



# PRESSAVVY

## PRODUCT GUIDE



[PRESSAVVY.COM](http://PRESSAVVY.COM)

# POINT OF SALE



## DISPLAY

Display products such as table runners, counter cards, and table top banners are a great way to catch someone's eye or to provide direct and useful information.

## IN-STORE SIGNAGE

Use flags, banners, and posters to brand locations and to create a signature look and feel. Used for decor, promotion, or aesthetically, these products help stores and shops stand out.



## SALES MATERIALS

Companies have relied on strong sales materials to do most of the actual sales for years. Whether catalogs, brochures, or sell sheets, clients love the professional look, and customers love the convenience.



## FLOOR & WINDOW GRAPHICS

Floor and window graphics immediately transform a brick and mortar location into a vibrant and branded shop. These eye-catching details draw customers in and add value to the experience.

Sales Materials	In Store Signage	Display	Floor & Window Graphics
<ul style="list-style-type: none"> <li>• Booklets &amp; Catalogs</li> <li>• Flyers &amp; Brochures</li> <li>• Sell Sheets</li> <li>• Rack Cards</li> <li>• NCR forms</li> </ul>	<ul style="list-style-type: none"> <li>• Banners</li> <li>• Stand Banners</li> <li>• Posters</li> <li>• Backlit Posters (1)</li> </ul>	<ul style="list-style-type: none"> <li>• Table-Top Retractable</li> <li>• Tent Cards</li> <li>• Counter Cards</li> <li>• Table Throws</li> <li>• Table Runners</li> </ul>	<ul style="list-style-type: none"> <li>• Floor Vinyl</li> <li>• Clear and/or Opaque Window Clings</li> <li>• See-Through Window Graphics</li> </ul>

# PRODUCT PACKAGING



## PACKAGING

Stand out on the shelf. Utilize custom boxes and paperboard boxes for custom packaging. Combined with unique designs, packaging can look high end and one-of-a-kind.



## ROLL LABELS

Whether used for products, logos, warning labels, or box and envelope seals, roll labels come in various shapes, sizes and materials. Most importantly, they always make an impact.



### Packaging

### Roll Labels Options

- Custom Boxes
- PaperBoard Boxes
- Bright Silver Metallic
- 70LB Eggshell Felt

### Tags

- Hang Tags
- Header Tags
- Semi-Gloss
- White and/or Clear Stock
- Repositionable Labels

## TAGS

Hang tags and header tags help products pop on the shelf. Either for branding, pricing, or promotions, it's a small touch that's a big asset.

# BRANDING & ADVERTISING



## SALES & SERVICE MATERIALS

Provide consumers with informative materials like booklets and catalogs and equip staff with dependable tools such as sell sheets and NCR forms for a winning combination.



### Sales & Service Materials

- Booklets and Catalogs
- Flyers & Brochures
- Sell Sheets
- Presentation Folders

### Stationery

- Greeting Cards
- Invitations
- Announcements
- Envelopes
- Letterhead
- Business Cards
- Notepads

### Promo Materials

- T-Shirts
- Mugs
- Buttons
- Tote Bags



## PROMO MATERIALS

Bumper stickers, t-shirts, mugs, and buttons are a great and fun ways to engage a customer base. Whether as giveaways or to stock a work area, promo materials are always exciting.



## STATIONERY

Professional looking, custom stationery is a valuable tool. A personal flair on everyday items like greeting cards, envelopes, stationery, and business cards go a long way.



# POINT OF SALE

**AUTOMOTIVE MARKETING PRODUCTS**



## DISPLAY

Uniquely branded display products such as table cards and table throws provide information on promotions, services, and much more. These are great for waiting areas, lobbies, and point of sale areas.

## SIGNAGE

Signage increases visibility and awareness. Clearly and confidently advertised automotive services and promotions attract more people. Banners and posters of all sizes are huge assets.



