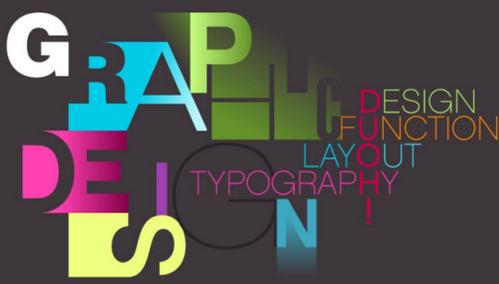


Design Essence



"Make it simple, but significant."

— Jill Rowley



A compact yet powerful medium of conveying your brand message highlighting your business modules is what every company needs today.

According to Bentley University,

- 70% of tourists pick up brochures in-market
- 95% of visitors picking up a brochure become aware of a business
- 83% of people intend to visit a business after viewing the brochure

Vital uses of 6 exclusive brochures:

<p>1</p> <p>Gatefold High-end marketing</p>	<p>2</p> <p>Tri-fold Small to large businesses</p>	<p>3</p> <p>Bi-fold Organizations</p>
<p>4</p> <p>Flyers/leaflets Promotional campaign</p>	<p>5</p> <p>Folders & Inserts Conference or exhibition</p>	<p>6</p> <p>Z-fold Show lists, user guides, and technical specifications</p>

6 Remarkable benefits of using a brochure for your business



1 Brochures can cover a large amount of information in a small amount of real estate

It is known for being compact both in shape and messaging, brochures offer a lot of information for them when done well, the consumer will have a good idea of what your company is all about and what you have to offer simply from browsing your brochure.



2 They are extremely versatile

Compared to postcards and other forms of print materials, brochures can be mailed, used on location, or handed out at events. These multi-purpose attributes make the decision to print a larger number of brochures fairly simple since you know you will be able to use them in a wide variety of ways in the future.

3 Easy to distribute to a targeted audience

Whether it's at a large event or distributing them door-to-door, an added advantage is that they are simple but effective ways to target a specific group of people. This method is especially useful for local businesses or small franchises.

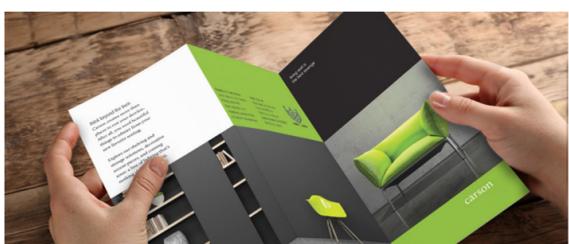


4 Brochures are cost-effective, especially when ordered in bulk

Most companies can safely produce a larger number of brochures since they know they can use them in many different ways over time. Larger orders often mean lower prices — always a win.

5 Captures a reader's undivided attention

Compared to flashing banner ads that compete for attention or even billboards that consumers may drive by before they have a chance to read, one of the advantages of a brochure is that they offer a simple yet tangible way to receive information.



6 Offers an easy referral system

Simplistic though it may seem, brochures can be passed from person-to-person. This old school referral method still works today.

1. Hubspot
2. Las Vegas color graphics
3. Honeycomb india
4. Nonstop signs and graphics
5. Print place