



# Perfect Impression

*where colors come to life*

PRINTING PRODUCTS CATALOG    THE FULL RANGE, IN EVERY FINISH



**THE SPECIMEN PLATE**    FOUR PROCESS INKS, EVERY COLOUR ON THE SHEET

PRINT BROKER, THIRTY YEARS IN THE TRADE

**Sussan Toub**    PRINT BROKER, PRINTING SERVICES

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## WHAT IS INSIDE

# One broker, the whole *press*.

Sussan is a print broker, not a single shop, so the range runs from a suede business card to a building banner. Everything here is printed through the wholesale suppliers she has trusted for thirty years.

|    |                         |                                                                  |
|----|-------------------------|------------------------------------------------------------------|
| 01 | Cards & Paper           | Business cards, postcards, greeting cards, brochures, stationery |
| 02 | Marketing & Promotional | Posters, catalogs, books, calendars, mugs, pens, tags, boxes     |
| 03 | Stickers & Labels       | Crack and peel, roll labels, specialty stocks                    |
| 04 | Large Format & Displays | Canvas, banners, retractables, flags, event displays             |
| 05 | Signs & Windows         | Coroplast, rigid board, aluminium, window and floor graphics     |



## CHAPTER 01

# Cards & *Paper*

Business cards, postcards, greeting and announcement cards, brochures and the stationery that carries a brand.



THE FIRST THING YOU HAND OVER

# A business card, in every *finish* she carries.

Matte to majestic pearl, foil to suede. And a card earns its keep in more ways than one, so she prints it for all of them.



THE FINISHES

- Matte or UV coated
- Silk laminated
- Spot UV and raised spot UV
- Foil and raised foil
- Suede
- Majestic pearl, and much more

UNTRADITIONAL WAYS TO USE THEM

- Appointment cards
- Mini gift certificates
- Coupons and discounts
- Save the date cards
- Thank you cards
- Jewelry backer cards
- Mini price list
- QR code to a wealth of info

ONE SIDE SELLS, THE OTHER MAELS

# Postcards that do *double* duty.

From a construction mailer to a save the date, a bridal shower to a printed menu. One side carries the message, the other carries the stamp.



THE FINISHES

- Matte finish
- UV coated
- Silk laminated
- Spot UV
- Majestic pearl, and much more

ALSO GOOD FOR

- Save the date cards
- Bridal shower invitations
- Photo cards
- Menus and event cards

FOR THE MOMENTS A SCREEN CANNOT HOLD

# Greeting and announcement cards.

Birthdays, thank yous, weddings and exhibitions. Folded, foiled and finished so the card feels like the occasion.



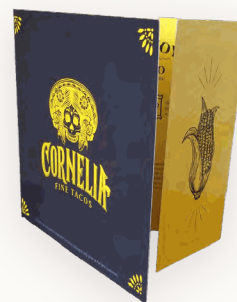
## THE FINISHES

- Matte finish
- UV coated
- Silk laminated
- Foil
- Majestic pearl, and much more

## THE PAPER THAT DOES THE EXPLAINING

# Brochures, flyers and *tent cards*.

Flat, half fold, tri fold, Z fold and the specialty folds in between. Printed on the stock the job calls for, from a menu to a real estate flyer.



## FOLDED HOWEVER THE STORY NEEDS

- Flat flyers and brochures
- Half fold and tri fold
- Z fold and specialty folds
- Table tents that stand on their own
- Printed on a variety of paper and card stocks

## HOLDS THE PITCH TOGETHER

## Presentation Folders

The cover that carries a proposal, in 9x12 and 9x14.5 with pockets for the pages inside.

- 9x12 and 9x14.5
- Pockets for inserts and a card
- Matte, gloss or spot UV covers



## LANDS ON THE HANDLE, NOT THE PILE

## Door Hangers

Direct to the door, cut to hook the handle. Standard, tear-off and heavy EndurACE stocks.

- Standard and tear-off styles
- Durable EndurACE option
- Full colour, both sides



## MATCHES THE REST OF THE BRAND

## Letterheads & Envelopes

Printed stationery and matching envelopes, blank or full colour, offset for the long runs.

- Premium opaque or blank letterheads
- Offset and blank envelopes
- Full bleed colour available



## ESTIMATES, ORDERS AND INVOICES

## NCR Forms

Multi part carbonless forms in two, three and four parts, numbered and padded.

- Two, three and four part sets
- Sequential numbering
- Padded or booked



YOUR LOGO ON EVERY PAGE THEY TEAR OFF

# Notepads

Custom pads that sit on the desk and keep the brand in front of them, linen or premium opaque stock.

- Linen or premium opaque
- Your logo, picture or info
- Glued and padded to size



## CHAPTER 02

# Marketing & *Promotional*

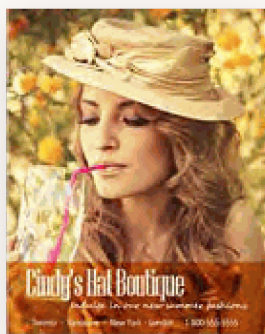
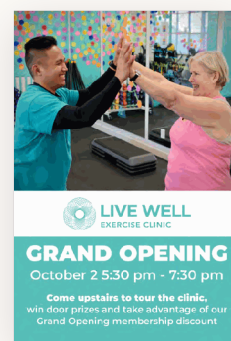
Posters, catalogs and books, then the promotional line: calendars, mugs, totes, pens, tags and printed packaging.



BIG, BRIGHT, AND ON THE RIGHT STOCK

# Posters for the wall and the *window*.

Grand openings, boutiques, concerts and ice cream. Printed on gloss, matte, photo gloss and blockout stocks depending on where it hangs.



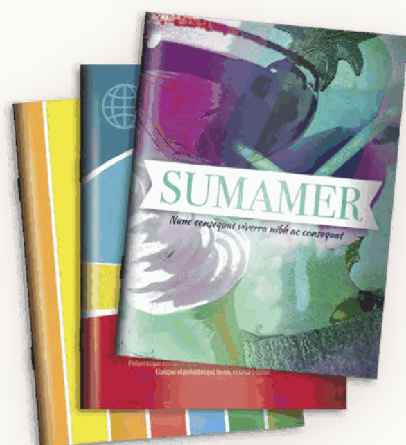
## PRINTED ON A VARIETY OF STOCKS

- Gloss cover and gloss book
- Matte finish
- Photo gloss
- Blockout for backlit and window

DURABLE, CONSISTENT, REFINED

# Catalogs and *magazines*.

Saddle stitched for the thinner runs, perfect bound for the ones with a spine. The format a brand hands out when it wants to look established.



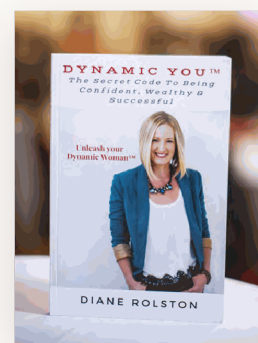
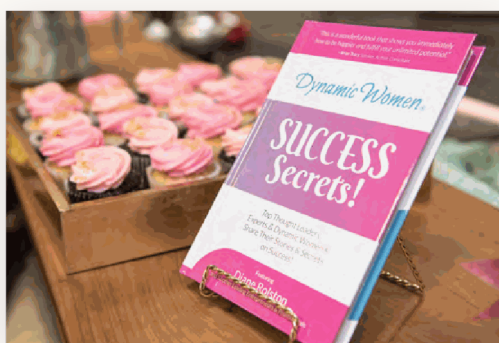
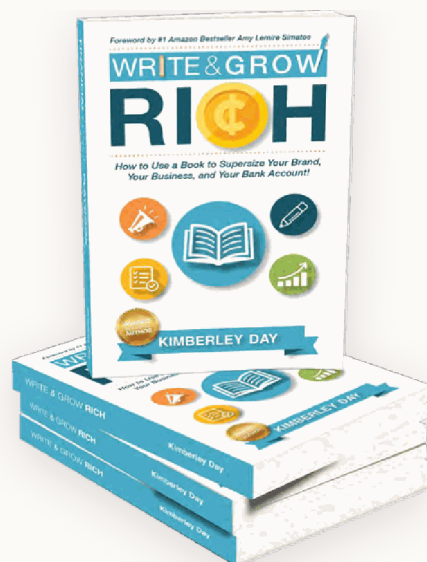
## TWO BINDINGS

- Saddle stitch catalogs
- Perfect bound catalogs
- Full colour throughout
- Cover stocks to match the inside

## THE SHOWCASE WORK

# Everything else is a sheet. A book is an *object*.

Soft cover books, printed and bound through the suppliers Sussan has trusted for thirty years. A book is the job where every decision shows: the stock, the cover, and above all the binding.



## FOUR WAYS TO BIND IT

- Saddle stitch, folded and stapled
- Perfect bound, a square printed spine
- Coil or Wire-O, opens dead flat
- Lay flat, one photo across the gutter

## A YEAR ON THE WALL OR THE DESK

## Caleendars

Wall and desk calendars that keep your name in view all twelve months, self cover or with a heavier cover.

- Wall and desk formats
- 8.5x11, 11x8.5 and 9x12
- Self cover or heavy cover



## THE NAME IN A HAND EVERY MORNING

## Mugs & Tote Bags

Full colour mugs and printed cotton totes, the giveaways people actually keep and reuse.

- Full wrap photo mugs
- Printed cotton tote bags
- Great for events and thank yous



## EVERYDAY GIVEAWAYS

# Pens that keep your name in a *hand*.

Soft touch, metal and stylus tops, printed with your logo across a run of colours. The giveaway that leaves with them and stays in a drawer for months.



## PRINTED TO YOUR BRAND

- Soft touch and metal barrels
- Stylus tops available
- Full colour or single colour logo
- A range of barrel colours

## FROM THE FRIDGE TO THE FENDER

# Magnets, calendar to full car.

Fridge calendar magnets that live on a family fridge for a year, and heavy 30mil car magnets that turn a work van into a moving sign.

**TWO WEIGHTS**

- 30mil car magnets for vehicles
- Calendar and business card magnets
- Heavy duty glossy material
- Also for any metal surface

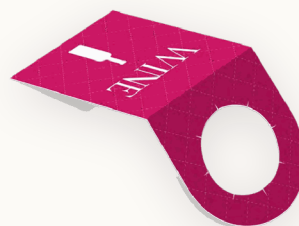


#### A SMALL PRINT WITH A STRING

## Hang Tags & Bookmarks

Product hang tags, wine neck tags and printed bookmarks, die cut and strung, in every finish the cards get.

- Hang tags and wine neck tags
- Printed bookmarks
- Die cut with string or ribbon



#### A CARD THAT GIVES A PIECE AWAY

## Tear-off Cards

Rack cards and flyers with perforated tear-off tabs, for a coupon, a class pass or a phone number.

- Perforated tear-off tabs
- Great for coupons and passes
- Full colour, one or two sided



## MAKES THE PRODUCT LOOK THE PART

## Wine Boxes

Printed wine and bottle boxes, folded and finished so the gift looks as good as what is inside.

- Folding wine and bottle boxes
- Full colour, inside and out
- Matte or gloss finish

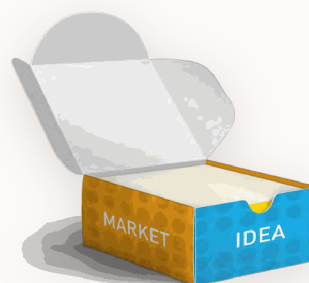


## FROM MAILER TO SHELF

## Packaging Boxes

Mailer, product and pillow boxes in every size, printed to the brand and shipped flat to fold.

- Mailer, product and pillow boxes
- Custom sizes
- Ships flat, folds to shape



## CHAPTER 03

# Stickers & *Labels*

Stick with Perfect Impression: crack and peel stickers, roll labels and specialty stocks for every surface.

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*72 percent of consumers say packaging quality can influence their purchasing decisions.*



HIGH VOLUME, LOWER COST

# Single cut crack and peel *stickers*.

The everyday sticker, printed by the hundred for trade shows, product bonuses, school events and band merch. Over forty sizes and three shapes.



### THE STOCK

- Over 40 different sizes
- 3 shapes
- UV or no UV
- Crack and peel backer
- Akafoil and vinyl options

### IDEAS

- Trade show giveaways
- Product bonus gift
- Travel and school events
- Party favors
- Concert and band stickers

OFF A ROLL, ONTO THE PRODUCT

# Dispenser and semi gloss *roll labels*.

Restaurant to-go, curbside pickup, packaging seals and manufacturing. Wound on a roll the way an applicator or a busy counter needs them.



## THE STOCK

- Over 30 different sizes
- 2 shapes plus custom shape
- Unwind direction options
- 3.2 mil

## IDEAS

- Restaurant to-go and curbside
- Product packaging and seals
- Political campaigns
- Manufacturing

## WHERE IT NEEDS TO SURVIVE

# Finishing labels, *BOPP* roll.

Polypropylene roll labels for drink bottles, food packaging and health and beauty, where the label has to shrug off oil and water and stay put.



## THE STOCK

- Higher quality and durability
- Oil and water resistant
- Sticks well to surfaces
- 2.3 mil

## IDEAS

- Drink bottles and food packaging
- Souvenirs
- Health and beauty
- Promotional and manufacturing

## GLASS-CLEAR OR WINE-CELLAR

## Clear & Eggshell Felt

Clear labels that read as no label at all, and eggshell felt with a distinct texture and wet strength for bottles.

- Clear: oil and water resistant, white ink option, 2.3 mil
- Eggshell felt: felt texture, moisture resistant with wet strength, 6.3 mil



## MIRROR FINISH

## Metallic Labels

Mirror stock with foil and opaque colour, heat and chemical resistant, for a premium shelf presence.

- Mirror stock with foil and opaque colour
- Heat and chemical resistant
- 2 mil



## CHAPTER 04

# Large Format & *Displays*

Displays that grow business: canvas decor, banners, retractables, flags and the full event display kit.



GALLERY GRADE, BUSINESS OR HOME

# Mounted *canvas* prints.

Graphics and photographs printed on high quality artist canvas and mounted on lightweight stretcher bars. For the lobby wall and the living room both.



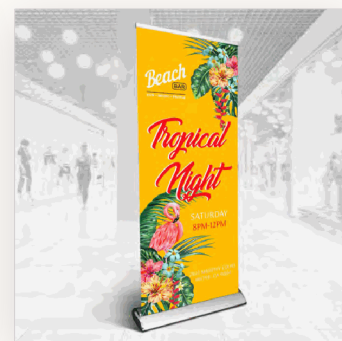
## THE BUILD

- High quality artist canvas
- Mounted on lightweight stretcher bars
- Gallery wrap capable
- Indoor use

## SETS UP IN SECONDS

# Retractable *banner* stands.

The pull-up POP display for a lobby or a trade show, standard or deluxe with a heavier base and chrome accents, single or double sided.



## STANDARD AND DELUXE

- Printed on 10mil indoor vinyl
- Collapsible and portable
- Comes with a carrying case
- Deluxe: bigger, heavier base, chrome accents
- Single or double sided

## GROMMETED AND INTERCHANGEABLE

## X-Style Collapsible

Versatile, economical stands with an interchangeable grommeted banner that sets up in seconds.

- 10mil indoor or 13oz outdoor vinyl
- Interchangeable banners
- Sets up in seconds



## STEP AND REPEAT

## Telescopic Backdrop

The branded backdrop for event photos and trade show signage, printed on durable waterproof scrim.

- 13oz scrim vinyl
- Indoor and outdoor use
- Durable and waterproof



## ON THE TABLE

## Tabletop Displays

POP displays sized for a tabletop at trade shows, collapsible and shipped in a carrying case.

- 10mil indoor vinyl
- Tabletop friendly sizes
- Collapsible, comes with a case

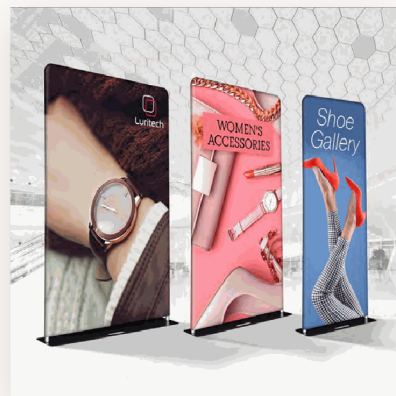


## DOUBLE SIDED FABRIC

## Fabric Tube Displays

Dye sublimated fabric sewn into a double sided display, vivid and wrinkle resistant.

- Dye sublimation on 8oz polyester
- Sewn double sided
- Comes with a carrying case



## DRESS THE TABLE

## Table Runners

Dye sublimated polyester runners for trade shows and events, lightweight and wrinkle resistant.

- 9oz premium polyester, dye sublimation
- Indoor use
- Lightweight, dry clean recommended



## COVER THE BOOTH

## Event Tents

Printed event tents for festivals, conventions and trade shows, on water repellent fabric with four panels.

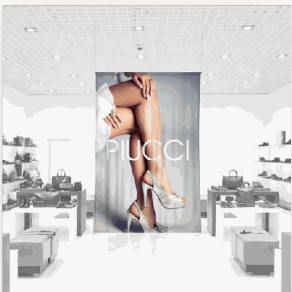
- UV ink on 11oz water-repellent fabric
- Includes 4 fabric panels
- For festivals, conventions and shows



FOR A FENCE, A FAIR OR A FACADE

# Banners in every *weight*.

From a lightweight indoor vinyl to a heavy blockout building wrap, plus mesh that lets the wind through and artist canvas for the gallery wall.



## THE MATERIALS

- 13oz scrim vinyl, billboards and wraps
- 10mil premium vinyl, smooth matte, indoor
- 15oz blockout, building and fence, blocks light

- 9oz premium polyester, trade shows, pole pockets
- 8oz mesh, 37 percent airflow, all-weather
- 17mil artist canvas, gallery wrap and framing

## ENLARGED, BACKLIT OR BLOCKED OUT

# Large format *posters.*

Photo gloss for enlarged photography, backlit stock for lightboxes and POP, and blackout posters with a black core that keeps the light out.



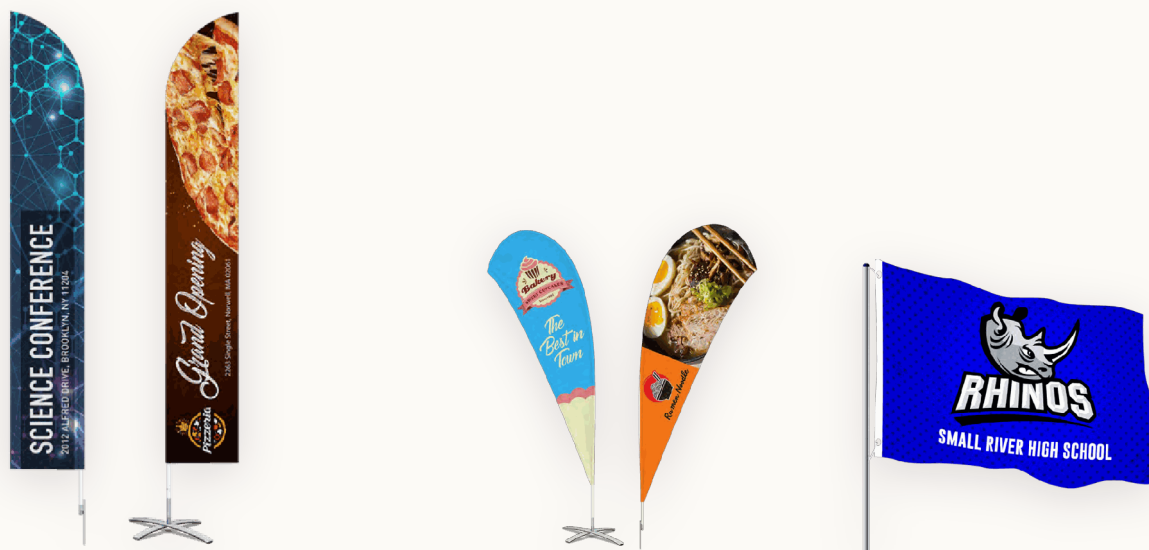
## THREE STOCKS

- 8mil photo gloss, photo quality, quick dry
- 9mil backlit, exhibition panels and lightboxes
- Blockout, two laminated 6pt sheets with a black core
- Ideal for enlarged photos, signs and artwork

CATCHES THE EYE FROM THE CURB

# Teardrop, pole and feather *flags*.

The flag that pulls people off the sidewalk, printed on light polyester by dye sublimation, folds down to store and sets back up with ease.



## THREE SHAPES

- Teardrop flags
- Pole flags
- Feather flags
- Printed on 3oz polyester, dye sublimation
- Fold, store and assemble with ease
- Indoor and outdoor hardware

## CHAPTER 05

# Signs & *Windows*

Rigid signs, aluminium, acrylic and the full window, floor and adhesive graphics program.

