

You've got to get noticed!

Your business is too important to rely on anything less than a quality provider.

Colour brochures, clothing, business cards and banners; we produce items that will impress your audience and get you noticed.

We use the latest digital technology throughout our factory to ensure a great product every time.



**PRINTED
IN GSY** 

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BUSINESS CARDS • STATIONERY • BROCHURES • POSTERS • GREETING CARDS • POSTCARDS •
INVITATIONS • FLYERS • EMBROIDERY • MUGS • PENS • BANNERS • T SHIRTS • HOODIES • BAGS ++

A LOOK BACK AT 2023



BY ROB PLAMPTON & ANDY FOTHERGILL, JOINT MANAGING DIRECTORS AT PRINTED IN GUERNSEY

As this is the December/January edition of this esteemed publication, it's an ideal time to recap on some of the key points we've been making this year about Printed In Guernsey and the services we offer.

Back in the days of offset lithography, the printing process involved chemicals, rivers of ink, hours setting up and massive paper wastage. Technology has changed that! Now you can produce artwork straight to a PDF which is then printed immediately with no wastage and no ink-stained hands. Fantastic!

The accuracy and quality of digital printing compared to older technologies is off the scale. Colour-matching is perfect as our machines have cameras that check several parameters on every sheet. If it isn't right, it is automatically removed and replaced.

In 2023 you don't need to print thousands of brochures to get the unit cost down. If you only need five, then our system allows that and it's revolutionizing how businesses approach their print requirements.

At Printed In Guernsey we take our eco-responsibilities extremely seriously. All the inks we use are either vegetable or water-based and laser technology has cleaned up our factory and enhanced our green credentials. Any forest-sourced materials we use such as paper originates from a supply which is renewed and well-managed. We're a member of the Woodland Trusts' Carbon Capture Scheme, offsetting the CO2 emissions of the paper we use by planting native woodland throughout the UK.

With companies having to put more focus on their carbon footprint and the rising cost of postage and transportation we are already seeing more clients coming to us for a wide variety of requirements. There is a good chance that the digital postcard you upload on holiday will pass through the TouchNote app to the Printed in Guernsey factory and then on to its destination.

Last year, we processed three million items and distributed them via Guernsey Post. These orders come down the digital pipe to us as a pdf from the four corners of the globe. If the end address is in the UK it will probably be delivered the day after we receive it in Guernsey.

Our sophisticated new technology means we can personalise a range of items for online and offline businesses. You name it and the chances are that we can print your company logo on it!

This year, we also acquired Ego Motifs. We offer clothing printing and embroidery services to businesses, charities, and sports clubs across the Bailiwick but also make a full range of other services available that were not previously accessible at Ego Motifs. We know how much clients value being able to discuss and order a wide range of printed material in one place with one point of contact in Guernsey rather than on the other side of the world. It makes business simpler, more time-efficient and the end results are much more consistent.

In 2023 Guernsey hosted the Island Games. We supplied over 5000 clothing items for local volunteers, all of which were printed in-house at our factory in St Sampson's. As official merchandisers we also produced a range of keep-sakes of the event.

Printed In Guernsey also produced all the 3,500 accreditations for sportsmen and women, journalists, volunteers, coaches, and medical staff on to synthetic paper. Each contained a unique photograph, their name, and their island flag, all printed in one day. Digital techniques have greatly increased the security that can be built into a document: microtext which can only be read using magnification, invisible ink only legible under ultraviolet light or watermarking patterns that are difficult to replicate.

We believe a great website and social media is an important part of the marketing mix. But these methods are just one part of a successful plan. We've been advising businesses on how best to attract their target market for a long time. Some of the most cost-effective and successful profile raisers can be a well-designed livery on a company van, a large banner down the side of a prominent building, or a giant hoarding that hides the renovation work in a row of shops.

So, the next time you are looking to raise your business's profile, consider the wide range of printing options open to you. With modern printing techniques it is now possible to put your logo on almost anything and the quality is superb.

All the processes described here are available at Printed In Guernsey. The machinery, the skilled staff and the answers to your questions are at the far end of a small industrial estate just off Rue a Chien at Garenne Park in St Sampsons.

For more information please visit our website at www.printedinguernsey.com or call us on 01481 259188.