



GUIDE TO OUR **PRODUCTS & SERVICES**



TRIED AND TRUSTED
SUPPLYING QUALITY PRINT
FOR OVER 40 YEARS

Welcome

GSB Print & Design was established in 1975 and over the years has grown to be one of the area's leading suppliers of design and print to local businesses & industry, and further afield.

We offer a full in-house graphic design and print service which will guide you through from an initial concept to the production of the finished print. Our studio offers a wide range of services from a basic design for a business card through to a full company rebrand.

Our in-house production enables us to personally oversee quality and deliver a high end product at a sensible price. This guide will hopefully give you more of an insight into what GSB Print & Design can offer you.



A handwritten signature in black ink, appearing to read 'D Holden'.

Damian Holden
Director



A handwritten signature in black ink, appearing to read 'W Drinkell'.

Warren Drinkell
Director

This guide sets out a small selection of the print range we offer. If you need a bespoke, personalised quote please email or phone us direct on 01472 351212 or enquiries@gsbonline.co.uk and we will be happy to help.

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The Art of Paper

Printing is much more complex than it looks and the jargon can often be daunting for some. This guide will try and make it as simple as possible for you to get the best out of your print.

Standard Paper Sizes

A0	1189mm x 841mm
A1	841mm x 594mm
A2	594mm x 420mm
A3	420mm x 297mm
A4	297mm x 210mm
A5	210mm x 148mm
A6	148mm x 105mm
A7	105mm x 74mm
DL	210mm x 99mm

Paper Types

Gloss - This type of paper has a full gloss finish and is ideal for leaflets, takeaway menus etc...

Silk - A type of paper also known as satin-matt as it is considered a hybrid between a gloss and matt finish. The paper has a slight sheen but not a full gloss finish.

Matt Uncoated - A matt paper with no noticeable finish such as a shine. It is ideal for writing on and is most popular for stationery.

Paper Weights

The weight of a paper is referred to by its 'gsm' (this stands for 'grams per square metre'). Standard letterhead paper is usually around 100gsm, leaflets are typically printed on 130-170gsm and business cards are usually printed on 350-450gsm board. (We can accommodate specific paper weight requirements).

The Art of Print

Colour

Full colour printing uses a process called CMYK whereas computer screens work on a RGB colour scheme. It is important to create artwork in the correct colour format as some colours, particularly bright or fluorescent ones are not achievable through the CMYK process and prints may appear different to how they look on screen. To achieve specific colours we use the Pantone® range which are a standardised palette of colours. These are ideal for producing bright and metallic colours.

Finishing Options

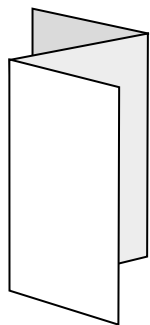
Matt Lamination - A subdued finish that softens the colour and adds a sophisticated modern look.

Gloss Lamination - A high gloss finish that is ultra-shiny. It makes colours vibrant, rich and punchy.

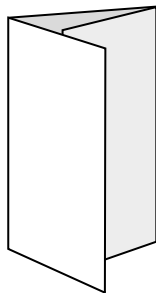
Soft Touch Lamination - Gives a very nice feel to the print likened to the texture of a peach or rubber.

Spot UV - This is a clear varnish that can be applied to the whole page, or just to certain areas to lift them off the page.

