the idea pack

Vol. 1 Issue 1

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Get the attention you deserve. Original marketing materials stand out to customers and make you look fantastic.

Let's get those creative juices flowing. Our printing experts are available to help you with any project, from simple, automated folds that add interest to design features that are new and trendy.

Iron Cross Fold with Accordion Insert

This bright, colorful design by Allison Wilton for Nick Cave catches the eye and is highly engaging with a tactile appeal. The folds are intriguing and invite the recipient to interact with the piece. This is a step up from your average informational brochure. Don't have the budget for such an elaborate piece? Consider using the vivid colors against stark white on a more traditional fold and you will still have an attention getter.
Reference ID(s): Iron Cross Mailer: CQ747541, Accordion Folded Insert: CQ771282

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Mini-Table Tent with Wire-O® Attachment

This great little piece is worth keeping. Consider making the attachment a calendar, or a series of inspirational quotes that your customer will want to keep on their desk. You can apply this format to virtually any information or imaging that is appropriate to your product or service. For example, if you are a dog groomer, you may want to have a several cute dog images, with an explanation of the service offered on each flap.
Reference ID: 605141

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Informational Brochure with Graduating Pages

Graduating pages are an economical way to add interest to any piece. Staggered reveal pages spark curiosity and draw the reader in. This piece incorporates rich black and gray hues combined with a High Gloss Spot Coat that lends to the brochure's sophistication. We can help you get this sleek, sophisticated look at a very reasonable cost. Reference ID: 659962

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Tent Fold Business Card

With either a vertical or a horizontal orientation, this little fold really adds a lot to a simple business card. Apply this concept to a larger card if you are looking for a unique brochure. This business card provides more real estate upon which to place your messaging. Increase the appeal with vibrant colors and interesting finishes. Reference ID: 453320

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Die Cut Presentation Folders

A great presentation folder is like a beautiful frame. This unique presentation folder from Kiddo Tags® is a perfect example of a well-designed folder. The die cuts and artwork set a whimsical mood that fits the company personality. You can explore with die cuts on full size or half size presentation folders. Let your imagination run with this one. Reference ID: 504122

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Window Die Cut with a Single Fold

This creative idea can be used in both small and large pieces and incorporate a standard or custom die cut. The peek-a-boo effect is visually engaging increasing the piece's impact. This technique has many possibilities. Call one of our print experts for specifications and details.
Reference ID: CQ771289

Pop-Up Business Card, Postcard, or Brochure

Give your marketing efforts a boost with 3-d effects on your materials. Pop-up pieces become points of conversation in their own right and get people involved in your product or service right away. You can pop-up a person, as seen here, so that they become a self-standing card, or you can pop up any object. For example, a real estate agent may want the "FOR SALE" sign in the yard on the postcard image to pop-up. Apply this creative technique to your own business model. Reference ID: 478379

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Wow'em with a Multiple Card Brochure

Use a series of plastic cards or sturdy business cards that attach with a brad, a small chain, or a string tie, depending on the intended use. Print a group of informational cards and hand them out to prospective customers, but remember to make one card your business card or contact information. This is a great idea for people with changing portfolios like architects, designers, and photographers. Reference ID: CQ771484

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Modified Gate Fold with a Die Cut

One of the best ways to make a piece stand out is to experiment with folding patterns and possibilities. The golf ball die cut, combined with the gatefold makes this piece appealing. People are likely to share this with others based on its strong design elements. Reference ID 498981

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Tri-Fold Business Card, Book Mark, or Mini Flyer

Mini is in. People love things that come in small packages. This little tri-fold piece is well laid out with a modern design that begs to be explored. The longer you can keep your materials in client's hands, the more opportunity you have to gain their business. The dimensions of this piece are 2" X 6 3/4". You can get a lot of information in that space. Reference ID 649044

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