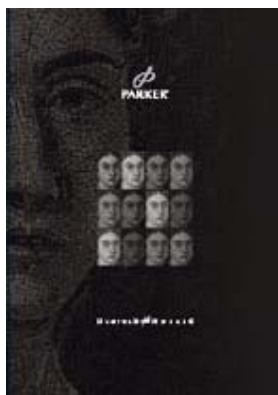


DUOFOLD BLACK MOSAIC COLLATERALS – 2003

TRADE/PR FOLDER

Used to aid sell-in of the Parker Duofold Black Mosaic or adapted for use as a PR folder to carry press releases and a CD-ROM of available imagery.



Front cover



Page 2



Fold-in (Page 5)



Page 2

Page 3

Fold-out (Page 4)

- ◆ No of pages: 6
- ◆ Folded Size: 320mm x 225mm. *Note: this size allows broadsheet to be used as a folder to carry press releases, etc.*
- ◆ Printing: Four process colours plus a selection of matte and gloss varnishes plus silver foil blocking.

POSTER/SHOWCARD



Poster, showcard and mini-showcard employ multiple use of the core visual image with matte and gloss varnishes used to enhance the images.



Poster:

- ◆ Size: 594mm x 420mm (A2).
- ◆ Printed in four process colours plus a selection of matte and gloss varnishes plus silver foil blocking.
- ◆ Hanging bars and cord included.
- ◆ Individually packed within postal tubes ready for despatch.

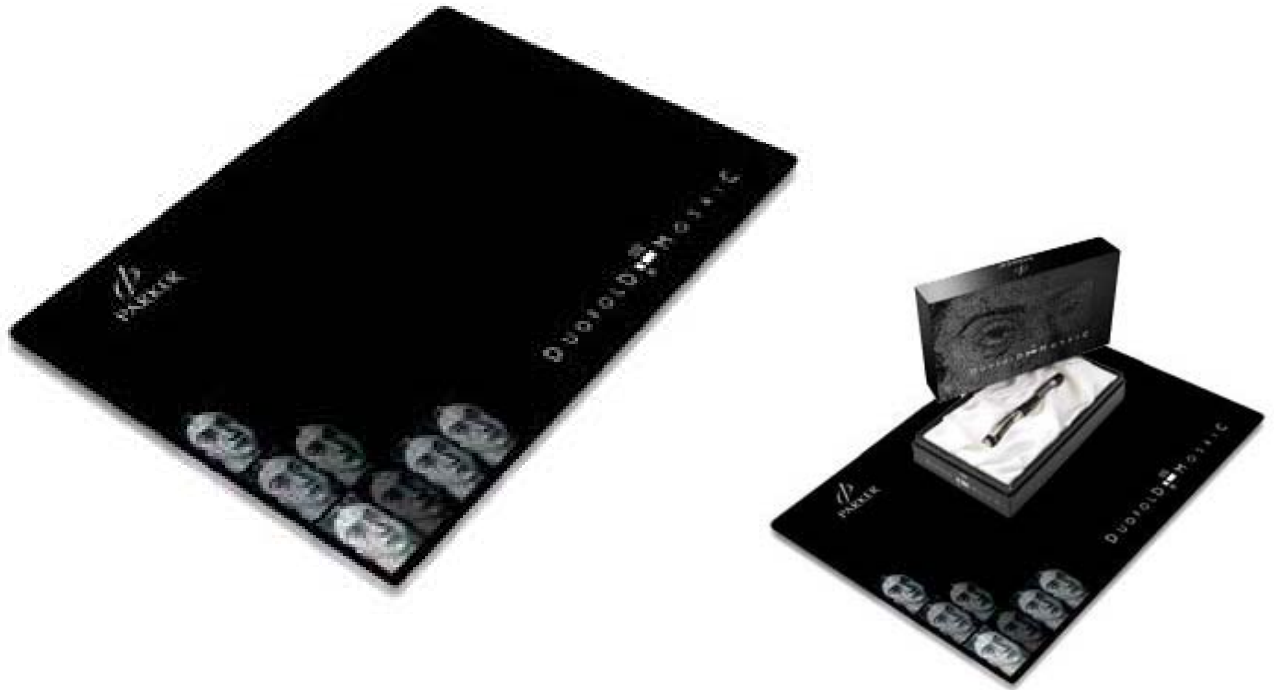
A4 Showcard:

- ◆ Size: 297mm x 210mm (A4).
- ◆ Printed in four process colours plus a selection of matte and gloss varnishes plus silver foil blocking.
- ◆ TOE finish with integral strut.

Mini-showcard:

- ◆ Size: 180mm x 127mm (B6).
- ◆ Printed in four process colours, matte and gloss varnishes plus silver foil blocking.
- ◆ The showcards are produced in printed card folded back on itself to create a double thickness and use an integral strut which is incorporated into the reverse of the card.

DISPLAY PLINTH & STAND



Display Plinth:

- ◆ Size: 440mm x 270mm x 5mm
- ◆ Can be used in window or within standard floorcase.
- ◆ Machined from 5mm Acrylic with diamond-polished edges.
- ◆ Screen printed in 5 colours.
- ◆ 4 x small feet on underside.

Wire Gift Box Stand:

- ◆ Size: 95mm x 75mm x 20mm
- ◆ 3mm wire rod construction
- ◆ Finished in black.



PHOTOGRAPHY/LOGOTYPES

Product Pack Shots:



Reference Photography:



PR Photography:



Logotypes:

