

colour
printing
made simple
and how to make orange juice





Colour Printing is the cost effective way to promote your business, and through creative and innovative working, it's never been more affordable either.

There's a huge number of statistics out there that sing the praises of Full Colour Printing. People are more likely to react to a Leaflet printed in Full Colour. More people keep Literature produced in Full Colour. Full Colour Printing increases sales... and so they go on. The fact is Full Colour Printing is cool, looks absolutely fabulous, and can raise your business profile, and indeed your sales, substantially.

So, just how can we offer Full Colour Printing at these prices ? It's actually very simple. Using State of The Art Technology our Multi-Million Pound Production Facility produces millions and millions of Full Colour Leaflets, Brochures, Business Cards, Booklets, Menus and Letterheads. These are all produced using a process known as "Batch Production". This allows us to produce several jobs on one sheet therefore maximising efficiency and minimising costs. **Full Colour Printing... It's What We're Good At.**

Leaflets

Brochures

Booklets

Flyers

Posters

Post Cards

Business Cards

Stationery



Colour...
it's what we're good at



Design...

it's what we're good at

fixed price design and artwork services provide a cost effective solution... without any nasty surprises or hidden costs.

To make choosing Creative and Eye-Catching designs even easier we have introduced **Fixed Price Design** for all our Standard Products. Once an order has been placed you will be provided with a "Design Pack". This pack will provide you with an Artwork Briefing Booklet allowing you to provide our designers with an indication of your preferences for colours and the layout required. Don't worry - you can be as precise as you want to be, or just leave it all at our discretion. We would point out that Fixed Price Design excludes complex logo design, scanning of photographs and any changes that are made after the initial design. Our design packages DO include the use of high resolution stock photography, all text and design elements and of course, our creative input. To put your mind at ease, over 95% of the work we produce is covered by the Fixed Price Design Packages.

Your Design Pack includes:-

Artwork Briefing Booklet: If you have purchased an Artwork Package this form will allow you to tell us about any ideas YOU have. You can of course leave it all up to us.

Artwork Guide: If you are supplying your own files then this Guide explains how to do that.

Uploading Files: If you are supplying files, this leaflet will tell you how to send files to us.

Freepost Envelope: Once you have completed your Artwork Briefing you can return it all to us in the Freepost Envelope provided.

smooth tints...

this tint was created using 100% magenta and 40% cyan

Full Colour Printing is achieved using FOUR Colours, **Cyan**, **Magenta**, **Yellow** and **Black**. Through this process known as "Four Colour Process Litho Printing" **MILLIONS** of different colour combinations can be achieved. This is where the term CMYK comes from. It's this printing process that creates colour photographs and Images, and all the colours under the rainbow. Why have one colour or two when you can have six colours or ten, or twenty, or a thousand ?? Here's how it works. The image below is printed using the four colours above, add them all together, a bit of Hocus Pocus, and the end result is a Full Colour Image. It gets a bit technical when screen rulings are mixed in, but we use some sophisticated Hybrid Screening technology to ensure bright and vibrant colour images are achieved and at the same time, smooth tints, just like the images shown.

Here's How WE Make Orange Juice...

Take the four main ingredients, Cyan, Magenta, Yellow and Black.



From the picture below you can see there's not a lot of Cyan, mainly on the leaves to create the green, mixed with yellow.



From the picture below you can see lots of magenta, this is mixed with the yellow to give us orange.



From the picture below you can see lots of yellow, this is mixed with the magenta to give us orange.



Very little black is used in this picture, the only black shown is on the leaves. The black is used to darken the green.



Now, mix these all together and the result...

Fresh Orange Juice

Our next lesson, How to add Vodka...

super solids...

this solid was created using 100% magenta and 100% yellow



Black and White is great, if you're Laurel or Hardy. They had no choice in their Black and White World. Single Colour is so last year.... Why produce your Leaflets, Brochures or Stationery in one or two

Colours when the **World of Colour** is available? With our clever Production Techniques it's often more expensive to use "spot colours". This is because traditional printers need to print using each individual colour. Move to Full Colour, increase your sales, and SAVE MONEY. Oh, and we make better orange juice too.



Full Colour against one colour... it's no contest really. What would you rather use to promote your business??

smooth tints...

this tint was created using 60% yellow and 20% cyan



We have been producing Full Colour Printing for Business Owners throughout the UK for over 17 years now. Our multi-million pound production facility caters for a vast range of high quality **Full Colour Printing** - all produced within fixed time scales. Through our network of Approved Print Re-Sellers you can order with confidence that for Quality, Value, and Service it has to be **Ink Shop Printing**.

Your Local Ink Shop Printing Approved Reseller Is:-



This Brochure was printed on Novatech 150gsm Gloss
an FSC Certified Sheet

order ref: colour made simple - feb2010 - cms567v2

the
environment
it's what we're good at

