

This time it's personal.

Using a range of print techniques and now embroidery we ensure that your personalised product is always of the very highest quality whether its a large run of tshirts for a fun run, high quality staff uniforms or everyday workwear.

Your brand is as important to us as it is to you.



PRINTED IN GUERNSEY

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BUSINESS CARDS • STATIONERY • BROCHURES • POSTERS • GREETING CARDS • POSTCARDS •
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EMBELLISHING OPPORTUNITIES AND OFFERING MORE



PRINTED IN GUERNSEY'S JOINT MANAGING DIRECTORS
ROB PLAMPTON AND ANDY FOTHERGILL

BY ANDY FOTHERGILL, JOINT MANAGING DIRECTOR, PRINTED IN GUERNSEY

Why has Printed in Guernsey acquired one of the best-known embroidery businesses in the Channel Islands?

We have been embellishing customers clothing for many years and have printed thousands of t-shirts, hoodies and workwear using traditional vinyl methods, direct-to-garment and transferring designs onto clothing using pressure and heat (sublimation).

So why do we need embroidery too?

We know that businesses value good, bespoke customer service, something we pride ourselves on. When they can discuss all of their printing and embroidery requirements with one contact, rather than several, it makes life so much easier. It saves time, speeds up the process, increases trust and lowers the cost. It makes repeat ordering so much easier, too.

We offer clothing printing and embroidery services to businesses, charities, schools, States' departments and sports clubs across the Bailiwick, but also make a full range of other services available that were not previously accessible at Ego Motifs.

If your firm wants its uniforms or workwear printed, we would love to do that for you. We can even offer bulk pricing for staff use or workwear. Now you can also get your business cards designed and printed, your company cars and vans branded and your invoices printed and posted all in one place, here in Guernsey with a local firm. We also have really talented creatives on the team who can design the work for you. You wouldn't need to go anywhere else.

Branded clothing is a powerful marketing weapon for businesses, clubs and causes. Supporters, customers and employees become eye-catching mobile advertisements walking round the islands promoting your brand. With the latest digital printing technology, we can print onto almost anything – hats, shirts, jackets, banners, flags, posters, mugs, pens, beach wraps... the list goes on. Now we can embroider on to clothing too.

With companies having to put more focus on their carbon footprint, the rising cost of postage and transportation, delays due to UK industrial action and a desire to support Guernsey businesses, we are already

seeing more and more clients coming to us for a wide variety of requirements. It's good to keep the money in the island. It makes ecological and business sense!

As I set out in the February edition of this publication, at Printed in Guernsey we take our sustainability responsibilities extremely seriously and we look at all aspects of our operation. The provenance of our t-shirts, hoodies and other clothing is very important to us so we only use suppliers who subscribe to the Ethical Trading Initiative.

All materials, such as paper, originate from a supply which is renewed and well-managed. We are proud to have the Forest Stewardship logo on our work. We're also a member of the Woodland Trusts' Carbon Capture Scheme, offsetting the CO2 emissions of the paper we use.

Our new family member has hit the ground running and we are supplying over 5000 clothing items for local volunteers at the NatWest Island Games, which take place in July. All of these were printed in-house at our factory in St Sampson's.

Guernsey 2023 Games Director, Julia Bowditch, says they want the whole event to be as carbon-neutral as possible:

"To get the services of a local business such as Printed In Guernsey is very important to us. It means we can get all of our volunteer clothing sourced, designed, printed and delivered on-island, reducing our environmental footprint while also supporting local business. We will be getting their assistance on other printed materials too."

As official merchandisers to Guernsey 2023, we'll also be producing a range of souvenirs that will be available as keep-sakes of the event.

So, bringing Ego Motifs into Printed in Guernsey makes complete business sense for us. We also believe it makes complete business and environmental sense for our customers, too.

BRANDED CLOTHING IS A POWERFUL MARKETING WEAPON FOR BUSINESSES, CLUBS AND CAUSES.