



## SALES FOLDERS

### Company Profile:

Licom and Radan from the Planit Group also Harrison Clark Solicitors and many other organisations.

### Problem Solving Profile:

Each company produced a range of products or offered a range of services. If all of these products and services were incorporated into a single sales brochure this expensive document would be quickly out-dated as products changed. It also meant that a specific sales enquiry would be blitzed with much surplus information.

### Solution to Problem:

By producing a Sales Folder with an integral pocket and a range of loose separate sales leaflets, one for each product or service, the appropriate leaflets would be selected and inserted into the pocket to meet the sales enquiry.

➤ *Design:* The sales folder were created with eye-catching designs to display the organisation's corporate logos, colours etc but only show imagery that sold the company in general. The sales and product leaflets, usually A4 in size, repeated the corporate imagery but sold the different products offered.

Clever design made this most effective and thus allowed individual product sheets to be easily amended at comparatively low cost.

➤ *Production:* Folders were produced in a cost effective method for the quantity required, usually printed litho in thousands although one was digitally produced for just 200 off.



### Benefits are:

- Our skilled designer created quality images giving the visual impact that makes recipients of sales documents respond to the contents
- Jasprint handled all the work from initial design to final printing
- Reprints of Sales leaflets was then done on an "On Demand" basis as circumstances dictated – often by digital printing.