

FACT SHEET

PRESENTATION PRODUCTS

First Impressions count!

Yes, it's a proven fact. A prospective client always remembers the first time they "met" your company. This is why more and more businesses are now focusing upon presenting themselves with exactly the right image, at the right time, to the right person.

Through experience, we have recognised that many clients are looking for that extra, added impact element in the way they present themselves that both mirrors their corporate identity and successfully delivers the message to their chosen market.

But this is just the beginning...

Where do I start?

This is where CDP can step in and help you. Our expertise in providing many major companies with Presentation Products has allowed us to enhance their market presence and help develop their business goals further.

Formed in 1974, CDP are now one of the largest independent print management companies in the UK. To cater for our clients ever changing and more demanding needs we are continually adapting our range of products and services to meet this demand. Presentation Products is one such area...

A unique presentation format to meet every need

CDP provide a different type of service. Having already established a track record in supplying a wide range of very different Presentation Products to clients in many different market sectors, we recognise that every client is unique and wants to differentiate themselves in their chosen marketplace. No two solutions are ever the same! This is why we take the consultative approach by understanding your needs, your marketing objectives and your company style. We can then translate this into a product and service that will make a positive statement about you in your marketplace. There is no limit to our product range – only your imagination and determination to make a great "First Impression".

Sales Presenters	Sample Sets
Corporate Brochures	Leaflet Holders
Books & Pads	Loyalty Cards
Corporate Brochures	Personalised Folders
POS Displays	Document Wallets
Bespoke Packaging	Membership Cards
Report & Accounts	Exhibition Stands
Flags & Banners	Plastic Cards
Promotional Products	Tins & Containers



A more personal service - to save you time and effort

Instead of leaving you to plough through hundreds of pages of heavy catalogues, CDP provides a more personal service. Just tell us the type of item you're looking for, and we'll come up with a range of options and samples for you to choose from. Depending on your requirements, these options may differ in style, quality, production method and price... so you can then make a quick and easy decision to best suit your marketing objective, delivery deadline, and budget! But it doesn't stop there...

Looking for some creative ideas?

Whether your Presentation Product is going to be mailed out, for display / pick up, or being used in a 1-2-1 situation, we can provide you with an almost unlimited range of ideas to start the creative process. Some of these ideas are below. They are by no means exhaustive, but show the wide range of products our clients have used to great effect in the past.

Artwork setting & proofing

To ensure you get the speed and flexibility of service you need for all of your artwork setting

and proofing requirements, at CDP we have our own in-house origination department. This allows us to take simple artwork such as logos and then create an image that reflects both the product and the promotion. However, this is not the full story...

Samples – at your service!

Pictures and diagrams are great, but they don't give you the full story. At CDP we realise that the touchy-feely aspect is a key element in the decision making process. This is especially true with such high profile items such as sales presenters and corporate literature. They have to be not just right but perfect for the intended use.

This is why CDP have developed our full samples service. We are able to provide you with samples or mock-ups / dummies of the products that you are interested in using. Depending upon the complexity or cost of each item, some may carry a minimum charge, but this of course is deductible from your first order.

Delivering our promise

Every single Presentation Product that we have created has been part of a much wider



BROCHURES CARDS FOL



marketing campaign. This is why CDP have developed a full campaign. This is why CDP have developed a full logistics and Pick & Pack service to enhance your marketing strategy. timed mailings, strategic deliveries, in-store build, selective distribution, personalised messages. We do it all so that you can focus on the bigger picture.

We work – you stay in control

CDP has over 40,000 sq feet of logistics in London & Liverpool to provide a truly national & international distribution service. The whole network is managed by the latest Top Form IT system, which means that you can access your stock and delivery status at the click of a mouse. And that's not all. As an integral part of our service we give you regular bulletins that show all activity so that you have the complete picture at your fingertips - delivered direct to your PC. Which means that you stay in control throughout the whole campaign.

Rest assured, you're in safe hands with CDP

Our policy is to offer a consultative approach to providing you with the right Presentation Products, at the right time, and within your budget.

To demonstrate our commitment to the high standards of service expected from a leading supplier in the Presentation Products Industry, CDP is a member of PROMOTA, the Promotional Merchandise Trade Association. As such we honour the Association's Code of Conduct, which protects customers and their rights.



I like the idea...so where do I start?

On the back page we have set out a Guide to Presentation Products that will guide you through the information we need to help you decide on which format and style you require.

If you need further information and samples then please contact us and we'll do the rest:

Tel: 0800 1954 991

Email: info@cdp.co.uk

Fax: 0151 724 6478



LDERS BOOKS WALLETS SD

