



CONCEPT TO REALITY

FONT BRANDING | PUMP CLIPS | WINE & SPIRIT BRANDING | SIGNAGE | PROMOTIONAL



SPECIALISTS

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All CADs and pencil sketches featured throughout the brochure are for illustrative purposes only and are not to scale.

As specialist producers of branded items we have the flair and creativity to turn your ideas and designs into top quality products. With 120 years under our belts you know that your products are in the hands of experts.

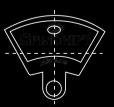
Unlike many UK printers and manufacturers we offer both large and small runs and still maintain a 100% UK supply chain. This means that we have excellent control over lead times and relationships and most importantly quality.

This brochure gives you a snapshot of the type of products we produce for customers such as Carlsberg, Fosters and Pepsi. Also the different processes we use, the quality of our finishes, the levels of service we offer and the vast scope of our capabilities.

CONCEPT TO REALITY

Quite simply we have the skills knowledge and imagination to turn whatever ideas and concepts you have into reality. From your fledgling ideas, innovative prototypes and creative thoughts we give you guidance and knowledge to help turn them into reality.

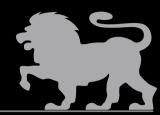






BRANDING

YOUR PRODUCTS SINCE 1890



With over 120 years of manufacturing experience behind us our facility and processes have developed to remain at the forefront of the industry. Whilst there is still evidence of our nameplate roots, it is very much our leading edge technologies that apply to your 21st century branding.

The environment that we work in reflects the precise and specialised nature of our products. State of the art machines are operated by highly skilled printers in clean laboratory like surroundings. Every aspect of the printing process happens here therefore we have complete quality control.

Situated in the heart of the UK we have a strong network of local suppliers who we know and trust. It is because of this strong local network that we can easily project manage every stage of production and we only ever rely on UK manufacturers.

If you are looking for high quality branded products for the promotion of your beers, spirits, wines or soft drinks please get in touch. Why not visit our head office, based in Birmingham, and enjoy a personalised tour of our facilities.















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FONT BRANDING BESPOKE

Advice and guidance starts at the concept stage. We liaise with your designers, to make sure that your designs and CAD drawings are perfect for manufacture and this continues right through to reality. Prototypes can be produced using 3D printing techniques and temporary tooling so that you can be entirely happy that the assembly will have the look and feel you want before any expensive tooling is commissioned.

Throughout your project we will work closely with trusted and equally experienced UK manufacturers to keep a close eye on production and keep you informed every step of the way.



This complex job for Hobgoblin began with the recruitment of a local artist, to produce a detailed sculpture of the goblin. A two part pewter cast was then produced and, after many other processes, including metal and plastic moulding, casting, vacuum forming, screen and lithographic printing, bespoke cutting and forming, gold plating and cold enamel resin infilling, this bespoke beer font branding assembly was completed.

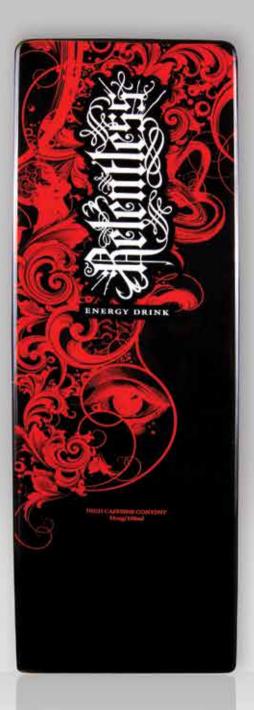
Our bespoke service means that we can produce any brewery branding product you can dream of.

Whether you are a small local brewery or a large global brand looking for bespoke beer clips, illuminated panels for fonts, metal badges or, of course, something totally unique we have the skills and creativity to deliver.

Many different techniques are called upon to deliver a wide variety of finishes, intricate detail, and truly stunning branding for every client. These processes include the matching assembly of branded panels and LED lighting packs, clear polyurethane doming for 3D effects, reverse printing for added durability, skinning and wrapping for versatility, and unique double vacuum forming to create 3D imagery and lettering on a curved surface. The results are branding lenses and assemblies which are truly unique and bespoke.

Please take a look through the rest of this brochure for more examples of our high impact product finishes and processes.

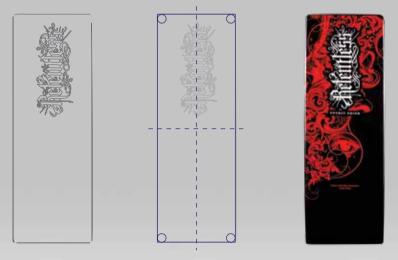




SOFT DRINKS

Working closely with soft drinks dispense equipment manufacturers throughout the UK and Europe we produce a wide range of bespoke branded products for a variety of non alcoholic drinks.

