



*We just love telling you things, we're
right wee gossips us you know !!!*



The Scale Of Interest

We have carefully rated each section of our web site as being either, Super Fantastic, Gripping Stuff, Reasonably Interesting, A Tad Droll or Downright Boring.

This section has been rated:

Super Fantastic

Smart Thinking

Within This Section We Cover:-

The Hotline Card

Six Months Interest Free

How To Apply For Hotline

Application Form

Price Crusher

Same Day Printing



*This section covers what
we refer to as
Smart Thinking areas
where we believe we can
really help your business
develop and grow*

Smart Thinking, There's A Blue Ocean Out There

The Hotline Card



The Hotline Card

Our Hotline Card was introduced over five years ago, and in that time has helped many businesses grow and expand by offering a SMART, Interest Free*, Print Solution.

Think about it... What's better than having your marketing out there, working hard, generating income and PROFIT before having to pay a penny for it? With Interest Free* periods of up to **SIX MONTHS**, there's not many printers out there that can offer that incentive.

Today's business is tough, we need to work smarter - and **YOU** need to work smarter too. Our Hotline Card provides the ideal FINANCIAL solution, as well as enjoying our competitive print prices you can now spread the payment... The best of both worlds we think.

Ask In-Store today about applying for a Hotline Card, it's maybe just what you need to kick start your business.



***The interest free period varies from 56 days to 6 months depending on spend, credit is issued subject to status.**

Full details are provided in this section



Market Today, Sell Today,
Profit Tomorrow
Pay Later



Apply Today, Enjoy The Profits, Spread The Costs



with an Ink Shop Hot Line Account Card enjoy up to

* 6 MONTHS interest free credit

Yes it's absolutely true you can now order your colour printing and have this working for you, creating PROFIT, before you have to pay a penny - it's The Ink Shop Hot Line Card. It's so easy and simple too - apply in store and enjoy the benefits IMMEDIATELY. Depending on your project costs you qualify for 56 days, 3 months or SIX MONTHS interest free credit. That's LOW Ink Shop prices but with nothing to pay for up to SIX MONTHS and NO EXTRA to pay either - talk about a win win situation.....



spend between £50-£1000
and enjoy **56 days** interest free credit

spend between £1001-£2500
and enjoy **3 MONTHS** interest free credit

spend OVER £2500 and this increases
to an amazing **6 MONTHS** interest free credit

How do you apply ? easy - simply complete the form overleaf IN FULL, return to your nearest print centre with TWO pieces of ID. The two pieces of ID are **Proof of Address**, this can be a bank statement, credit card statement, utility bill from the last six weeks or a driving licence and a **Proof of Signature** this can be a credit card, driving licence (but not if you have used that as proof of address) or a Passport.

We can then process the application for you, this takes about 10 minutes or you can simply leave the form, we'll check and RETURN your identification material and THAT'S IT..... c'mon - it's the Ink Shop you MUST have known that we would not make it complicated.

Points to Note: If you complete the application in one of our print centres and the account is authorised it's valid for IMMEDIATE use. Whilst you can apply remotely (ie by post) we are obliged by law to allow a 14 day "cooling off" period. We regret that during this 14 day cooling off period no work can be processed and charged to the card.

see our questions and answers section
on our web page at
www.inkshopprinting.com



Finance is arranged through The Ink Shop Printing & Colour Copy Centre Limited and is issued subject to status, full written details are available on request. The length of interest free period depends on the spend on ONE SINGLE TRANSACTION, if the total amount due is not cleared by the end of the agreed interest free period interest is charged (29.8%APR) on the monthly balance remaining.

Typical APR 0%

Full written details available on request or on our web page at www.inkshopprinting.com

text too small ? - ask for our "jumbo copy of terms and conditions"

we don't hide ANYTHING

Easy Five Step Credit Application

Retailer number

Product Details

Product Hot Line AccountTerm Deferral period

ID (Record reference details here)

Proof of Signature

Proof of Address

1 Personal Details

Title Gender Forename Surname House number / name Postcode Street Town County Time at Address Years Months Date of Birth Other Initials Suffix Home telephone Mobile telephone **Previous address details** (if less than 3 years at current address)House number / name Postcode Street Town County Time at address Years Months

2 Marital status

Residential status Owner / Tenant / Living with parents/OtherNumber of dependants E-Mail address Association (financial link to 3rd party) Alias (previous/other name)

3 Bank Details

Sort code Account number Time at bank Years Months Repayment method Direct Debit Other Number of Credit Cards Cheque card held Yes No Bank / Building Society name

4 Goods

Goods purchased Colour PrintingCash price Deposit absolutely nothingTick here if Payment Protection Insurance not required

5 Employment details

Employment status Employed / Self employed / Retired / BenefitsEmployers name Telephone number Job Title Time with Employer Years Months Self Employed / Retired / Benefits (record reference details here)

