

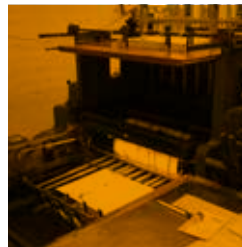


clarkeprint

MORE THAN JUST A PRINTER

DESIGN
PRINT
BANNERS
BRANDING
SIGNAGE
**CREATIVE
SOLUTIONS**

FOR ALL INDUSTRIES AND SECTORS



INTRODUCTION

'More than just a printer' is more than just a strapline, it's a culture that embodies everything that we do. Our team strives to offer more and better design and print solutions and innovative services which reduce costs, waste, lead times and, most importantly, headaches!

Whether we are working on point of sale, direct mail, advertising, transactional or multi-channel projects, we support you to communicate effectively with your audience and maximise your return on investment.

Print services are the core of our business and from our two 15,000 square foot sites in central Birmingham we offer multi-colour litho, high quality digital and versatile large format print solutions. The majority of work is finished on our state-of-the-art bindery and finishing equipment.

Supplementing our first-rate print services are a range of services and facilities which continue to set us apart from the competition including Web2Print and online stock management, pick and pack warehousing facilities, cost saving sorted and unsorted mailing services, as well as graphic and website design and product innovation support.

AUTOMOTIVE
HOUSING ASSOCIATIONS
SPORTS ORGANISATIONS
RETAIL SALES
HOSPITALITY
BANKING
CREATIVE INDUSTRIES
EDUCATION & TEACHING

SOLUTIONS FOR INDUSTRIES

PROFESSIONAL AND PROFICIENT



SOLUTIONS FOR INDUSTRIES

In the 37 years that Clarkeprint has been trading, there are very few industries that we haven't had the pleasure of supporting. In recent years there are a number of industries for whom experience has enabled us to develop specific expertise and solutions, these include:

- Creative Industries
- Housing & Property
- Automotive
- Leisure & Hospitality
- Sporting Associations
- Multi-site Retail & Franchises
- Small Business
- Education

Get in touch to discover our specific support services for your sector.

FOUR
AND
FIVE
COLOUR



LITHO PRESSES

TRADITIONAL QUALITY, MODERN EFFICIENCY



LITHO PRINTING

We have offered offset litho printing from our central Birmingham factory since 1982 and it remains at the heart of our business when it comes to fulfilling long print runs. Our modern five colour coater and four colour perfecter litho presses offer fantastic productivity and quality on a huge range of paper stocks; coupled with our efficient pre-press processes, diverse in-house finishing facilities and can-do attitude they enable us to fulfil an immense range of client requirements quickly and cost effectively.

Litho is ideally suited to longer print run projects or those which require special inks, spot colour Pantone matching or large sheet sizes.

While litho is considered a traditional print process, our in-house R & D Committee are always investigating how we can continue to push the boundaries of what is achievable. If you have a slightly typical project that you are looking for support with, we would love to hear from you!

VERSATILE
MODERN
AND
PRODUCTIVE
**DIGITAL
PRESSES**



PERSONALISED PRINT & SHORT RUNS



DIGITAL PRINTING

Our digital print facilities are not to be confused or compared to those offered by small print shops or in-house reprographics departments; our commercial digital print engines use state of the art technology, components and HD inks to ensure superb quality and excellent productivity on a huge range of papers and boards. Coupled with our in-house laminating, foiling and booklet making, wire-o and perfect binding facilities, and die-cutting as well as hand finishing for special projects, we have the capacity, capability and can-do attitude to accommodate anything that customers can (and do) throw at us!

The main advantages of digital print are that rapid set-ups mean that high quality short print runs are affordable for all and the fact that every sheet through the press can be different means that the possibilities for in-line personalisation are virtually endless.

The trend for shorter runs of tailored brochures and communications to individuals and niche markets is extremely well served by these facilities.

