



# PRINT GUIDE

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**THE  
ORIGINAL  
PRINTERS**  
*Studio*

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# Mission Statement

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- Always strive to achieve finest quality work.
- Build relationships based on honesty, reliability, professionalism and ethical business practice.
- Work with our clients to ensure an effortless print buying process in a timely and cost effective manner.
- A willingness to work alongside clients with effective communication between all parties to achieve the best print solution for the desired outcomes.

# Environmental Policy

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The Original Printers Studio is committed to being a positive and creative force in the protection and enhancement of the local and global environment. This is evident through the minimisation of hazardous materials and our continuous efforts to reduce our consumption of natural resource. The fundamental principle of The Original Printers Studio's environmental policy is to minimise any negative impact to the environment while conserving natural resources. Using education and administrative controls, we continuously assess our processes and practices to identify areas for reduction in energy, waste and emissions. The Original Printers Studio will take all reasonable measures to meet the following targets:

- Minimisation of generated waste through reduction, reuse, and recycling
- Efficient use of energy through management controls and routine practices
- Efficient use and conservation of water through management controls and routine practices
- Minimise and, where possible, eliminate noise and odour pollution
- Minimise, substitute and, where possible, eliminate the use of hazardous chemicals in processes and operations



**Proudly Printed  
In Australia**

# **Ideas to help grow your business with print**

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## Business Cards



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Professional looking Business Cards are a profitable branding opportunity. Even if you sell online, it makes economic sense to include your card with every sales delivery.

### Suggested Stock

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- 300 - 350 gsm Artboard
- 300 - 350 gsm Uncoated

### Finishing and Options

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- Gloss or Matt Laminate
- Round Corners

## Letterheads and Followers



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Standout and look your best with Letterheads on quality laser stock.

### Suggested Stock

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- 100 gsm Laser

### Finishing and Options

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- Printed on the reverse side

## Compliment Slips



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Compliment Slips will generally be of the same stock as your letterhead. A strong branding opportunity for a business with an eye for quality.

### Suggested Stock

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- 100 gsm Laser

### Finishing and Options

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- Printed on the reverse side

## Invoice/ Statement Books



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NCR (No Carbon Required) is for processes available for your company where multiple copies are required. They can be either quarter bound with hard covers, glued in notepad form or provided as loose sheet sets.

### Suggested Stock

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- 80 gsm NCR
- 100 gsm NCR

### Finishing and Options

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- Perforated
- Padded
- Numbered
- Printing on reverse i.e. Terms and Conditions
- Hard Croc Cover
- Manilla Cover
- NCR colour options: White / Pink / Yellow / Blue

## Branded Envelopes



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Envelopes can be printed on the front and back depending on suitability. Available in all standard sizes with a variety of glue flap options.

### Suggested Stock

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- Tudor Envelope Range

### Finishing and Options

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- Variety of Glue Flap Options
- Window or Non-Window

## Branded Wallets



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Ideal for combining important elements, Wallets often include a gusset for high capacity for inclusion of promotional material. A great way to make an impression with potential customers.

### Suggested Stock

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- 310-360 gsm Artboard
- 350 gsm Uncoated Boards

### Finishing and Options

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- Glued and assembled with ZIP section
- Glued with lock in tabs
- Laminated

# Presentation Folders



Presentation Folders come in a full variety of styles - designed to carry a few inserts or a full conference kit – made from durable card with or without a gusset.

## Suggested Stock

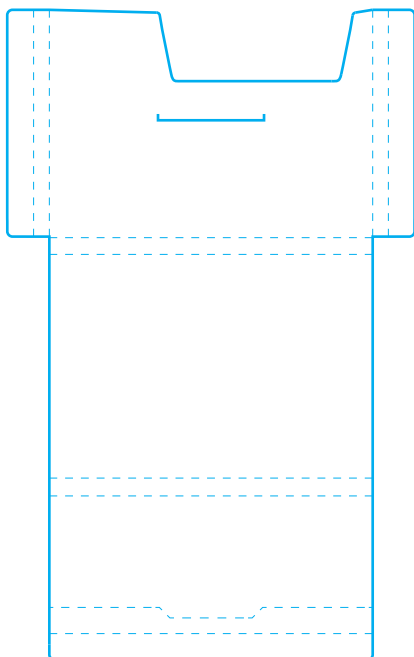
- 310 - 360 gsm Artboard
- 350 gsm Uncoated Boards

## Finishing and Options

- Gloss or Matt Laminate
- Die Cut and Scored to Shape
- Glued pockets or self locking style

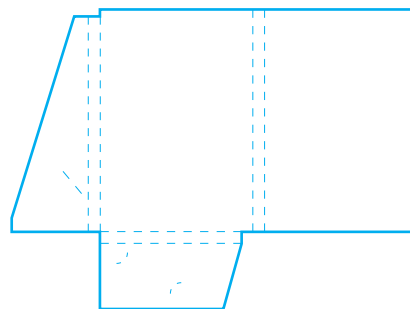
Some options are shown below

### Wallet Options

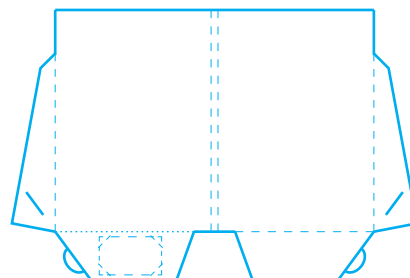


### Self Locking

Folder with interlocking pocket with gusset options

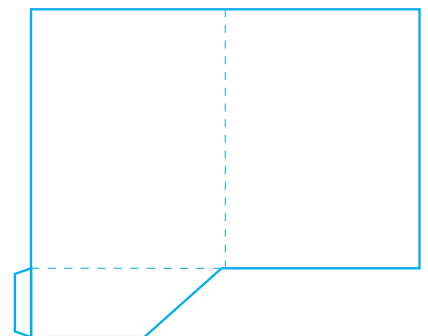


2 Pocket options with or without gusset

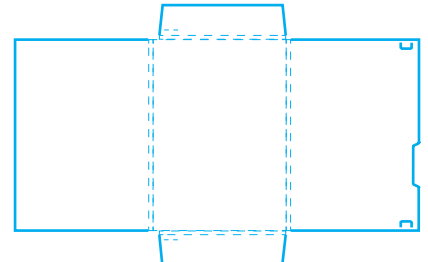


### Glued Options

A4 Pocket Folder with glued pocket and gusset options



3 Panel pocket options



## Flyers and Leaflets



Well-designed brochures and leaflets are the most important part of any business. Well-branded and informative printed products will stay in view of your customers for an extended length of time.

### Suggested Stock

- 115 gsm Coated
- 150 gsm Coated

### Finishing & Options

- Folded or Scored
- Perforated
- Gloss or Matt varnishes

## Folded Brochures



Folded brochures can be a viable choice. They work well for mail drops as well as newspaper and magazine inserts, information handouts and collateral for sales teams to pass on to potential customers.

### Suggested Stock

- 100 - 250 gsm Coated
- 100 - 250 gsm Uncoated

### Finishing & Options

- Scored and folded
- Gloss or Matt Varnishes
- Laminated
- Stitched



## Brochures, Catalogues and Magazines



Catalogues and Brochures are a sure way to get your marketing message to customers, a clear and visual way to promote products and services that will resonate for the life of your piece. Short run printed Brochures and Catalogues can now be ordered from as low as 10 copies. Short run digital is 4 colour process only.

### Suggested Stock

- 100 - 350 gsm Coated
- 80 - 350 gsm Uncoated

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated
- PMS colours
- Metallic Inks
- Gloss or Matt Varnishes



## Newsletters



People prefer to take their eyes off the screen to read news. Newsletters can be designed to be any size and easily shared with others.

### Suggested Stock

- 115 gsm Coated
- 150 gsm Coated

### Finishing & Options

- Folded
- Stitched
- Varnishes

## Marketing Cards - DL



Often referred to as the letter box 'Mini Bill Board' – when you have only 3 seconds to get your message across, a well designed Marketing Card is certainly worth the investment.

### Suggested Stock

- 250 - 300 gsm Artboard
- 300 gsm Coated 1 sided Board
- 300 gsm Uncoated

### Finishing & Options

- Gloss or Matt Lamination
- Perforate

## Gift Vouchers



Gift Vouchers are an excellent way to reward customers and also a great way of drawing in new customers through newspaper insertions or Letterbox drops.