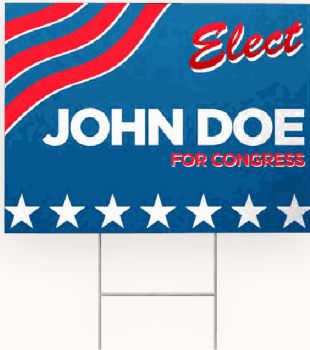


YARD, PARKING, REAL ESTATE, ELECTION

# Coroplast Signs

The corrugated plastic yard sign, printed with UV inks for the outdoors and staked in with optional H-stakes.

- UV cured inks for outdoor use
- Durable and waterproof, lightweight
- Optional H-stakes for easy install



PORTABLE PROMOTION

# Sidewalk Signs

The A-frame that lives by the door, with interchangeable coroplast inserts you swap by the season.

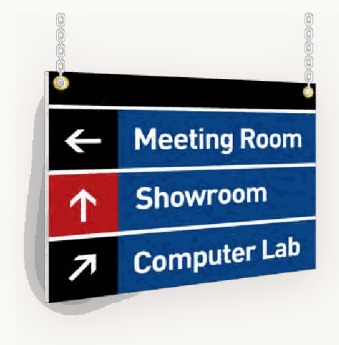
- Popular sizes
- All-weather outdoor use
- Interchangeable coroplast inserts



## THREE BOARDS, LIGHT TO HEAVY

# Foam core, gator board and *PVC*.

From a one-time easel sign to a rigid PVC panel that lives outdoors. Pick the board by how long it has to last and where it has to hang.



## THE BOARDS

- Foam core, easel and interior signs, lightweight, indoor
- Gator board, exhibits and displays, UV ink, stronger than foam core
- PVC, low glare matte, 1/8 inch rigid, indoor and outdoor

## GLASS-LIKE BRILLIANCE

## Clear Acrylic

A translucent panel with the look of glass, lighter and stronger, for interior and exterior signage.

- Much lighter than glass
- Interior and exterior use
- Stronger and more durable than glass



## CURVED AND FRAMED

## Styrene

Semi rigid matte white board for POP, directional and store display inserts, the best pick for curved installs.

- Matte white polyethylene substrate
- Indoor and temporary outdoor
- Flexes for framed and curved installs



## RUST-PROOF AND BUILT TO LAST

# Aluminium signs, three *ways*.

Heavy duty for parking and traffic, dye sub for high definition photography, and the sandwich board that bolts to a post or a fence.



## THREE BUILDS

- Heavy duty, parking and traffic, rust-proof, max durability
- Dye sub, high definition photography on white gloss panels
- Sandwich board, two aluminium sheets with a polyethylene core

ON THE GLASS, HOWEVER YOU WANT IT SEEN

## Window cling, see-through and *opaque*.

Removable cling for a seasonal promo, perforated see-through vinyl for storefronts and vehicles, and opaque graphics that block the view both ways.



### THREE FILMS

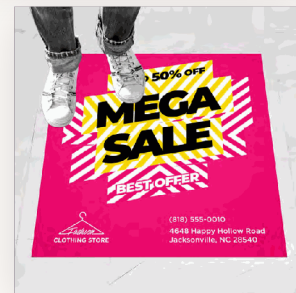
- Window cling, glossy vinyl, indoor and outdoor
- See-through, perforated 6mil vinyl, removable adhesive
- Opaque, 8mil film, single or double sided blackout

## UNDERFOOT

## Floor Graphics

Vinyl for smooth interior floors and rugged 20mil aluminium for anywhere, printed with a slip aware laminate.

- Vinyl: 4mil with 6mil laminate, interior untextured floors
- Aluminium: 20mil foil, UV cured, textured or smooth, indoor and outdoor



## ON THE WALL OR THE WINDOW

## Adhesive Vinyl

Low tack for walls, desks and glass that comes off clean, and high tack that goes on to stay.

- 8mil low tack, walls, desks and glass, removable
- 4mil high tack, permanent, incredibly durable, indoor and outdoor





## Perfect Impression

*where colors come to life*

### Sussan Toub

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If it goes through a press, a plotter or a mail stream and it is not pictured here, ask her anyway. Thirty years of suppliers means the answer is usually yes.