Employer's address details

Building number / name Postcode Street Town County

USE OF YOUR INFORMATION

In considering your application we will search your record at credit reference agencies. They will add to your record details of our search and your application and this will be seen by other organisations that make searches. Information held about you by the credit reference agencies may already be linked to records relating to one or more other persons. For the purposes of this application you may be treated as financially linked and your application will be assessed with reference to any "associated" records. If you are a joint applicant or if you have told us of some other financial association with another person, you must be sure that you are entitled to disclose information about your joint applicant and anyone referred to by you. You authorise us to search, link or record information at the credit reference agencies about you and anyone referred to by you. An "association" between joint applicants and between you and anyone you tell us is your financial partner will be created at the credit reference agencies. This will link your financial records, each of which will be taken into account in all future applications by either or both of you. This will continue until one of you successfully files a disassociation at the credit reference agencies. We will use a credit scoring or other automated decision making system when assessing your application. We will also add to your record with the credit reference agencies details of your agreement with us, the payments you make under it, any default or failure to keep to its terms and if you give us false or inaccurate information and we suspect fraud, we will record this. These records will be shared with other organisations and used by us and them to help make decisions about credit and credit related services such as insurance for you and persons with whom you are financially linked; trace debtors, recover debt, prevent money laundering and fraud, and to manage your accounts. For these purposes we or they may make further searches. Although these searches will be added to your record, they will not be shared with others. We and the credit reference agencies and fraud prevention agencies will also use the records for statistical analysis about credit and about insurance and fraud. We may also use information about you to carry out market research. Fraud prevention agencies records will also be shared with other organisations to help make decisions on motor, household, credit, life and other insurance proposals and insurance claims, for you and persons with whom you are financially linked.

PLEASE TELEPHONE US ON FREEPHONE 0800 9708101 IF YOU WANT TO HAVE DETAILS OF THOSE CREDIT REFERENCE AND FRAUD PREVENTION AGENCIES FROM WHOM WE OBTAIN AND TO WHOM WE PASS INFORMATION ABOUT YOU, YOU HAVE A LEGAL RIGHT TO THESE DETAILS. YOU HAVE A RIGHT TO RECEIVE A COPY OF THE INFORMATION WE HOLD ABOUT YOU IF YOU APPLY TO US IN WRITING. A FEE WILL BE PAYABLE. Calls to Clydesdale Financial Services may be monitored for staff training purposes.

IMPORTANT — USE OF YOUR INFORMATION

WE MAY SEND YOU INFORMATION ABOUT PRODUCTS OF OURS AND OTHERS WHICH MAY BE OF INTEREST TO YOU. WE MAY PASS YOUR DETAILS TO OTHER SELECTED BUSINESSES TO SEND YOU INFORMATION ABOUT THEIR PRODUCTS. THIS INFORMATION MAY BE PRESENTED TO YOU BY MAIL, E-MAIL OR TELEPHONE. YOU HAVE A RIGHT AT ANY TIME TO STOP US FROM CONTACTING YOU OR GIVING YOUR DETAILS TO OTHERS FOR THESE PURPOSES. IF YOU WISH US TO STOP, PLEASE TICK THE BOX ON THE AGREEMENT

Smart Thinking, There's A Blue Ocean Out There Price Crusher



Price Crusher

Quality Printing at Competitive Prices... that has always been the backbone of The Ink Shop's success. Are we the cheapest, NO?, Are we the best, NO? We would doubt few try harder to offer an exceptional product for today's demanding business owner at super competitive prices... Often over 30% cheaper than our main competitors, see our print comparison chart on page 3 of our new Price Guide.

That said, it's a crazy world out there, and to ensure that we offer you the **BEST** possible print deals we introduced PRICE CRUSHER. We'll match or beat any LIKE for LIKE quote you have from another printer, now that's confidence in our prices. It must be like for like though, after all you wouldn't expect us to match work printed on our million pound press on environmentally responsible FSC papers against printwork from that wee bloke down the road, would you?? You would!!!

**PRICE
CRUSHER**

UNBEATABLE PRICES

we'll beat any like for like,
bona fide quote



**PRICE
CRUSHER** TM

quality print, value and service
and that's set in stone



*Business
of the Year
2005*

The Rules Are Thus...

We want to make our Price Crusher Guarantee as transparent as possible - it's a genuine offer, and gives you GENUINE savings, but please be aware of the following...

We'll beat any price that you may have from a LOCAL printer (DD postcode) providing this quote is based on **LIKE for LIKE** printwork. What do we mean "like for like"? - Well, obviously it must be the same technical specification, full colour, same paper etc - but it must also be representative of the high print quality that you will receive from us. This means if wee Jimmy - printing from the garage, offers a quote it's unlikely to match our high print quality and we'd not consider that "like for like".

Bona-Fide Quote

We also have to take into account the "A HOLE" factor, and we all know what that means. If you get a quote for 10,000 Brochures for £40, then clearly this does not reflect a "true market value", when such quotes are NOT representative of "true market value" then we don't consider that to be a "bona fide" quote and Price Crusher will NOT be applicable. We'll determine true market value to be an average of what other comparable printers charge.

It's also worth pointing out that we'll only offer this on items published in our standard price guide, so that means if you come to us with a quote for 100,000 86 page magazines, well - sorry, but that's not really our market.

Order Placement

Once an order has been placed the price is fixed, we are unable to offer any form of price match / Price Crusher AFTER an order has been placed, so it pays to do your homework FIRST.

Bottom Line

Play fair and take advantage of our GENUINE offer, the worst thing that will happen is that you'll SAVE money

Smart Thinking, There's A Blue Ocean Out There Same Day Printing



Same Day Printing

Same Day Printing, because sometimes it just can't wait. Our range of Same Day Print items are available for DESPATCH or collection from our production hub at 4pm providing you sign off the proof before 10am that day. Full details of this great new service are shown on our Same Day Printing Brochure. This brochure can be downloaded from the "Downloads" section of the web page.



The Way To Buy Printing
Has Changed
Slightly



samedayprintingTM

when it just can't wait



Sign Off Before 10am
Ready For Despatch
Or Collection
Before 4pm*