### Suggested Stock

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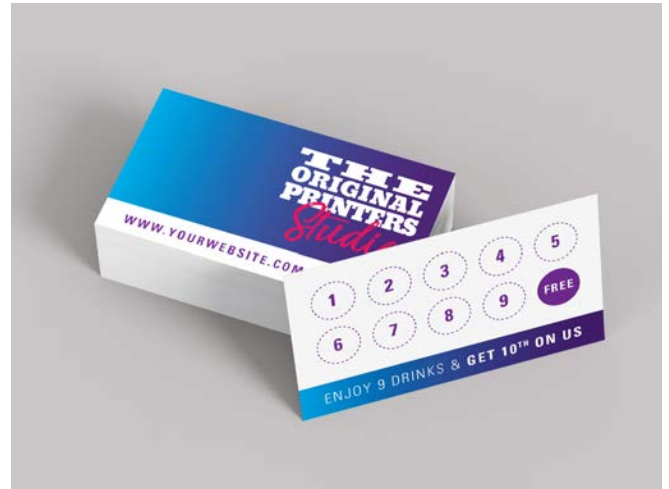
- 350 gsm Artboard

### Finishing and Options

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- Gloss or Matt Lamination
- Perforate

## Reward Coupons



Coupons are a powerful way to gain repeat business by offering rewards for return visits and purchases. Decide on the particulars of your incentive or reward campaign and let us take care of the rest.

### Suggested Stock

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- 350 gsm Artboard

### Finishing and Options

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- Gloss or Matt Lamination

## Swing Tags



Swing Tags come in many sizes and can be printed on various stocks.

The common theme is they need to be durable, legible and fit for use for all occasions. Stringing can be any length that suits.

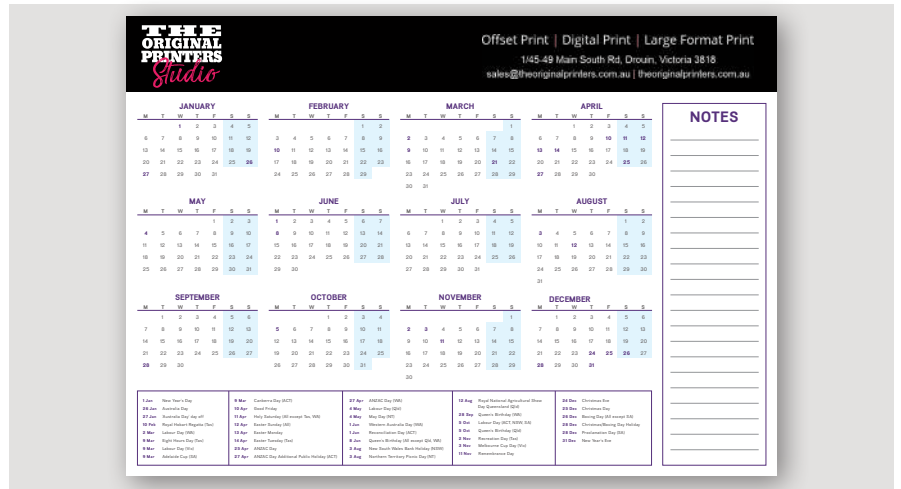
### Suggested Stock

- 350 gsm Artboard

### Finishing and Options

- Gloss or Matt Lamination
- Strung
- Eyeletted

## Branded Desk Pads



Branded Desk Pads are ideal as give-aways and can often feature a calendar to add further value.

Generally done as A3 or A2.

### Suggested Stock

- 100 gsm Laser

### Finishing & Options

- Edge Padded 1 or 2 ends
- Strawboard backed

## Fridge Calenders



Fridge Calenders are a wonderful way to keep your brand in front of customers and can be delivered by mail, kept on office counters or used as giveaways. They come with a stick-on magnet on the back.

### Suggested Stock

- 300 - 350 gsm Coated
- 350 gsm Uncoated

### Finishing and Options

- 30 x 40 Magnet attached
- Gloss or Matt Varnish

## Promotional Calendars



Promotional Calendars are influential and still hugely popular. The key to a great Calendar is functionality, design and finish – get it right and your Calendar will be an excellent brand statement for a full 12 months. With many sizes and styles to choose from including A frame back and wire bound.

### Suggested Stock

- 150 gsm - 250gsm Coated
- 350 gsm Artboard

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated

## Product Labels



Product Labels can spell the difference between shelf success or failure in today's competitive marketplace.