## FLAGS

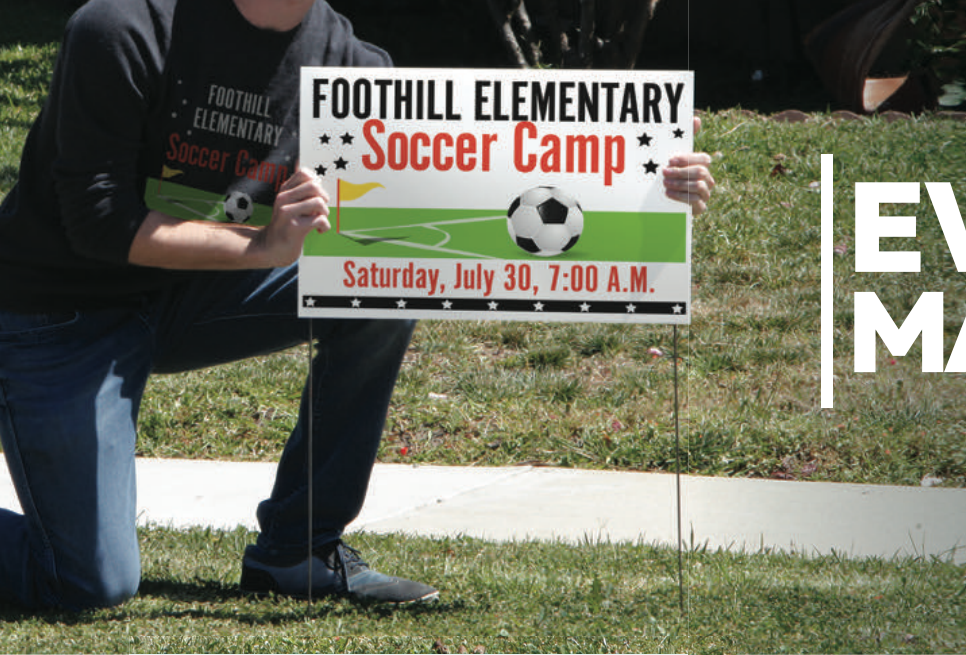
Flags are ever present in the world of automotive racing and translate very well into eye-catching marketing tools. Easy to spot flags will help businesses promote services, events, and much more.

- Signage**
- Display**
- Flags**

- Banners
- Stand Banners
- Posters
- Yard Signs
- Backlit Posters (1)

- Table-Top Retractable
- Tent Cards
- Counter Cards
- Table Throws
- Table Runners

- Teardrop Flags
- Feather Flags



# EVENT MATERIALS



## EVENT SIGNAGE

Big, eye-catching signs are synonymous with school events. From prom, to bake sales, to the big game, event signage transforms gatherings into lasting memories.



## DISPLAY

Displays are great on counters and tables, when used at functions, fairs, or in the main office. They're a great way to promote, attract, and inform.

### Flags

- Teardrop Flags
- Feather Flags

### Event Signage

- Banners
- Stand Banners
- Posters
- Yard Signs

### Display

- Table-Top Retractable
- Tent Cards
- Counter Cards
- Table Throws
- Table Runners

### Other Event Materials

- Tickets
- Invites
- Announcements

## FLAGS

Flags are a great way to get noticed from a distance. Whether they're showing off school spirit, announcing an event, or being used to direct traffic, educational institutions have many uses for flags.



## OTHER EVENT MATERIALS

Big events often require small details. Invites, tickets, and announcements make sure that everyone is equipped and prepared, and the big event goes off without a hitch.



# SCHOOL SPIRIT

## BOOKLETS & CATALOGS

Great for delivering information in course listings, event programs, graduation handouts, and much more. Booklets and catalogs are colorful, durable, and informative tactile resources.



## STATIONERY

For orientations, official documents, take-homes, and mailers, stationery materials are essential day-to-day activities in education.

### Spirit Gear

- T-Shirts
- Mugs
- Buttons
- Tote Bags
- Bumper Stickers

### Stationery

- Greeting Cards
- Envelopes
- Letterhead
- Business Cards
- Notepads
- Presentation Folders

## SPIRIT GEAR

Be loud and proud with a wide variety of products that can show your school spirit. With T-shirts, buttons, bumper stickers, and much more, there's something for everyone.



# BRANDING & ADVERTISING



## FLAGS

Nothing stands out more at a health and wellness event or location than a colossal flag! An ideal way to advertise key health services and programs quickly.

## SIGNAGE

Creating a memorable corporate identity is everything in the highly competitive health industry. Quality signage offerings are a surefire way to gain brand recognition and/or direct traffic easily throughout a facility.

## BRANDING & ADVERTISING

Display	Flags	Signage
<ul style="list-style-type: none"> <li>• Table Runners</li> <li>• Table Throws</li> <li>• Mini Retractable Banners</li> <li>• Table Tents</li> <li>• Counter Cards</li> </ul>	<ul style="list-style-type: none"> <li>• Teardrop</li> <li>• Feather</li> </ul>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Retractable Banner Stands</li> <li>• Banners</li> </ul>

## DISPLAYS

In the healthcare industry, you may frequently organize functions to increase brand awareness and provide information to new patients and clients. Help your brand stand out with quality display tools such as table throws and counter cards. These simple details can make your presence unmistakably professional.