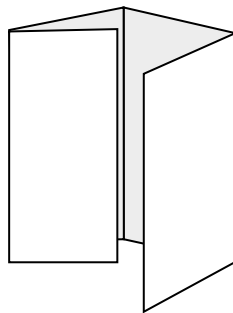
Fold Types



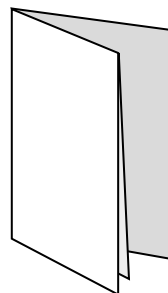
Z Fold



Roll Fold



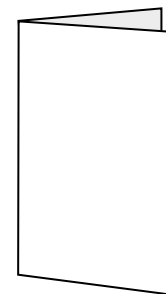
Gate Fold



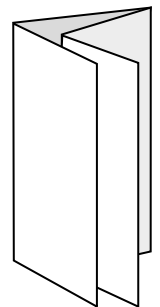
Eight-page
Broadside Fold



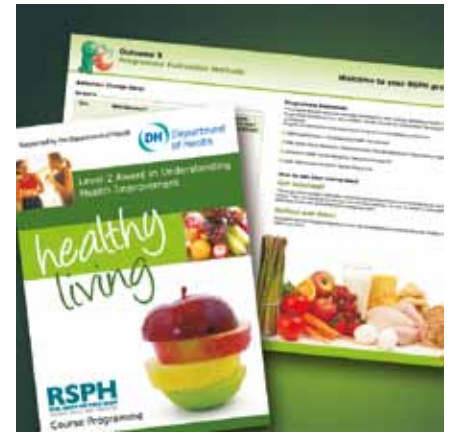
Map Fold



Four-page
Standard Fold



Double
Parallel Fold



Graphic Design

First impressions count, especially when it comes to your business. Grab the attention of potential clients with eye-catching graphic design for your marketing materials and branding.

We have a team of creative graphic designers that will work closely with you to develop images and graphics that truly reflect your brand. We offer an array of services from a simple business card design through to a full brochure design or rebrand.

When you absolutely need to make that perfect first impression, turn to the design professionals. Our team will help you create the best layout for your needs. We specialise in designs for offset press, digital and large format prints for all media and applications. Move your communications forward with our help.

Because each project is different, our design and layout service prices vary based on project needs. However after a consultation we will be able to give you a guide to costs.

Contact the studio today to see how we are able to help you on 01472 351212 or email studio@gsbonline.co.uk



Services Include (but not limited to)

Brochure Design

Company Stationery

Leaflet and Menu Design

Corporate Branding and Logos

Publicity Literature

Exhibition Materials

Poster and Large Format Graphics

Point of Sale and Promotional Items

Business Cards

Good quality business cards are essential for any serious business. They not only break the ice but also serve as a lasting reminder of who you are. Our business cards are separated into three ranges to keep it simple; Standard (printed digitally on 350gsm uncoated board), Coated (printed litho on 450gsm silk board) and Luxury (printed on 450gsm silk board finished with a matt or gloss lamination).

Standard Size

The standard size we print our business cards is 85mm x 55mm although we can produce bespoke sizes too.

Finishing Options

- Matt Lamination
- Gloss Lamination
- Soft-Touch Lamination
- Spot UV (Varnish)
- PVC Plastic Cards



Business Stationery

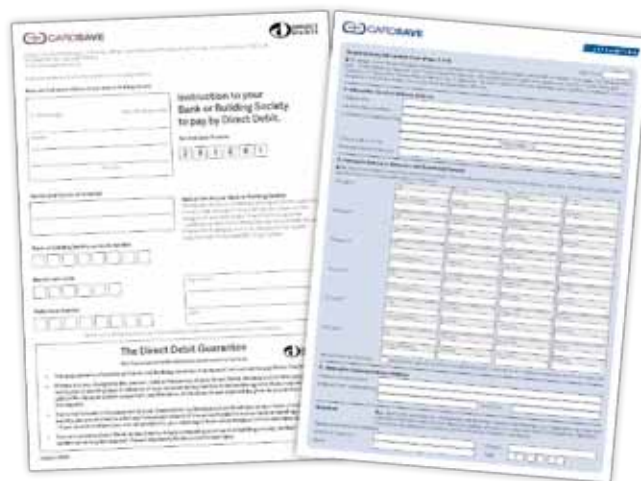
Business stationery is great for giving you or your company a professional image while increasing your brand recognition. Letterheads and continuation sheets are ideal for formal documentation, while compliments slips are great for sending a short personalised message. We use a combination of digital and litho methods to allow us to give you the best price we can.

