



Marketing Print

- In the Natural world colour is at it's most beautiful when it is used to attract attention...
- ...there is no limit to the use of colour in skin, wing, shell or scale.
- So it is the same in our business world – we want our image to stand out and be recognised.
- But in our world the use of colour is even more diverse...
- We promote our image using litho, flexo, gravure, letterpress, ink jet, digital, screen, lenticular, thermographic...
- ...and we use a huge range of materials to print on - paper, plastic, metal, board, fabrics, ceramics, foam, glass... the list goes on.
- What is the best process for this material? How can I make this image really stand out? Why does the same artwork print differently on paper and plastic? We have the answers.
- CDP are experts in Marketing Print – any colour on anything!
- We make Marketing Print work hard for clients. We deliver the results which means that our satisfied clients use us again and again – simple.
- We'd like to invite you to share in our success...

Why CDP?

Quite simply because we offer solutions.

We doubt that you need reminding of targets, time constraints, pressure and workloads. Suffice to say "We can help".

A Single Point of Contact

By giving you one point of contact we eliminate the confusion and complication of processes when dealing with multiple suppliers, numerous invoices, masses of artwork, chasing deliveries, etc.

One contact point, one artwork centre, one proofing process, one invoice. Simple but very, very effective.

Is Marketing Print important to my business?

Yes! Never forget that "First Impressions count" and on average over 90% of new clients see your marketing collateral before they see you. It's proven that good print creates a good image which helps open doors. On the other hand, bad print...

What's in it for me?

A very good question! We have been providing Marketing Print for over 30 years and we've been asked this question many times. So we would like to offer you some answers...

An Extra Pair of Hands

We share the load, and work as part of your team. Would you like to have an additional 10 pairs of hands all pulling your way? Would you like a team of experts offering proven advice on every aspect of colour print? With CDP it's yours.

More Time

We save you time and effort. Our job is to make your job easier. We release more of your time to devote to your core business. Give us the brief and we do everything else for you. We chase, we proof, we hit deadlines. We guarantee you more time and more importantly, more peace of mind.

Increased Knowledge

You share our knowledge and skills. CDP have over 30 years expertise in print production and Print Management so we have a wealth of knowledge to share with you. From simple letterpress print through to the latest digital – we are here to provide you with the answers.

Viable Solutions

You get solutions, not just products. From advice on alternative production methods, materials, formats or finishing techniques through to consolidating print runs and achieving economies of scale...all geared to making your life easier.

Project Management

We give you full Project Management of all the elements and stages of the production process, pre-empting any queries or problems, keeping you informed and in control at all times. We plan, we set deadlines, we hit targets...that's CDP Project Management.

Limitless Production - 1

There really are no limits to our production capabilities. One of the advantages of working with CDP is that you have access to over 400 print facilities at your fingertips. This means that you have the widest possible choice that suits your needs exactly.

Limitless Production - 2

Rush jobs? No where to find a quick solution unless you pay over the odds? Ever felt like you were being taken advantage of? Over 50% of colour work is a "rush job" - not to CDP. With the widest possible choice of solutions we find one that meets your needs exactly, without paying more than you should. With CDP you pay for "added value" not "added cost". Remember this next time you have a rush job.

Samples Service & Materials Advice

New format needed? Need samples for approval? Need materials for testing? What's the best material for this type of print? CDP's extensive experience will help you through the maze of materials and processes involved in making the perfect choice that suits your exact needs. Whether you require print on paper, plastics, natural materials, corporate clothing, mats, pens, mugs, or even doors and desks! CDP Marketing Print has the solution offering all of this and more... thus keeping you ahead of the game and ensuring that your print project gets off to a flying start.

Creative Services

Need artwork in a hurry? Need a new design created? Need to amend an existing design? Whatever your needs, CDP's in-house Creative Service provides you with a very effective and low cost artwork and design service. We work in many formats and can even host your artwork on the web thus making changes and approval a more efficient and effective way of proofing artwork.

Design Advice

Why do some designs look like heaven but are hell to produce? (And cost the earth too!) Our design advice helps smooth out those awkward corners and unusual folds, we calm troubled materials and placate even the most creative spirits. How? By offering simple yet effective solutions that you may never have thought of. After all, we have been doing this for over 30 years – so it must work.



Stock management

Ever ran out of print? And had to pay a fortune just to get it back in stock? By using CDP's TopForm® Print Management service we guarantee that you will never run out of printed products again – ever! Or we'll pay for it. And what's more – this service is completely free of charge and guaranteed. This offer has turned a lot of heads and do you know...we've never, ever, had this guarantee invoked, ever.

Logistics

New product launch? Multi site call offs from stock? Bespoke ordering to suit market demands? Lack of storage space? Want to reduce delivery costs by consolidating deliveries with other products? With CDP's TopForm® Print Management system and our unique in-house "Pick & Pack" service we reduce clients distribution costs and help them manage their print requirements more effectively and efficiently.

VAT advice

Why should you pay 17.5% tax for all of your Marketing Print? Did you know that not everything carries VAT? With our expert advice you could make your marketing budget work harder for you.

CDP, the Environment, and you...

CDP are committed to maintaining the balance between manufacturing excellence and the sustainability and renewal of our fragile environment. This affects every part of our business. It also affects your business...

✓ All of the paper based products we provide are made from sustainable, managed, and accredited resources, and are 100% recyclable.

✓ CDP's Print Management system is designed to reduce waste through dutiful management of the design, product re-engineering, and production processes.

✓ All of our Print Management clients benefit from scheduled logistics which not only makes their business more efficient it reduces transport costs and minimises CO2 emissions.

CDP continues to monitor the situation and will suggest more effective, efficient, and "greener" ways to reduce the burden on our environment. If you would like more information on our efforts in this area please go to www.cdp.co.uk

Additional resources

For more information on all the products and services available from CDP please request a brochure on any of the following:

- Books & Pads
- CDP Print Management
- Colour Print
- Computer Stationery
- Cut Sheet laser, Digital, & Ink Jet Stationery
- Data Mailers
- Digital Print
- Envelopes
- Health Check
- Integrated Products
- Presentation Products
- Pressure Seal
- Promotional Products
- Security print
- Self Adhesive Labels

...or visit our web site at www.cdp.co.uk

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CDP - more than just Print Management