



introduces a common sense production of

colour
printing
made simple
for re-sellers

It's New
It's Innovative
It's Easy To Operate
It's FREE



What You Get For Your Money

NO
↑



An "In Store" Printing Service that is **S**imple, **E**ffective, **R**eliable, Great **V**alue and **E**ffortless. That was the notes we made when deciding on how we could improve our services to YOU. It's no coincidence it's **SERVE**, to serve YOU. We looked at what put smaller printers and retailers off joining re-seller print schemes. Cost, Commitment, Contracts and Targets they all ranked high. We eliminated them entirely. As an Ink Shop Printing Partner, or Re-Seller, there is simply **NO Joining Costs**, and **NO Commitment**. When you use us, you pay as you go, and it really is as simple as that. The next message we were hearing was about discount structure, apparently you guys actually want to make money !! We answered that call by offering a flat **Discount Rate of 25%** on ALL our Core Items, and 15% Discount on our Highly Competitive Budget Ranges. Remember too that our prices are significantly lower than our main competitors. That well and truly takes care of that... But it does actually get better - A LOT better.

Perhaps the biggest concern we hear is about Delivery Charges. Some providers charge, some discount delivery, some offer limited delivery... It all gets VERY confusing. So, to combat this we provide **FREE Delivery** on all our Core Items, and delivery at COST on our Budget Items.

The nett result then. A simple and easy to use Re-Seller Package. A simple and easy to use Price Guide. A simple and easy to use discount structure. Hopefully you're thinking, "It doesn't get much better than that" ?? Well, actually it does. Printing is not Rocket Science, despite the efforts of many to confuse, it's actually very simple. You make money - We make money, that's the basic level. The advanced level is a bit more complex, you make LOTS of Money, we make LOTS of Money. In other words, it's in our own interest to help you. We do this in a number of ways, first of all we make it SIMPLE to use the service, we've covered that. We then make it simple for YOUR customers to use the service. We can do that by producing Full Price Guides or Mini Price Guides for you, and all at COST PRICE. These Price Guides are printed with YOUR name and contact details on the cover. We can provide Artwork Guides, Posters, Displays, Leaflets and Dispensers and even a FULL Sample Range of all the stocks we print on. ALL Promotional and Display items are supplied to you at COST PRICE. No two printers work the same way, so we provide Free Training Days. These informal events provide an insight into how we operate, how to supply files, all about our products and an introduction into the world that is colour printing. We'll also provide a load of goodies too, Colour Charts, Artwork Guides, Client Briefing Forms... Not a bad package for £00.00. And that includes the VAT !! Yes indeed these half day sessions are provided free of charge. **You can be an Ink Shop Re-Seller with absolutely no Print or Design experience whatsoever.**

Discount Level on Core Products	Delivery On All Core Products	Delivery Times On All Products	Promotional Print and Display	Training & Support	Contract Or Agreement	On Going Costs	Initial Set Up Costs
25%	FREE	100% GUARANTEE	COST PRICE	FREE TRAINING DAYS	NO	£0	£0

SIX SIMPLE STEPS

display - **order** - **provide** - **print** - **deliver** - **make money**

Display: The display in your premises makes it extremely easy for Business Owners to see the products on offer and take Information Literature and Price Guides. This ensures that your valuable time is used efficiently and profitably.

Order: A simple Ordering Process makes for speedy and effortless ordering. Choose from either a Web Based ordering system or a simple Order Form which can be posted or faxed to us. All the items you offer are clearly shown, delivery is provided free, and any design and artwork costs are explained. All these costs are fixed, making our Price Guide extremely easy to use for non experienced and experienced print buyers alike. There are no hidden extras, no extra charges.

Provide: The customer then takes a copy of the Order Form, showing clearly what they have ordered and a Design Pack that explains how to complete the Artwork Briefing Form. You'll also provide a Guide on how clients can supply their own files, and a large FREEPOST C4 envelope to return all this direct to us. We know your time is valuable, you simply process the order and our production facility then deals direct with the client (on your behalf) to complete artwork and proofing. The customer is then retained by you.... easy.

Print: Once the customer has approved the work, printing is started at our Award Winning, Multi Million Pound Production Facility. All work is produced to Guaranteed Despatch times, so your clients order with complete confidence knowing their Environmentally Responsible Print Work will be ready on time EVERY time. Samples of finished work is sent to you monthly for your own records.

Deliver: All work is delivered direct to the customer. The customer will provide the address with the order and we'll confirm this at the proofing stage. Parcelforce provide a next working day delivery to most areas in Mainland UK.