Finished Sizes

Letterheads - A4	210mm x 297mm
Continuation Sheet - A4	210mm x 297mm
Invoices - A4	210mm x 297mm
Statements - A4	210mm x 297mm
Compliments Slip - DL	210mm x 99mm

Paper Options

80gsm Matt Uncoated
104gsm Matt Uncoated
120gsm Matt Uncoated



Carbonless Stationery

Carbonless stationery (also known as NCR - No Carbon Required) is ideal in a situation where you need an immediate exact copy of the form you have just filled in. These are most popular for invoices, receipts and contracts. Our forms are available in 2, 3 and 4 part and can be printed in colours of your choice and are available in a range of paper colours including yellow, green, blue and pink. We also offer sequential numbering and perforating if required.

Finishing Options

Book - Usually finished in books of 50 these are stapled at the top or side and perforated so one copy remains in the book and others can be removed.

Pad - These are glued at the top or side and all copies are removed from the pad.

Loose Sets - These are finished by gluing at the head of the paper and are supplied in separate sets.

Continuous - Continuous paper is usually perforated transversely at regular intervals with a line of small slits which form a tear edge that defines the top and bottom of each page.



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T: 01472 351212

Note Pads and Desk Pads

Promotional desk pads and note pads are a great way to keep your company information in front of your customer on a daily basis. Add your logo, contact and product details to your deskpad so that every sheet peeled off is a reminder - that's a lot of reminders!

Paper Sizes

Available in sizes ranging from A7 upwards.

Paper Options

80gsm Matt Uncoated

104gsm Matt Uncoated

120gsm Matt Uncoated



Flyers and Leaflets

Flyers are the standard means to promote your business or event cost effectively. They are a great way of targeting a large number of people without breaking the bank. Available on a range of paper weights and laminations to suit all needs. Great for menus, price lists, pamphlets and newsletters, they allow you to deliver a lot of information while maintaining a compact format.

Paper Sizes

Available in sizes ranging from A7 up to A3.



Laminating Options

Laminating is available on paper weights above 200gsm.



Booklets, Price Lists and Brochures

We offer three types of brochure - traditional stapled, wire bound and perfect bound. Our perfect bound brochures are great for any documents that need the extra wow factor. They can accommodate a larger number of pages than traditional stapled booklets and are great for larger documents. They are also beneficial in situations where traditional staples are prohibited such as food manufacturing plants.

Paper Sizes

Available in all standard sizes from A6 to A4
finished size - Bespoke sizes can also be created.

Paper Weights

Available in weights from 115gsm up to 350gsm.



Presentation Folders

Our presentation folders are available in either oversized A5 or A4 sizes with or without a business card slot in the pocket. We hold existing cutting formes for our economy folders and luxury folders however we can produce new cutting formes to suit your exact requirements.

Folder Options

Economy Range

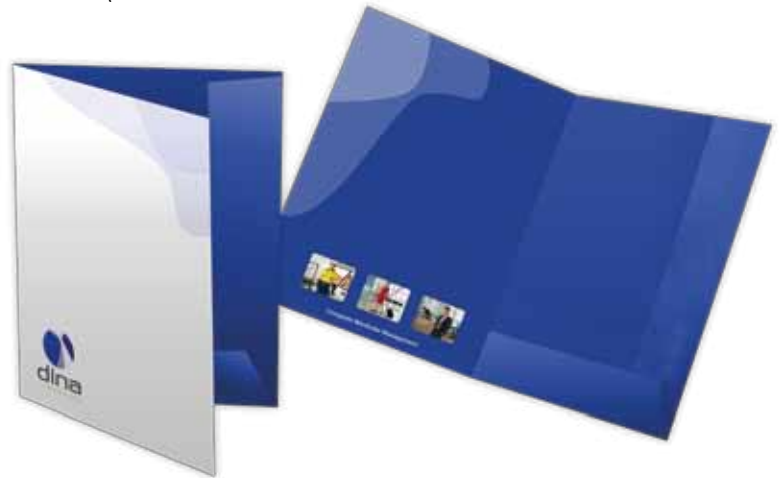
Using our standard interlocking cutting forme, these folders are supplied cut out and flat. The pockets then simply fold in and tuck into themselves to create the folder.

Luxury Range

The pocket on these folders runs up the right-hand inner edge and is glued into position so the folders are supplied made up and ready-to-go.

