

A glowing incandescent lightbulb is the central focus of the image, set against a teal background. The bulb is lit, with a bright yellow-orange glow emanating from the filament. The filament is visible through the clear glass of the bulb. The base of the bulb is dark and partially visible at the bottom. The overall composition is simple and clean, emphasizing the lightbulb as a symbol of an idea.

*Design & Print.*

*Time for a  
bright idea.*

pebbleshores<sup>®</sup>

*Control -  
just a click away.*



# Introducing web2print. A tool that can revolutionise your design and print.

Quite simply, web2print is a tool that harnesses the web and could make part of your everyday work easier and quicker and save your business time and money.

If you're responsible or involved with your company's marketing, print or distribution, then it's quite possible that what we're about to show you could make a real and measurable difference to your business.



*Flexible &  
versatile.*

# Web2print.

## Design. Print. Logistics.

### Putting you in control.

From one site, you can manage your complete requirements:

#### **print2order**

Print or reprint anything, from just a single copy to as many copies as you want. Provided we have the artwork, all you do is tell us how many you want, and we'll take care of the rest.

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#### **design2order**

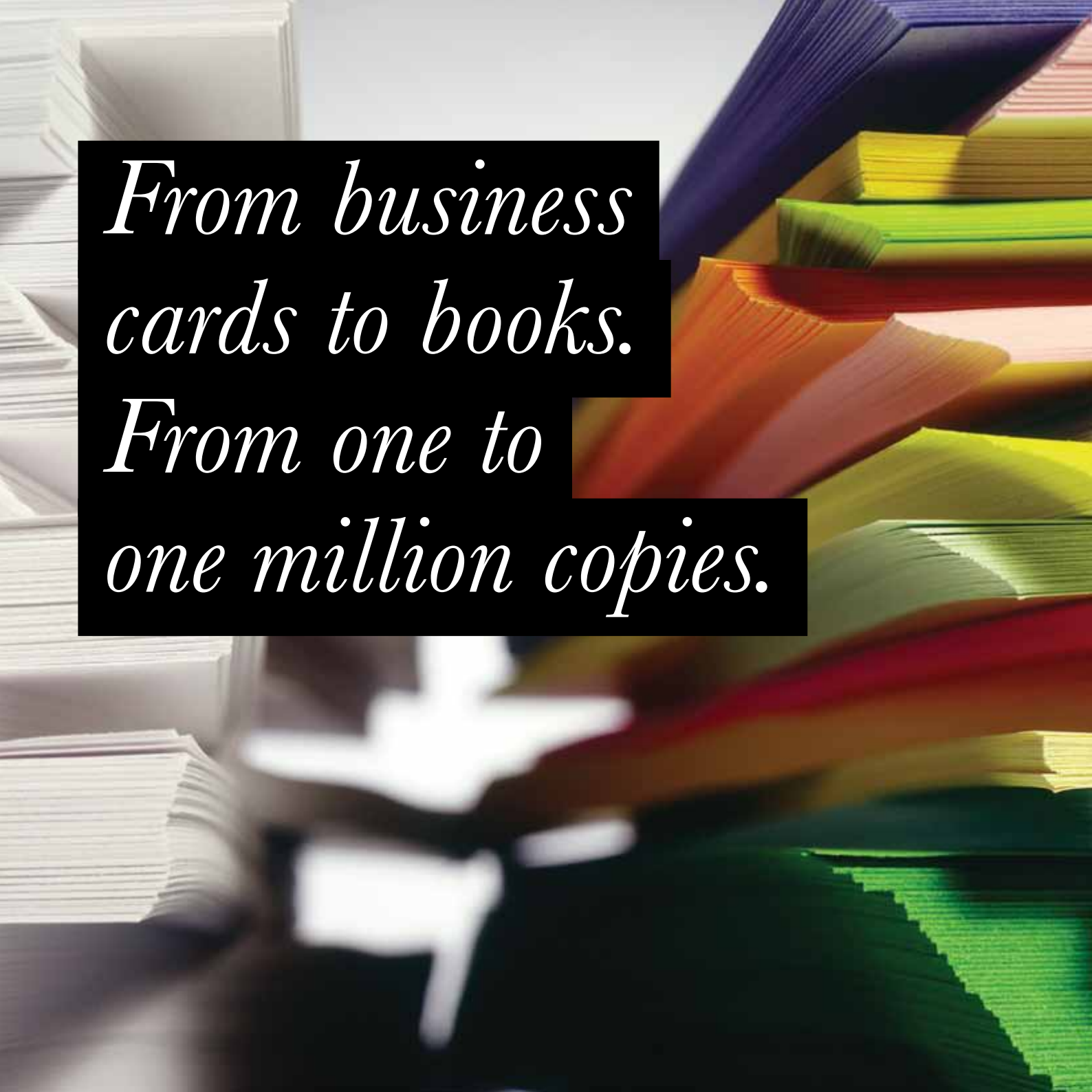
From tiny tweaks to tailored design in minutes - without the agency fee. Be it a simple change or a multi-field, personalised mailer, we make it simple and straightforward to create impressive results.