Make Money: We have worked hard to produce an Easy To Use Business Service. Providing a product that's in demand from almost EVERY business owner, yet is not time consuming for you. A perfect combination we're sure you'll agree.





1 Eye-Catching displays provide a real attention grabbing point of sale and don't take up much room.

shown above is our optional Point of Sale Display & Roll Up Banner

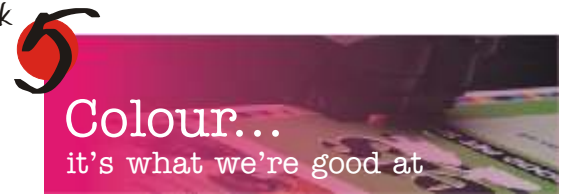
2 Customers can take full product price guides, packed full of product details and general information. Orders can then be placed when they have selected the goods required...



3 Easy to use order forms can then be completed on line through our easy to use web based ordering system, or by manual order forms if you prefer.



4 The customer is then provided with a Design Pack which shows them how to upload files directly to us, or to supply a design brief to our designers. This is then returned to us direct via a Freepost envelope. This eliminates any input or design skill from your end.



When the customer has signed off their proof we simply print and despatch the work direct to them. **Fast, Easy, Efficient & Profitable**

6 contact us NOW for further details...



76 Grayshill Road, Westfield North, Cumbernauld,
Glasgow G69 9HQ
Tel: Freephone 0800 0730329
E.Mail: franchise@theinkshop.co.uk



Environmental issues are important to us all. It's not simply a case of talking, but acting. Few can argue that Ink Shop Printing hasn't got a strong Environmental message...

With PEFC and FSC certifications clients can quickly see that when it comes to responsible paper buying, we're right up there. With the exception of Carbonless Forms, all our papers and boards are sourced from FSC or PEFC sources. We would urge our clients to use the FSC or PEFC Endorsements on qualifying printwork.

Sensible working practices throughout our multi-million pound production facility have made sure that our waste is kept to an absolute minimum.

- **Process Free Platemaking.** Overnight we reduced our Chemistry waste to ZERO.
- **Vegetable Inks.** All inks used by us are Vegetable or Bio Inks, and delivered in cartridges rather than tins. This reduces waste considerably.
- **Recycling.** Recycling naturally plays an important role in our production environment. Plates are fully recycled and of course our waste paper too.
- **Carbon Footprint.** An area where we have made significant reductions. All our Print Advisors now use the ultra efficient Smart Cars. These not only reduce our Carbon footprint, but they're fun too. In 2007 we moved to HGV deliveries, one efficient "ad blu" technology truck can deliver in one consignment what our vans would do in seven. It makes the Smart Cars look very small though.

Quality Standards were our next step and early in 2010 we will complete our Quality Standard of ISO9001 and the Environmental Standard of ISO14001. It's all about Thinking Ahead.

*“If Nothing Changes...
... Nothing Changes”*



Additional Support Items



Price Guides

We offer THREE Price Guides that you can choose from, each supplied at very attractive and subsidised prices. An A4 folded Brochure provides all our Top Selling Products. The larger six page square Price Guides provides some additional products. And for those who join us at "Gold Level" then the full 80 Page Print Buyers Guide provides EVERY product in our range.



Posters

We have Standard Posters available for our Popular Items and if you are retailing at our published prices these are ideal for a cost effective In Store Display. Posters are available for: 5000 A5 Leaflets, 1000 Business Cards, 5000 6pp DL Brochures, 1000 A4 Letterheads, Same Day Leaflets and our Standard Business Stationery Packs. Posters are printed in full colour on 170gsm Photo Gloss Paper.

A2 Posters £12 A1 Posters £19 A0 Posters £26

In addition to above, we can supply Aluminium Poster Frames for:- A2 £25.00 A1 £29.95 or A0 £45.50

Point of Sale Display

This Point of Sale Display comes complete with Two A2 Posters and Banner. The cost for this display is £250.00. An alternative Roll Up Banner Stand is available for only £69.00. (both these items have a delivery charge of £13)

Sample Sheets

Printed Sample Swatches are available with all our current and standard stocks used. Our Main Price Guide is made up with these, however these Printed Swatches can be used in conjunction with our other Price Guides. The Printed Swatch is A6 Size with the following papers: 100gsm Bond, 100gsm Bond Recycled, 115gsm Gloss, 115gsm Matt, 150gsm Gloss, 150gsm Matt, 150gsm Recycled, 200gsm Matt, 300gsm Matt, 300gsm Gloss, 300gsm Gloss Laminated, 400gsm Matt, 400gsm Matt Laminated..