Bespoke

We can cater for almost any design/size/pocket with our bespoke folder printing service.



**Add
a laminated
finish to create a
professional high
end
product**



Stickers, Labels, Decals & Vinyl Graphics

We offer a large array of truly bespoke stickers, labels, decals and vinyl graphics that can be cut to virtually any size or shape and supplied either on flat sheets, rolls or as individual items. We also offer the option of lamination for exterior use.

Material Options

White Self Adhesive Vinyl

Clear Self Adhesive Vinyl

Coloured Vinyl

White Self Cling Vinyl

Clear Self Cling Vinyl

Self Adhesive Paper

Self Adhesive Gloss

Self Adhesive Matt



Applications

Rolls or Sheets

Individual

Freezer Proof

Vehicle



Envelopes

For our commercial clients we are able to supply a broad range of printed envelopes in many different shapes and sizes which are suitable for mailing and business reply. They are available in manilla, white or coloured paper, with a choice of gummed, self-seal or strip seal flaps.

Options



Wallet



Pocket



Window



Gummed



Self Seal

Standard Sizes Available

C6	114mm x 162mm
C5	162mm x 229mm
C4	229mm x 324mm
DL	110mm x 220mm



Data, Mail Merge and Mailing

The ultimate way to save time, money and resources when mailing lots of similar letters! All you have to do is supply us with your letter copy and your mailing list and we will do the rest! We can send postcards, letters, brochures or a combination of all three. We can collate items and either pack in envelopes or polywrap. We then apply your desired postage rate and mail out. Customers are often surprised how much time and money this can save them.

Options

Personalisation - We can personalise each item with the customers name and address details.

Postage - We can arrange the pre payment of all postage and advise on the most suitable mailing option to choose.

Packing - We can add personalised covering letters to accompany your promotional material all sealed in a polypropylene bag or envelope.



Packaging

Our skills in packaging design and our experience in producing beautiful, functional and innovative cartons, means we relish the challenges posed by customers who want something new and original that catches the eye of the ever discerning consumer. We provide a range of packaging solutions.



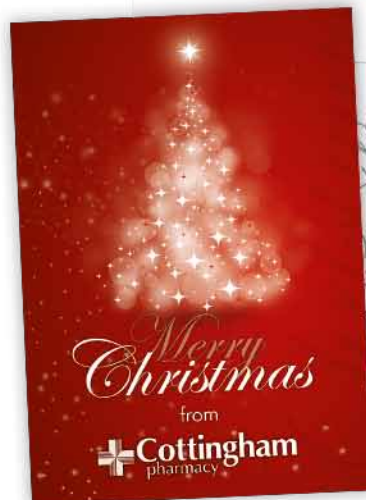
Calendars and Desk Calendars

Calendar printing is one of the smartest ways to make sure your business or brand is seen by lots of people each and every day. That's why many businesses give away free wall calendars and wall planners to customers.



Christmas Cards

Sending a personalised Christmas card is a great way to show your appreciation to your customers for their business and loyalty over the year. We can offer a large range of pre-printed cards - just add your company logo or message. We can also print bespoke cards using your pictures or designs. A firm favourite is our Christmas tent card which doubles up as a calendar and is therefore on display all year round!



Large Format Posters, Graphics & P.O.S

Posters offer the benefit of reaching a large audience at little cost. They are available on a range of stocks to suit all purposes and weather conditions. We even offer the option of mounting onto different substrates for a more sturdy permanent fixture.

Stock Options

200gsm Satin

200gsm Gloss

160 micron polypropylene poster paper

Canvas

Mounting/Framing Options

Mounted

Laminated

Foamex

PVC Board

Back Lit

Framed Prints

Hanging



Roll Up Banners

Roll Up banners are one of the most popular products for advertising. Lightweight, portable and low cost makes them a firm favourite. All of our roll up banners are printed on high quality 300 micron banner grade PVC. Printing on such heavyweight material provides a visually stunning display and reduces material curl.

