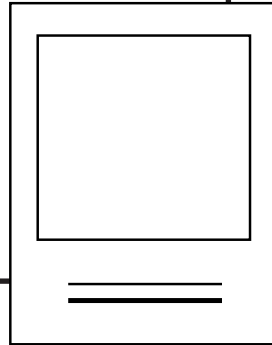
Letterheads

A letterhead is an essential part of your stationery package, and should reflect the personality of your company. You can achieve a unique look for your company by creatively combining paper, ink colours and fonts. In the future, should you experience an address change, we can take your old letterheads and turn them into useful note pads for you.



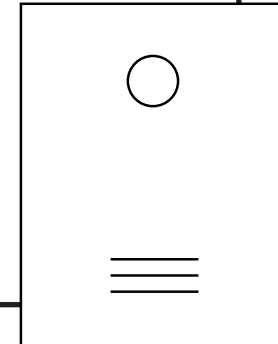
Catalogues

Selling through direct mail catalogues is a profitable industry. If you are producing a catalogue, make it as convenient for the reader to use as possible. Your catalogue does not have to be full colour to be effective; using good quality halftones or duotones will also create an excellent selling tool. If you feel you do not have enough information to fill a catalogue, we would suggest a product sheet instead.



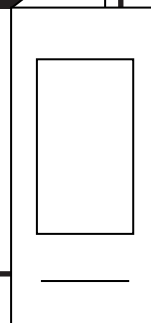
Reports & Proposals

Producing a report or proposal, whether annual or otherwise, is an opportunity to present your information in a clear, concise, and compelling way. In addition to writing up results, you may also want to describe trends and make recommendations. A good looking, well-written report or proposal adds to the credibility of your business or organization.



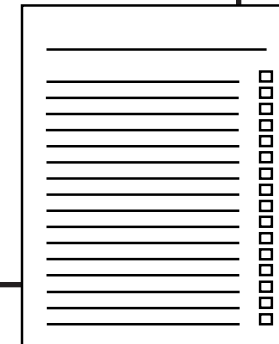
Programmes

As the life of a programme is short and its purpose quite simple, consider the production of this piece as an opportunity to have some fun in print. Create a format that reflects the nature of the show or event itself in graphic form. Let your imagination go — the more creative you are, the more memorable the programme will be.



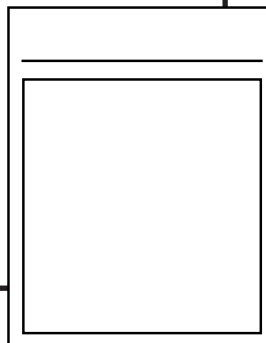
Questionnaires

The layout of a questionnaire can do a lot to invite or discourage response. Make it look easy to fill out: leave enough space for answers; make boxes large enough to check; and don't try to cram too much on to one page. Questionnaires are another excellent idea in helping you serve your customers more efficiently. Allowing them to express their thoughts or give some advice can only help to build a stronger relationship.



Menus

Menus of course are needed only by establishments serving food, but if that's what you do, there's no format more important. Good menus positively reflect the mood and the tone of a particular dining room, and the tastes of the diners they serve. A good menu is also one that's comfortable to hold and easy to read.



Presentation Folders

Most presentation folders are 9"x12" in size, and are a very versatile and professional way to present a proposal, send out a quote or invoice, or to present a company information package (i.e. brochures, fact sheets, business cards, etc.). Many different dies are available, allowing you a choice of pockets or business card holders.