Self-adhesive labels are mostly printed on split back stock supplied either on sheets or as individuals.

### Suggested Stock

- Permanent Self Adhesive
- White Self Adhesive

### Finishing and Options

- Kiss Cut
- Cut to Shape

## Labels / Decals



Labels can be digitally printed on pre-cut labels in 4 colours. Process or bespoke labels printed with PMS, Fluoro or Metallic inks at any size using an offset process.

### Suggested Stock

- Permanent Self Adhesive
- White Self Adhesive

### Finishing and Options

- Coated and Uncoated
- Kiss Cut
- Cut to Shape

## Posters of any Size



Paper Posters are one of the most versatile and cost-effective promotional options available.

These can be A4 right up to A0.

### Suggested Stock

- 150 -> 300 gsm coated
- 110 -> 350 gsm uncoated

### Finishing and Options

- Matt + Gloss Varnish
- Matt + Gloss Laminate
- PMS + Metallic Colours

## Corflute



Durable and weather proof, Corflute is lightweight and economical to ship and can be easily installed, taken down and reused as required. Corflute is ideal for most outdoor advertising or signage. Such as Real estate, Site Boards and Building Signage.

### Finishing and Options

- Cut to Shape
- Printed with UV stable ink
- Add Eyelets
- 3-5 mm Thickness

## Foamcore Posters



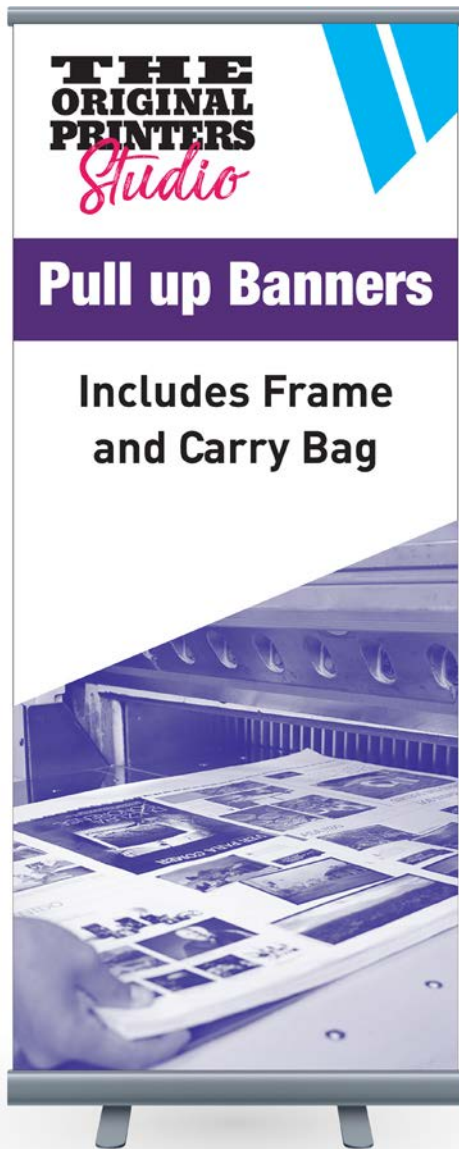
Popular for internal signage and displays. Foamcore can also be die cut into bespoke shapes to suit whatever you need. A lightweight and durable product that can be wall mounted with light anchorage.

### Finishing and Options

- Indoor & Outdoor
- 3, 6, 10 & 20 mm Thickness
- Cut to Shape



## Pull Up Banners



Lightweight, easy to transport and assemble. Pull Up Banners are designed to receive attention at any exhibition or event. Available in various sizes and with very sturdy bases.

### Size

- 850 mm wide by 2000 mm high

### Product Details & Options

- 440 gsm Indoor Polyester
- Printed with environmentally friendly inks that are UV resistant and don't smell
- Large Format Digital
- Silver base with feet
- Includes a convenient carry bag
- Packed Weight: 3.2 kgs
- Packed Size (mm): 900 x 125 x 125



## Door / Mirror Hangers



Door and mirror Hangers can be used for a variety of informational and promotional purposes. Easily noticed hanging from unusual places.

### Suggested Stock

- 300 gsm Artboard

### Finishing and Options

- Gloss or Matt Lamination
- Unlaminated
- Die Cut to Shape

## Shelf Wobblers



Shelf Wobblers are designed to attract attention to items on display. Printed single sided, they can be square cut or die cut to any shape and come with double sided tape on the tail for assembly.