# MARKETING PRODUCTS



## PROMO PRODUCTS

Increase brand recognition with promotional products.

Get creative by adding logos and taglines to T-Shirts, mugs, tote-bags and more. Not only are you promoting your organization but you're also spreading the word on the many benefits of your health products and services.



## MARKETING PRODUCTS

### Collateral Materials

- Booklets & Catalogs
- Flyers
- NCR Forms
- Notepads
- Roll Labels

### Stationery

- Business Cards
- Letterheads
- Presentation Folders
- Envelopes
- Appointment Cards

### Promo Products

- T-Shirts
- Mugs
- Calendars
- Tote Bags



## COLLATERAL MATERIALS

Every health and wellness business provides products or services. Make sure you're equipped with the collateral materials needed to raise awareness about your unique offerings.

## STATIONERY

The ideal way to boost industry and company awareness in the health and wellness fields is with fully customizable stationery products. One of the most necessary and important tools for distributing important information to clients and patients.

# EVENT MATERIALS

## FLAGS

Flags are promotional tools that are impossible to go unnoticed. Whether to announce a grand opening, or just to catch the eye of the passer-by, flags are a utility player in getting attention.

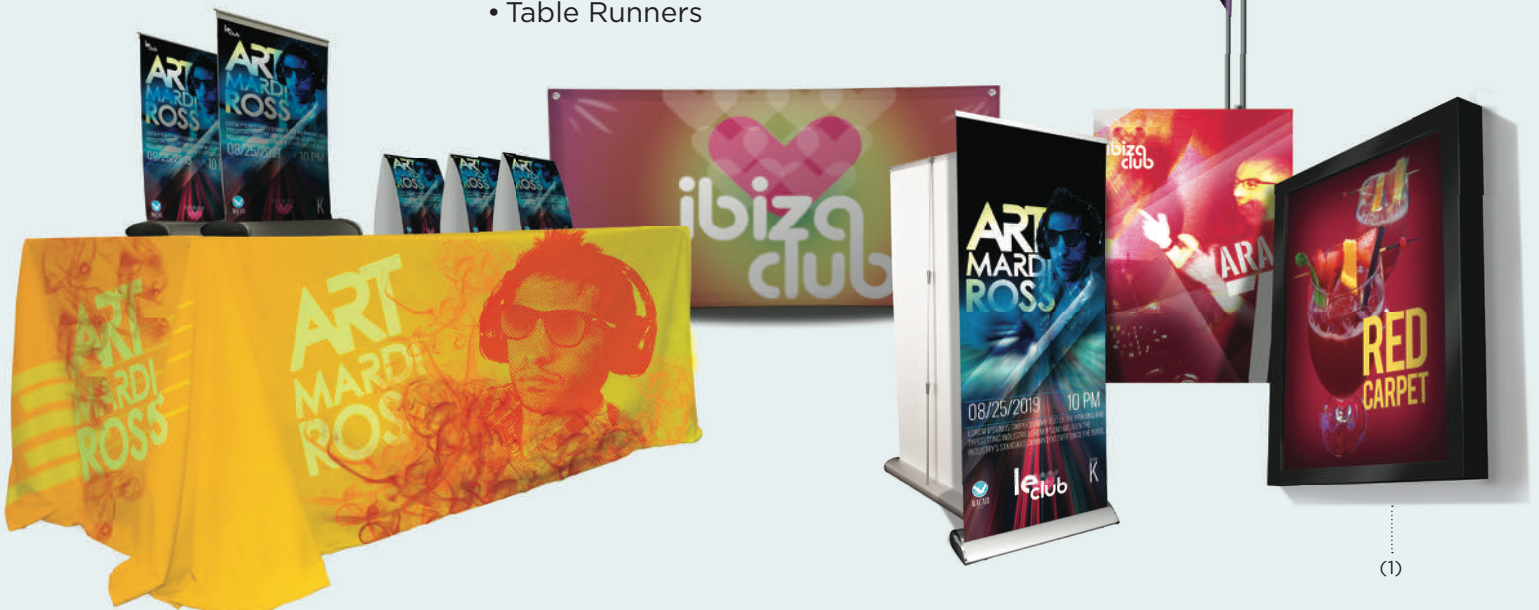


### Event Signage

- Banners
- Stand Banners
- Posters
- Backlit Posters (1)

### Display

- Table-Top Retractable
- Tent Cards
- Counter Cards
- Table Throws
- Table Runners



## DISPLAYS

Display products like table-top cards and counter cards are great to showcase menus and specials, while table throws and runners are ideal for sponsored or branded messaging at a DJ booth or march stand.

