

FACT SHEET

COLOUR PRINT

What is Colour Print?

"Full colour" is the term often used to describe the process of 4 colour printing which uses the colours cyan, magenta, yellow and black (CMYK) to achieve a quality representation of colour on a variety of materials.



CYAN



MAGENTA



YELLOW



BLACK



FULL COLOUR

The best analogy to describe colour printing is to recall those happy times at infant school when we boldly used primary colours, such as yellow and blue, to make green, or red and blue to make purple. Similarly, by overlaying the 4 process colours (CMYK) using a dot pattern we effectively 'mix' colours together to create "full colour".

Do I need Colour Print?

Imagine the visual impact of your brand or product in colour, this will enhance the message you wish to portray. It is said a picture paints a

thousand words. Research has proven that colour helps people retain information and they respond to a colourful image, understanding the impact of colour is a key advantage in business today.

With CDP's network of specialist trade suppliers this wealth of knowledge and experience will allow you to consider any conceivable type of printed product, in quantities that range to fit your budget and requirements, from small production runs to very large production runs we cater for all sizes. If you can imagine it we have probably already produced it.

At CDP we understand the complex world of colour. We combine state of the art printing with traditional values to provide you with the information you need to make that all important decision. Founded in 1974 our achievements are what others dream of, our attention to detail ensures that your wishes are exceeded. In the world of colour print the importance of getting it right first time is a standard we are proud of.

The following products are just some of the items from our range:

Banners	Booklets
Brochures	Direct Mail
Flyers	Inserts
Labels	Leaflets
Manuals	Newsletters
Posters	Swing Tickets

This list is by no means exhaustive, but will hopefully give you a flavour of our capabilities in this area.



What about Origination and Artwork?

CDP's own design and artwork department can offer guidance and provide a full range of services to suit your needs. We have the latest technology and software to create a new job from scratch, or alternatively, use your existing artwork.

We have both Apple Mac and PC platforms and can receive your ideas or artwork in a variety of ways: CD, DVD, email and ISDN to name but a few, in a variety of formats: Quark Xpress, Adobe Indesign, Adobe Pagemaker, Adobe Illustrator and Freehand.

You can rest assured that we will take full responsibility for production from start to finish and ensure the correct proofing procedures are followed to minimise the risk and inconvenience to you.



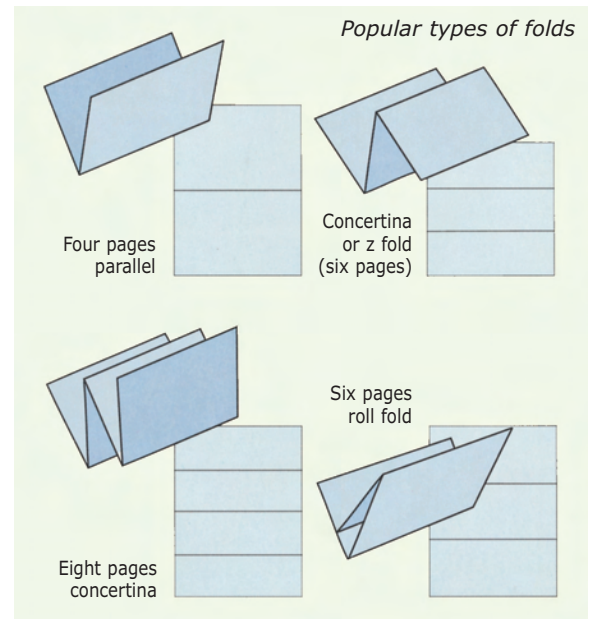
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Will you help me...

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 Colour 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.

Which is the most economical style to produce...

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.



FULL COLOUR LITHO



What else can you do for me?

The advice and guidance which we give regarding materials, paper, board, plastics, thoughts on design, style, format of artwork continues with advice on suitable types of adhesive, finishing, folding, stitching all of which will ensure your product not only looks great, it exceeds your expectations.

VAT advice

Why should you pay 17.5% tax for all of your Colour 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

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

On the back page we have set out a Guide to Colour Print Services 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

DESIGN TECHNOLOGY INKS