The many different production elements, often involved, means that a strong supply chain and regular communication, with you and your designers, is the only way to achieve the highest quality end product and ensure that you are a happy customer. So, for the success of every project, we work hard to develop longstanding relationships with all our subcontractors, your designers and departments.



For this project we first advised our client on the artwork, to ensure correct colour matching and print distortion. We were then able to produce a prototype using temporary forming tools. Following prototype approval we then commissioned the production aluminium vacuum forming tool, so that we could then print, form, and cut to produce the final panel.

Whether you are a large international brand looking for large volume production, or a smaller independent needing a much lower quantity of a bespoke product, we can produce any branded soft drinks product that you could ever need.

For a UK manufactured and finished product that reflects the true quality of your brand look no further. The level of detail and professional finish that you will receive will be second to none. You will also benefit from our dedicated project management, to keep everything running smoothly and to make sure that you know what is happening, at every stage of your job.

As with everything that we print and manufacture a variety of processes come into play. These might include:

- Chrome plating and polishing
- Reverse printing for durability
- Artwork distortion to retain brand integrity during vacuum forming
- Selective light obliteration so that colour integrity is maintained under illumination



FONT BRANDING T-BAR BRANDING

Creating a quality product that takes your designs and turns them into reality is what we do best. We are often asked to produce novel and unusual items for t-bar branding. Such as a rough matt plastic finish as well as the typical smooth, high gloss effect. And, because we are skilled in so many different techniques and have such a well established, local, supply chain we have these skills at our fingertips.



Depending on your brand identity you might ask us to produce a standard shaped branding lens, such as round, oval or fish eye.

Alternatively you might prefer a bespoke device or lens, specific to your design. Other eye catching elements can be introduced, including illumination, enamel resins, embossed metals and formed plastics, to really get your product noticed. Whatever design you are looking to produce we will make sure that your concepts become a reality. And that your brand stands out against the rest.

FONT BRANDING TAP HANDLE BRANDING

Standing out with tap handle branding that gets you seen is easy, thanks to the flexibility and creativity that we offer. Whether you want an unusual shape, a high gloss colour, a detailed matt image or a bit of show off lighting we really can deliver. Some people come to us with a very clear idea of what will work in production and others need us to advise their designers, on the best ways to get the results they are looking for.

Because every job is different we work in a whole host of materials across all our ranges. So, your beer clips, inserts or fully bespoke branding lenses can be produced in the very best material for your brand.

We are here to advise you on the perfect material for your job, considering your brand, the required finish and how robust your product needs to be. Materials including brass, plastics, brushed aluminium, polished zinc, resin doming, polyester wrap and stainless steel are all used to produce stunning results for maximum visual impact.











PUMP CLIPS SUPER PREMIUM

Well known brands are often looking for something a bit different. And, whilst we do provide the standard glossy finish, still preferred by some breweries, we also have the skills and knowledge, in-house, to offer a wide range of techniques and processes for a finish that stands out from the norm.

To create this high end clip for Pedigree we first produced a prototype of the item so that our clients could touch and feel the product before commissioning production tools.

Once approval had been given a high pressure die casting in zinc and plated and polished in a gold lacquer was produced. Four bespoke and finely printed inserts were then shaped, formed and embossed to complete the job.

Working closely with a London based design agency and the Brand Manager we delivered a product that was within budget, on time and that exceeded our client's expectations.







Complex production of a variety of finishes often means a more complicated design is required. We, therefore, work closely with both the client and the designer, to provide expert advice on the right structure, finish and durability. Such close management, at every stage of the project, is essential to producing the very best quality product and ensuring that your concepts become a reality.

Because we offer printed vignettes, as opposed to only offering cold enamel resin finishes like many of our competitors, a much finer finish is delivered against your artwork. The versatility of these clips means that when you need to change an ABV or rebrand, after the initial tool has been made, this can be done at very little cost to you. No new tooling is needed, we simply change the print to suit your requirements.





PREMIUM

Through our use of varying finishes and effects your designer gets far more scope and versatility. And, with ISO 9001 2008 accreditation, you can trust that we will turn your designs into a high quality product that will stand the test of time.

To achieve the right level of detail, precision and variances in colour required this London Glory premium clip was printed using a 4 colour process.

The client required a deep blue to the outer of the image with a vignette graded towards the centre. Our litho print to metal resulted in very fine colour and shading. Once the gloss look was decided upon, we lacquered and polished the clip for the desired end result.







When your product is at the design stage we discuss and advise on the effects that you want to achieve, so that your beer clip portrays the image that you are looking for. You might be looking for a 3D effect, like Spitfire, so we would reverse print acrylic, use laser cutting and bonding. Or, your brand might be better suited to the matt, chalk board, effect, of the Bee Good, in which case we would use bonded ink, sublimate into polyester and screen print to give the chalk board finish. Although this was a specialised effect we were still able to keep costs down because no tooling was needed.