### Suggested Stock

- 250 gsm Coated

### Finishing and Options

- Gloss or Matt Laminated
- Unlaminated
- Die Cut to Shape

## Neck Tags



Neck tags are a compact way to promote on shelf products with incentives, recipes / bonus offers and product information.

### Suggested Stock

- 170 -> 250 gsm Coated
- 200 -> 350 gsm Coated

### Finishing and Options

- Varnishes
- Die Cut to Shape

## Certificates



Important Certificates must be super high quality. We offer Certificates on a range of quality substrates and with a number of finishing enhancements.

### Suggested Stock

- 350 gsm Artboard

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated

## Invitations



Whether you are arranging a corporate event or throwing a birthday party, Invitations are available in a range of finishes to suit your budget.

### Suggested Stock

- 300 - 350 gsm Artboard

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated

## Wedding Stationery



Planning your special day? To ensure your special day goes off without a hitch, you can be sure that we'll take just as good care of your project as you would yourself.

### Suggested Stock

- 350 gsm Artboard

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated
- Scored
- Die Cut to Shape

## Table Menus



Well-designed table menus are attractive to read. Providing photos of your signature dishes can remove the guess work and make it easier for customers to order as well as highlighting culinary options.

### Suggested Stock

- 350 gsm Artboard
- 250 gsm Artboard
- 300 gsm Uncoated

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated
- Scored
- Gloss or Matt Varnish

## Tent Cards



Designed for counter and table tops or simply where space maybe scarce, tent Cards are savvy table talkers which can be ordered in a array of sizes.

### Suggested Stock

- 350 gsm Artboard

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated
- Die Cut to Shape
- Scored
- Gloss or Matt Varnish
- Flat Bottom or V Shape

## Post Cards



Post Cards are produced to standard sizes to keep mail cost to a minimum. They can be distributed by Aust Post, local network delivery or simply put on a counter for customers to take.

### Suggested Stock

- 300 - 350 gsm Artboard

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated

## Bookmarks



Bookmarks are the perfect bookshops, newsagent or self publisher give-away. Create further value by printing a discount voucher for your next publication on the reverse.

### Suggested Stock

- 250 - 350 gsm Artboard

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated

## Greeting Cards



Greeting and Christmas Cards have so many users and are on the comeback, due to the personal nature of the printed card.

### Suggested Stock

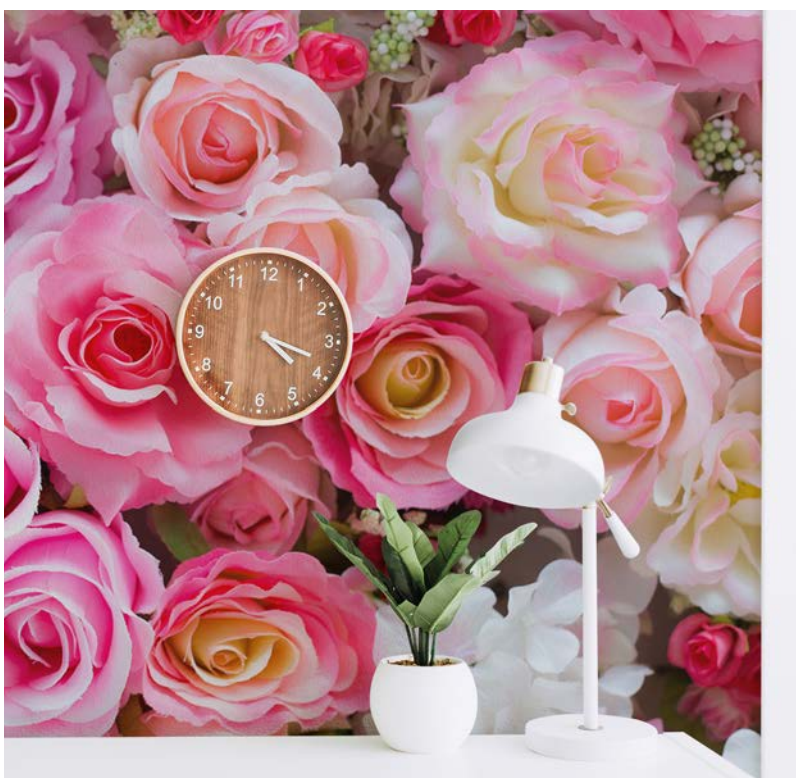
- 300 - 350 gsm Artboard
- 300 - 350 gsm Uncoated

### Finishing and Options

- Gloss or Matt Laminate
- Unlaminated
- Gloss or Matt Varnish



## Wall and Window Graphics



Durable vinyl printed with solvent inks that will stand up to the rigours of installation. Hi-tac products that will adhere to gloss, painted walls and some concrete surfaces. Important for branding and large visual needs on areas that would otherwise be unused.