FABRIC, VINYL & RIGID SUBSTRATES LARGE FORMAT PRINTING



FROM DESIGN TO INSTALLATION



LARGE FORMAT PRINTING

The world of large format (or wide format) print is ever expanding, our in-house research and development committee are continually challenging suppliers and colleagues to avail us of new and exciting ways in which we can use our facilities to empower customers to make a statement with your promotional activities. From the ever popular and superb value PVC banners, roller banners, flags and exhibition displays to rigid substrates (such as foamex and dibond) and a whole array of window films, wall coverings and soft fabrics, we can find a creative solution to virtually any challenge that you can throw at us.

From conception, design and manufacture through to installation, we can take care of as much or as little of the process as necessary, always ensuring your branding is on point and the impact is maximised as efficiently as possible.

PANELS, BANNERS, TRAYS AND TOTEMS **SIGNAGE SOLUTIONS**



WALLS, FLOORS, FENCES & MORE COVERED



Assembly Hall

Reception

Sports Hall

SIGNAGE

Production and installation of professional, creative and eye-catching signs which create a huge impact are something of a speciality for our Birmingham based team of experts. From aluminium post and panel systems and monoliths, to way-finding posts and high level flex-face panels we can design, specify, produce and install signs that deliver results for our clients wherever they are in the country.

Signs can incorporate digital LED & HD displays, illumination, raised and 3D elements and so much more.

Talk to the team today to arrange a free consultation.

VERSATILE,
HD & 4K,
TOUCH
SCREENS

DIGITAL DISPLAYS



HOSPITALITY, RETAIL & BUSINESS SOLUTIONS



DIGITAL SIGNAGE

Professional, versatile and affordable digital display solutions make a wonderful addition to many situations. From enhancing exhibition stands, delivering engaging advertising in public spaces, brightening reception spaces, grabbing attention in retail environments and displaying dynamic content such as menus and directions there is a solution for every occasion and environment.

Features of our commercial digital signage range include HD and 4K resolutions, standard, high and ultra-high brightness, remote management, content scheduling, Windows and Android operating systems, WiFi and 4G functionality and touch screen options.

In addition to the wide range of screens, we also offer great diversity in enclosure and installation options from wall, ceiling and floor mounts, free-standing housings and self-service kiosks.

PRINT
ON DEMAND
& STOCK
MANAGEMENT
**ONLINE PRINT
SOLUTION**



JUST IN TIME PRINT MANAGEMENT



WEB2PRINT

Whether you're a multi-site SME, a large corporate, a national retailer or franchise, managing your print procurement and stock can be a headache. Centralising the fulfilment of all your print requirements will reduce hassle, costs and inconsistencies.

Our Web2Print service includes a bespoke web portal, tailored to your branding, through which users can order print collateral, as and when required. All printed items and merchandise are delivered within service level agreements, giving you peace of mind. The fully interactive solution allows you to manage both your brand and your spend.

If your organisation uses a range of marketing products, and/or has multiple locations with multiple users, you will almost certainly save time and money by using a Web2Print solution. This solution is particularly beneficial to franchise-type operations and larger organisations with multiple sites across different geographic locations.

STORAGE
PICK
AND
PACK
DISTRIBUTION
**STOCK
MANAGEMENT**



YOUR STOCK, OUR WAREHOUSE



STOCK MANAGEMENT

Many of our customers take advantage of our warehousing, stock management and distribution facility. Located on the Birmingham ring road and close to the motorway network our 15,000 square foot facility offers: online management of your stock inventory in real time, delegation of ordering across your team with centralised approvals and control, dedicated space for palletised and non-palletised items, as well as a daily pick and pack facility and courier collections.

When coupled with our online print solution, the benefits of our stock management progress to another level. Users, whether employees, customers or your retail/distribution network are able to call-off stock at the same time as ordering print-on-demand items and accessing digital download resources, giving a efficient solution to a wide range of requirements.