Sold in packs of 50 £15

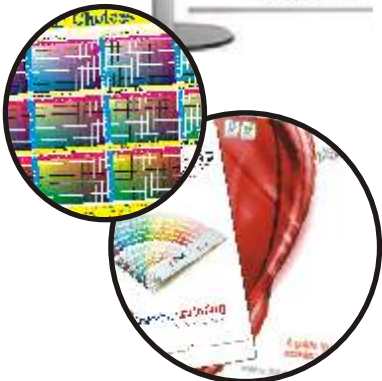
Colour Charts

A2 Colour Charts calibrated to our press are available in 150gsm Gloss.

50 £6.00 100 £12

Generic Brochure & Artwork Guides

Colour Print Made Simple is a Generic Colour Brochure (6pp DL). This Generic Brochure simply explains the advantages of Full Colour Printing and introduces the client to a number of the products we offer. Cost 50 £11 100 £19 500 £75 1000 £89 We also provide an "Artwork Supply Guide". This 16pp A4 Booklet provides your clients with the very basics for file supply. Available in multiples of 100 at £19



Q's and A's



How Much Does This Service Cost ?

Absolutely nothing, this really is an exciting opportunity to supply Full Colour Printing to Small and Medium sized Business owners. We supply you with a Start Up Pack and Display Posters absolutely free of charge. We expect that some Partners will see the huge opportunity and will wish to promote this service, for this we have a number of Display and Point of Sale items that can be purchased.

Is There Minimum Sales and Targets ?

NO - We have made this as easy for you as possible so there is NO minimum sales or sales targets.

Is There Any Agreements or Contracts ?

There is no formal agreements, you can simply "Walk Away" at any time. The only undertaking we ask from you is an agreement that you'll not buy printing from any other source - after all it's our Branding and Reputation that's being used.

Are The Display Items Chargeable ?

We provide a Starter Pack comprising of 2 x A2 Posters, 500 x Generic Mini Price Guides, 2000 A5 Leaflets, 50 Order Forms and 25 Customer Design Packs. We'll also provide a "Getting Started Manual". You will also qualify for a free Training Day at our Cumbernauld Head Office. In addition to this we have a number of Display Items to get your Print Business up and running. Point of Sale Poster and Banner Displays are available for only £250+VAT. We can also provide a range of Poster Displays and Printed Publications including Price Guides, Artwork Guides, Information Brochures and Design Packs. All these additional items are very competitively priced.

Do You Have Training Days ?

Yes, indeed we do. We run Training Days entirely free of charge 4-6 times a year. These provide an invaluable introduction to Full Colour Printing, the products we offer, our operating structure and the businesses we provide work for.

How Exactly Does This Work ?

Hopefully our Brochure has detailed this. You simply take a Print Order, the client then uses their "Design Pack" to either forward files to us or provide an artwork brief - we do ALL this for you.

Must I Retail At Your Prices ?

YES, this is for your benefit. By retailing at the same prices as our own stores and sites everyone is then on a "Level Playing Field". You simply RETAIL at published prices and buy these products at discounted rates, typically 25%.

How Much Can We Earn ?

This very much depends on your approach to the concept. A TYPICAL order, and one of our best selling products, is 5000 Folded Brochures at £260, from this a client may add artwork at £60. From an order TOTAL of £320, you will buy this for only £240. £80 for filling out an Order Form. Remember we do ALL the file checking, design, proofing, printing and despatch.

Are There Different "Levels" We Can Enter At ?

Yes, there are THREE levels you can choose from. Bronze Level allows you to retail our TOP SELLING Products of Leaflets, Brochures, Business Stationery, Business Cards and Postcards. The SILVER Level expands that with the introduction of Booklets and Multi Page Brochures. The GOLD Level allows you to retail ALL the products in our 80 page Print Buyers Guide. You can only proceed to our Gold Level after attending one of our FREE Training days.

This Is GREAT - What's The Next Step ?

Simply return the Freepost Reply Card, we'll contact you for an initial discussion. Please note your preference for us to call you, am, pm or after hours.



Colour...

it's what we're good at



76 Grayhill Road, Westfield North, Cumbernauld,
Glasgow G69 9HQ
Tel: Freephone 0800 0730329
E.Mail: franchise@theinkshop.co.uk