### Features & Options

- Print Only
- No Framing or Stretching

## Laminating



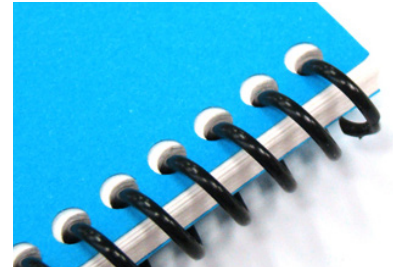
Lamination options include Gloss and Matt to add that quality and protective finish to printed literature.

## Wiro Binding



A binding method that is most commonly used in the production of calendars, note books and reports. Wires are available in a range of colours.

## Spiral Binding



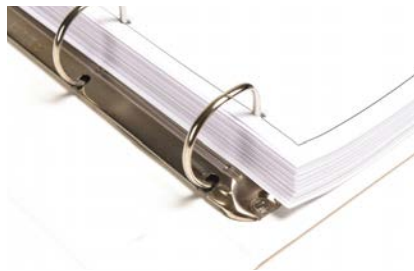
Coil or Spiral binding is ideal for manuals, notepads and conference notes. Customers also choose coil binding when they need each page to open fully.

## Saddle Stitching



This method of binding is the most frequently requested for collated books. Binding options are governed by the number and stock weight of pages.

## Ring Binders



Ring binders can be acquired with 2, 3 or 4 rings. Text and Indices are then drilled for insertion into binders.

## Padding



Desk pads and stationery such as delivery and memo pads. Using glue, these can be bound on any of the straight edges.

## PUR / Burst Bound



PUR or Burst Binding is used when multi page books exceed the capability of saddle stitching. This will create a square back spine for easy viewing.

## Australia's finest quality printing

Our expertise and dedication is evident at every stage of print, design and production processes. The strength of our commitment is matched by the quality and precision of our advanced equipment - the combination of which is guaranteed to result in successful and prompt delivery and satisfied customers.

The route we take to achieve these exceptional levels of professional service are dependent entirely upon the particulars of each individual project. Each and every mission of work we undertake requires technical adjustment, bespoke integration and new definitions of how we, as a company, are able to describe and meet our professional obligations. Nevertheless, we have grown and expanded services to the point of being able to offer unparalleled services from point of contact to delivery and beyond, for guaranteed customer satisfaction and your peace of mind.

### Our Customers

Our company ethos is based on meeting your needs. Every step we take is designed to ensure that we provide you and your brand with a printing experience of consistent high quality. We want you to be delighted with the service and products you receive. Due diligence is our aim and we always welcome feedback

### Customer Services

Our dedicated customer care team is at the heart of our entire operation, where the goal is to ensure your experience with us is instantly positive from start to finish. If you have any questions or queries about any of our products or services, please don't hesitate to get in touch.

### Pre-Print Check

One of the most highly regarded aspects of our service is our comprehensive pre-print checking. This ensures the finished results both meet and exceed your expectations.

### Printing

Once your artwork is ready for print, it will be sent to one of our presses. We use lithograph printing for large runs and digital printing for small runs and variable data, and large format inkjet printers for oversized projects.

### Print Finishing

Once your job has been printed, it is sent for finishing. This can be as simple as cutting to size or as complex as producing a booklet cover combining matt lamination, digital embossing and PUR binding.

### Quality Control

A key part of our service is our attention to detail and quality and adherence to strict deadlines. We constantly monitor every stage of the process and take care to correct any issues that might impact the quality or timely dispatch of our finished jobs.

### Packing And Delivery

Completed work is carefully packaged and made ready for transit. Delivery is the final bridge between us and our valued clients. We monitor every delivery and constantly check that everything has gone to plan.





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