



## PRODUCT CATALOGUES

### Company Profile:

Lumeter Ltd – Lumeter is a successful Midlands company specialising in the sales of equipment associated with lubrication and fluid handling.

### Problem Solving Profile:

- The company produced a range of products offered to a wide range of engineering and industrial organisations.
- The products are numerous, not particularly glamorous to view, sometimes quite complex and often available in a range of sizes, colours and capacities. Think of an oil can!!
- Lumeter wanted to minimise cost by producing a catalogue with products illustrated in black, not colour. This set a low-cost expectation from customers.

### Solution to Problem:

- *Design:* Jasprint's chief designer Pawel decided that the best route to create hundreds of product illustrations was to digitally photograph them then reduce the picture to a line drawing. An attractive Colour Cover was designed and this theme replicated for each of the catalogue sections dividers. A page template was created with the company colour logos at top and bottom plus page numbering. A contents page index was also made.
- *Production:* Catalogues were digitally printed in comparatively small numbers at an economical price.



### Benefits are:

- Our skilled designer created exceptionally attractive images of a less than glamorous set of products
- Jasprint handled all the work from initial design to final printing
- The production cost of the catalogues was kept to a minimum
- Digital printing allowed a "Print on Demand" approach to re-prints