TALENTED &
EXPERIENCED
CREATIVE
TEAM



DESIGN & BRANDING

CHALLENGES ACCEPTED, SOLUTIONS CREATED



GRAPHIC & WEBSITE DESIGN

Our talented and experienced creative design team support a wide range of clients in many different ways. Whether you are a small business or start-up requiring a new or refreshed brand identity and marketing collateral design, an in-house marketing team requiring additional support to hit a deadline, or a department in a large organisation who needs to outsource conceptualisation and design for a specific project, we are on hand to offer creative support in whatever capacity you need. Perfectly at home designing for print, web or digital marketing resources, the team work professionally, efficiently and most importantly, with creativity and artistic flair to ensure that the work that they produce generates impact an engagement with your target market.

DIRECT
MARKETING &
TRANSACTIONAL
COMMUNICATIONS



POSTAL MAILINGS

EFFECTIVE MARKETING & COMMUNICATIONS



MAILING

Print marketing generates emotional connection, trust and brand confidence that cannot be achieved digitally, as such postal mailing has seen a resurgence in recent years. Royal Mail market research has shown that...

“Campaigns that included Mail were 40% more likely to deliver top-ranking acquisition levels than campaigns without Mail,”

Additionally, due to the implementation of GDPR legislation in March 2018 postal mailing has become a trusted communication medium that avoids some of the pitfalls associated with digital channels.

Talk to our experienced team about how we can use our buying power and postal accounts to save you money and deliver effective results on your advertising mailings, transactional mailing, membership communications and print and mail on demand requirements.

CUT,
CREASED,
FOLDED, GLUED
& ASSEMBLED
**INNOVATIVE
SOLUTIONS**



CONCEPT DEVELOPMENT & CREATIVITY





PRODUCT INNOVATION

We are regularly tasked with supporting all kinds of clients in the creation of interesting and innovative printed resources. From full project management for clients utilising our graphic design services, collaboration with those with their own in-house design resources and white-label services for design and marketing agencies. Our Research and Development Committee meets regularly both to explore how to push the boundaries of our own capabilities, arrange further training and staff development and to challenge suppliers to bring new ideas to the table. When you need innovation in your own projects we are on hand to support, advise and guide you through the project to meet objectives and budgets.

CLARKEPRINT AND THE ENVIRONMENT

We have always taken our responsibility to protect the environment extremely seriously. As such we have taken the following steps to ensure the work that we do is sustainable and leaves the smallest possible footprint.

- FSC Certification – as an accredited business all of our house papers are FSC certified and we encourage clients to use sustainably sourced materials wherever possible. Talk to us about the value of adding the FSC logo to your next print project.
- Chemical Free Processing – through on-going investment in technology we have been able to remove harmful chemical processors from our plate production and reduce energy consumption.
- Vegetable Based Inks – all of our litho printing inks are vegetable or soy based, they are manufactured from renewable resources and don't emit harmful VOCs. Vegetable inks also make the paper recycling process easier.
- Energy Efficient Lighting – the majority of our offices and factory space features energy efficient LED lighting.
- Paper Recycling – we recycle all waste paper produced during the manufacture of printed products.
- By-Product Disposal – all chemical by-products are carefully disposed of through a suitably accredited specialist.
- Print Rags – the use of reusable cleaning rags reduces the amount of waste to landfill.
- Biodegradable Laminates – we are now able to offer clients the option of biodegradable laminating films to further improve the environmental credentials of printed materials.
- Environment Rep – our staff committee, which reports to the board on a monthly basis, includes an environment rep whose responsibilities include the installation and promotion of positive habits and facilities across the business.
- Environmentally Friendly Fleet - all of our company cars are either hybrid or electric and our vans are Euro6 compliant.

ABOUT THIS BROCHURE

COVER

Printing: Digital four colour process plus spot clear ink

Material: 300gsm Vision Superior (FSC Mix)

Enhancement: Clear gloss foil to outer cover

Press: Kodak NexPress S2500 with HD inks

INNER

Printing: Digital four colour process

Material: 200gsm GalerieArt Gloss (FSC Mix)

Press: Kodak NexPress S2500 with HD inks

FINISHING

Saddle stitched with square back finish

Binder: Duplo iSaddle



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