## EVENT SIGNAGE

Either big and flashy or sleek and subtle, event signage like banners and posters help establishments advertise and brand themselves exactly how they see fit.



# EVENT MATERIALS

## PROMO MATERIALS

Promo materials are ideal to equip street teams and staff with buttons, t-shirts, and bumper stickers. These are memorable branded products that people get excited over.



## TICKETS & FLYERS

Clubs live night to night, so materials like event tickets and flyers are key in maintaining interest, awareness, and making sure people keep showing up.

## POSTCARDS & ANNOUNCEMENTS

Whether for distribution or mailing, postcards, announcements, and invitations are the perfect way to take your events to the next level.



### Promo

- T-Shirts
- Bumper Stickers
- Buttons

### Postcards & Announcements

- Postcards
- Invitations
- Greeting Cards
- Announcements

### Tickets & Flyers

- Tickets
- Flyers
- Brochures

# BRANDING & ADVERTISING



## FUNDRAISING & MEMBERSHIP MATERIALS

Use flyers and brochures to advertise and reach more people then provide them with more information on a cause or organization with booklets, catalogs, and presentation folders.



## STATIONERY

Custom letterheads, greeting cards, and envelopes are great tools to use as mailers for invites, newsletters, thank you notes, or general materials to reach your audience.



## PROMO MATERIALS

Promo materials are a fun way to energize people. T-shirts, mugs, and stickers are generous giveaways to equip volunteers with during important causes and events. In addition to promote your cause these promo materials serve as a great marketing tool.



### Promo Materials

- T-Shirts
- Mugs
- Buttons
- Tote Bags

### Fundraising & Membership Materials

- Booklets and Catalogs
- Flyers & Brochures
- Sell Sheets
- Presentation Folders

### Stationery

- Greeting Cards
- Invitations
- Announcements
- Envelopes
- Letterhead
- Business Cards
- Notepads

# EVENT MATERIALS



TEARDROP & FEATHER FLAGS AVAILABLE FROM 8FT - 15 FT

## FLAGS

Big, colorful, and welcoming flags are a great way to get noticed. Coming in a variety of sizes, flags can be a fun and informative way to make events easy to spot.



## EVENT TICKETS

Great assets for fundraisers, parties, and concerts. Event tickets can be sold, exchanged, or given away to draw more interest and people to functions.

## EVENT SIGNAGE

Yard signs and banners are great ways to advertise for upcoming events, while banners and banner stands are great for branding and to display messaging at events, gatherings, and functions.



## Event Signage

- Banners
- Stand Banners
- Posters
- Yard Signs

## Display

- Table - Top Retractable
- Tent Cards
- Counter Cards
- Table Throws
- Table Runners

## DISPLAY

Table throws and runners are a great way to have booths stand out at fairs and meetings. Table-top and counter cards, meanwhile, are an effective way to show pricing, schedules, and additional information about your cause.



# SALES COLLATERAL



## DISPLAYS

Coming in a variety of sizes and shapes, these eye-catching displays are a great way to deliver messaging or to boost awareness to your listings, policies, or promotions.



12", 17" & 32"



## SALES COLLATERAL

Sales Materials	Display	Stationery
<ul style="list-style-type: none"> <li>Flyers &amp; Brochures</li> <li>Presentation Folders</li> <li>Sell Sheets</li> <li>Postcards</li> </ul>	<ul style="list-style-type: none"> <li>Table-Top Retractables</li> <li>Tent Cards</li> <li>Counter Cards</li> <li>Table-Throws</li> <li>Table-Runners</li> </ul>	<ul style="list-style-type: none"> <li>Letterhead</li> <li>Envelopes</li> <li>Business Cards</li> <li>Notepads</li> </ul>

## SALES MATERIALS

Companies have relied on strong sales materials to do most of the actual sales for years. Whether folders, brochures, or sell sheet, clients love the professional look, and customers love the convenience.

## BOOKLETS & CATALOGS

Catalogs and booklets are colorful, informative, and durable tactile resources. Whether used for listings, leasing options or for promotions. Put these in your client's hands and they'll thank you for it.



## STATIONERY

The frontline of the real estate industry is in branded stationery. Custom business cards, envelopes, letterheads, greeting cards, and notepads prove that a little bit goes a long way.

# **PRESSAVVY**

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