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#### **deliver2order**

A pick and pack facility to call off stock as and when you need. And not just printed items either - anything requiring storing until it's needed, just leave it to us.

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*From business  
cards to books.*

*From one to  
one million copies.*

# Print2order.

## Simply print what you want, when you want.

- Keep costs down - saves ordering in bulk and tying up budget
- Streamline supply and demand - only print what you need, when you need it
- Ideal for managing the everyday print requirements for multiple / satellite outlets whilst maintaining brand and quality consistency
- Digital print quality as good as litho
- Litho and web printing also available

### Don't have the artwork?

Not to worry - our studio can create or re-create anything you need. Just ask.

A close-up, angled view of a color calibration chart. The chart features a grid of color patches in various hues, including blues, purples, pinks, reds, oranges, and yellows. Each patch is accompanied by a numerical label, likely representing colorimetric data such as L\*a\*b\* values. The text is overlaid on a black rectangular background in the center of the image.

*Order from  
the menu,  
or create your  
own masterpiece.*

# Design2order.

## Take control and design with confidence.

- You control the content - can be as fixed or adaptable as you want

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- Any changes are made within set fields within a fixed layout / template - maintains quality of the result

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- You can define the ability to vary the content and personalisation - ensures brand consistency in communications

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- Real time proofing. You can see the changes as they are made and you can make as many changes as you like to your proofs - at no cost consequence to you

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- You can set the levels you want - e.g. flexibility for change, approval and ordering ability. You have complete control and management of design and costs

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- Personalise or customise anything from business cards to mailings with variable / personalised data

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### Don't have the artwork?

Not to worry - our studio can create or re-create anything you need. Just ask.



*You pick,  
we'll pack.*

# Deliver2order.

## Call it off when you need it.

Why take up space at your offices or printers? Our secure storage and pick and pack means we can access and deliver your stock order quickly and efficiently.

- Streamline your distribution - one source for storage, pick, pack and despatch

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- Assists with stock control - low-level triggers highlight re-order requirements ensuring continual supply of stock

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- Supply to demand - call off what you need, when you need it

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- Quick turnaround - dependent on when ordered, can be within 24 hours of receipt of order

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- Delivery options - choose how quickly you want it delivered

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*Simply click & go.*

Please enter your Username  
and Password to login

Username

.....

Login

# Clever stuff. Beautifully simple.

The web2print system is designed to be as straightforward, simple and secure as possible. From login to checkout, it guides you through the process and ensures that it's hassle-free and uncomplicated.

Using a shopping basket facility, operating it is very much like any established online e-commerce site and utilises the same technology / approach, so the process will be familiar to users.

If you are personalising or amending artwork, it will show the proofs in real time and also ensure that it's checked and the approval process followed before it goes into production. Levels of approval and sign-off can be incorporated as you require to ensure nothing is produced without the correct 'rubber stamp'.

A close-up photograph of several shirts hanging on wooden hangers. The shirts are in various colors: red, orange, yellow, light green, and dark blue. The focus is on the collars and upper chest area of the shirts. The background is a plain, light-colored wall.

*Tailored  
communications —  
just a click away.*

# Get personal. Get results.

With web2print you can personalise just about any way you want, creating truly original and tailored communications.

However much flexibility you want in each communication, we can make it happen. Be it simple tweaks to comprehensive changes, we can set up the artwork templates to work the way you need.

We'll need the relevant assets from you – artwork, logos, imagery, etc, but even if you don't have these, remember - our studio can re-create anything you need.

	Basic	Advance	Excel
Account set-up fee	FREE	FREE	Yes - for dedicated server space
Monthly fee	No	No	Yes - includes dedicated account manager
Personalised / variable items	Fixed cost for up to 5 items, reduced cost per 5 items thereafter	Fixed cost for up to 10 items, reduced cost per 10 items thereafter	Fixed cost for up to 20 items, reduced cost per 20 items thereafter
Item limit	Up to 10 standard and variable items	Up to 30 standard and variable items	No limit
Storage charge	Low cost option per pallet	Free storage (up to set sq.ft)	Free storage (maximum limit applies)
Payment	Pay on order	Invoiced on order	Invoiced on order
Extras	Start up offer: logo and stationery design package at 50% discount	Reduced design fees of 25%	Reduced design fees of 25%
Delivery charge	Charges apply	Charges apply	Discounted
Start-up cost	From FREE	From only £500	From only £1,500

# Choices, choices. A plan to suit you.

Dependent on the size of your business or requirement, we've three levels or packages to choose from.

## Basic

A pay-as-you-go package giving complete flexibility. Perfect for the smaller or start-up business, this off-the-shelf package is ideal for keeping a tight rein on costs. All standard (non variable) items are FREE to upload and, if you need, we can also create your logo and stationery for a discounted cost too.

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## Advance

Ideal for the more established business, or those wanting economies for the creation and production of everything from everyday items to brand consistent promotions and campaigns. Again, all standard items are FREE to upload and discounted design support is also available if required.

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## Excel

If you're a larger operation or one with multiple outlets / departments, this is the option for you. Tailored to your business requirements, this can be invaluable in helping to streamline processes, maintain consistencies across multiple outlets / departments and manage spend. We'll also dedicate server space and account management support, too.

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*Online.  
In charge.  
Outstanding.*

# In control. In a snapshot.

- You make the changes yourself - no more 'minimum charges' from the agency or printer for that tiny tweak you want made

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- No more stock wastage - you print what you want, when you want it

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- You can create your own campaigns as and when you need to

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- No need to worry about brand consistency: it keeps your marketing on-brand, professionally designed and printed. Cost effective if you have multiple outlets or departments

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- Web2print doesn't require new or bespoke artwork designs to be made – it can use artwork you already hold

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- It can make stock control and budget management much easier

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- No 'one size fits all' - you choose the package to suit your business

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*Some pieces  
still missing?*

*Find the  
answers here.*

**How long does it take to set up?**

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Dependent on how complex your requirements are, anything from a week to four weeks. All we need from you are the original electronic artwork files and an understanding of what, if any, information needs to be changeable.

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**What sort of 'original artwork' do you need?**

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Ideally InDesign or Quark files. In some cases, hi-res PDFs are suitable, although this will depend on the job. We'll guide and advise all the way to achieve the best results.

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**I don't have any of the original artwork. Will this cost me to re-set?**

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Yes it will, but if you've PDFs or originals as well as logo files, etc, there's a good chance our studio can re-create it quickly and for relatively little cost.

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**I like the idea, but I'm a new business - I don't have a logo or designs set up.**

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No problem - because we're a creative agency too, we can design a logo and identity and set up your basic templates for a letterhead, business card and compliments slips, for a very competitive price.

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**What if I want a 'non-standard' item printing, or something with specific requirements or finishing?**

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Again, not an issue. Because we're a combination of a creative agency and printer with a modern plant bristling with an array of machinery, we can handle any request, large or small. From a one-off original with bespoke finishing to a million copies, give it to us and we can sort it.

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*Ready for  
anything.*



# More than meets the eye. More power to you.

Web2print is just one service we offer. Our business is creating better communications and we can help your business in many other ways:

## Strategy and planning

If it's going to succeed, it needs the right planning behind it. From a tune-up to a complete overhaul, we can give your marketing the shape and direction it needs.

## Branding and identity

Whether starting from fresh or re-viewing, we can give your brand the shape, direction and positioning it needs to create the right impression.

## Advertising

From selecting the appropriate media through to concepts, scripting, photography and supply, we'll create effective advertising designed to get attention and generate business.

## Design

Be it a brochure, presentation, point of sale or leaflet, we'll give it the same creativity, care and attention to detail to make it as effective as possible.

## Digital

On or offline, whether wonderful websites, slick sales materials or truly interactive information, our digital expertise will get you noticed.

## Copywriting

Clear, effective text is the cornerstone of good communications. Our copywriting will ensure your key messages hit the target first time, every time.

## Filming and photography

From the initial concept and storyboarding through to the final edit final edit, we can manage the entire process, ensuring your production makes the greatest impact.

## Print production

Working with some of the best in the business, whatever you need produced - from business cards to banners for the side of a building - we know how to make it happen.

Contact us today  
for a free demo.

Call 01303 245673

[enquiries@pebbleshores.co.uk](mailto:enquiries@pebbleshores.co.uk)

[pebbleshores.co.uk](http://pebbleshores.co.uk)

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