Options

Budget Banner 800mm x 2000mm

This version is ideal for occasional use where the banner isn't going to be put up and taken down often.

Economy Banner 800mm x 2000mm

This version is ideal for more regular use with a higher quality cassette mechanism.

Premium Banner 850mm x 2000mm

These banners have a more heavy duty cassette base so there is no need for fold out feet and accommodates a wider graphic.

FFR
ForeFront Training

OTHER COURSES AVAILABLE:
IOSH Managing Safely
IOSH Working Safely
IOSH Manual Handling
Asbestos Awareness
Basic Food Hygiene

ALSO:
Health & Safety Consultancy
Safety Policies
Risk Assessments
Posters/Signs
PPE

Chartered Institute of Environmental Health

IOSH

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T: 01472 348800 • F: 01472 348866
E: admin@forefronttraining.co.uk
W: www.forefronttraining.co.uk

Exhibition Pop Up Banners

The perfect tool for exhibitions, trade shows and other events, the pop up display is affordable and convenient. Giving you a professional look and maximum coverage, they will certainly help you get noticed at events. Available in various sizes each stand comes complete with 2 halogen lamps and a container with wheels making them highly transportable. The transporter can also double up as a podium.



Material Options

Our exhibition pop up banners are printed on a high quality polypropylene material with latex inks.

Future Flexibility

Replacement graphics are also available upon request.



Banners

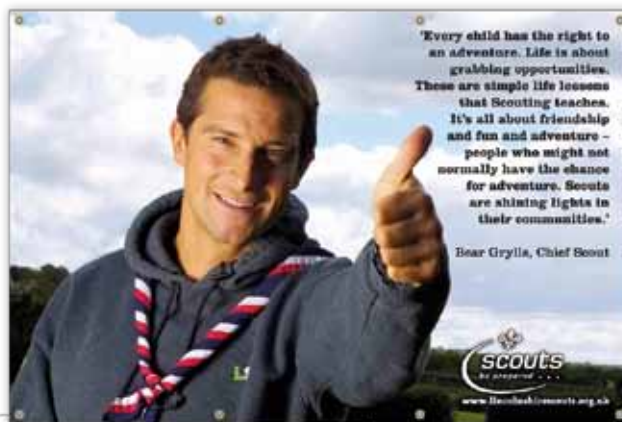
Our high impact, vibrant banners are printed one side in full colour with latex inks on heavy duty PVC material. They can be supplied with eyelets and the option of hemmed sides. These banners are suitable for both indoor and outdoor use. Our PVC Banner material doesn't require a lamination as it is extremely weather resistant and tear proof straight from the machine.

Finishing Options

Eyelets

Hemming

Frames can be ordered if required (pictured)



Made
to measure
Any size -
Any
quantity

Exhibition, Display and Signage

We have an extensive collection of both indoor & outdoor exhibition displays and signage all of which can increase brand awareness, improve your brand's visibility and make your company the focal point of any event. Our signage flags and cafe barriers are designed for both indoor and outdoor use, but especially for outdoor use as they can withstand wind and rain. They are available in a number of sizes and shapes: horizontal, vertical, circular and rectangular, offering you the opportunity to choose the most suitable shape for your particular application, logo, details and/or message.



Wallcoverings and Wallart

As individual as you are - Look beyond 'off the shelf' wallpapers and let us create you a completely bespoke stunning wallcovering. You supply us the image and information and we will produce it to your exact dimensions and specification. With Latex Inks there is no drying time or odour, so you can install immediately and we can even offer a wallpaper that boasts a "Class O" fire rating (essential for public spaces).

Paper Options

Smooth Wallpaper

Textured Wallpaper

Adhesive Options

Paste the Wall or Pre-pasted on the Roll

Visit
our website for
more info on how
to order



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T: 01472 351212

Promotional Printed Items

We can supply a large range of promotional printed items branded with your company logo or message.

We Can Supply

Pens

Keyrings

Mugs

Lanyards

Badges

And much more





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Email: info@gsbonline.co.uk

Tel: 01472 351212

Visit us online at www.gsbonline.co.uk

Find us on your favourite social network