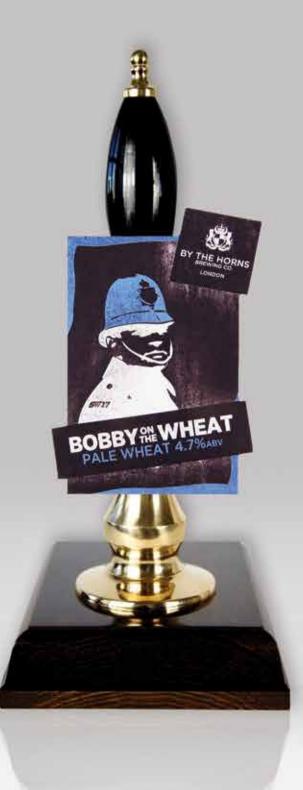
And, it's not just the look of your clips that is important, but also the durability of the fixings, which is why we don't rely on plastic extrusions.

Instead, we provide a choice of two fixing types; twin screw fixings that are permanently bonded to the clip and robust flexible plastic clips. We take as much care and attention to make sure that these fixings match the quality of the rest our work.

Whatever your preference and budget our command of a wide range of materials and processes mean we can produce exceptional branding.



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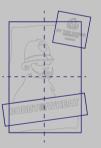
PUMP CLIPS GUEST

If you are a smaller brewery looking for low volume cost effective clips or a larger brewery seeking cost effective point of sale branding, our quest clips are the perfect solution.

Our cheeky 'Bobby on the Wheat' is based on artwork supplied by the client. To get the level of detail and the finish required a high resolution print was transferred onto vinyl and then laminated onto Foamex board.

A cutting tool was used to set the shape which, as you can see, was bespoke to the client.







The beauty of these clips, which are perfect for guest ales, is that with a wide range of finishes and great design options you still get to create something totally unique and eye catching but without the big price tag.

The quality and strength of our standard injection moulded terry clip fixings ensure that your plaques are firmly fitted to the bar. This optional tasting note fixing allows the bar tender easy access to the tasting information for your guest ales.

Turnaround is fast and you can rely on us to keep costs to a minimum and produce a great product that shows off your brand to maximum effect.



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PROMOTIONAL WINE & SPIRITS

More and more customers are returning to UK manufacturers, like us for quality they can rely on and turnaround times that are quick and reliable. Bespoke back of bar branding and specialist badges for the high end packaging of wine and spirits is a growing market for us.

This concept for Baileys utilised printed, shaped and formed aluminium to give the elegant wrap around curve and the right colour and finish for the brand.

The finish often requested for wine or spirit branding is a metallic effect. The look requested is, generally, high end and luxurious and it is essential that the techniques we use reflect this. Getting just the right shade of aluminium and perfectly etched and lacquered lettering is all part of our quality control.



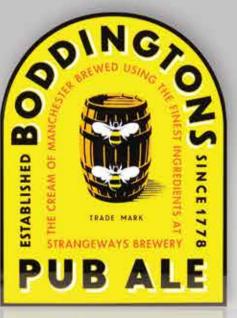


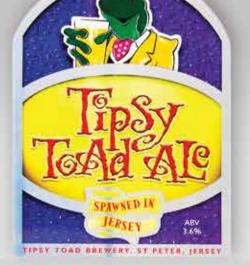
PROMOTIONAL SIGNAGE

When you are looking for bespoke signage, to promote your brand, it is vital that it both looks great and is highly durable. Our bespoke signs offer fine and detailed print on finishes that are anti-scratch, non flammable, UV resistant and graffiti proof.

Just like our beer clips and branded lenses you specify the shape and colours that you are looking for and we will work with you to create the finished product. Using a choice of materials such as aluminium, glass, mirror, brass, tin and plastics we offer both the fancy, high impact, promotional signage and your more functional, directional signs.

We will make sure your signs are the ones that get seen, for all the right reasons.









PROMOTIONAL BESPOKE

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Here is where you really get to test our skills, creativity and capabilities. There aren't many manufacturers out there who can produce the range of products and finishes to such a high standard as we can.

Many clients even use these skills to produce prototypes to see whether their concepts of today can become the reality of tomorrow.

If you can think of different way to promote your brand, then we will produce it. From printed mirrors and illuminated wall panels to ice buckets in the shape of helmets, we've got it all covered.

Using a huge array of techniques, inks, forming processes, anodic prints and illumination we will take your ideas from concept to reality. So for a unique way to shout about your brand and really take the market by storm please get in touch.

ALUMINIUM BEER MATS





BOTTLE LIGHTS



BOTTLE OPENERS



ICE BUCKETS



DRIP TRAYS



DRINKS TRAYS



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