



PRESS TIME

LATEST NEWS AND REVIEWS
PARAGON PRINT AND MARKETING SOLUTIONS

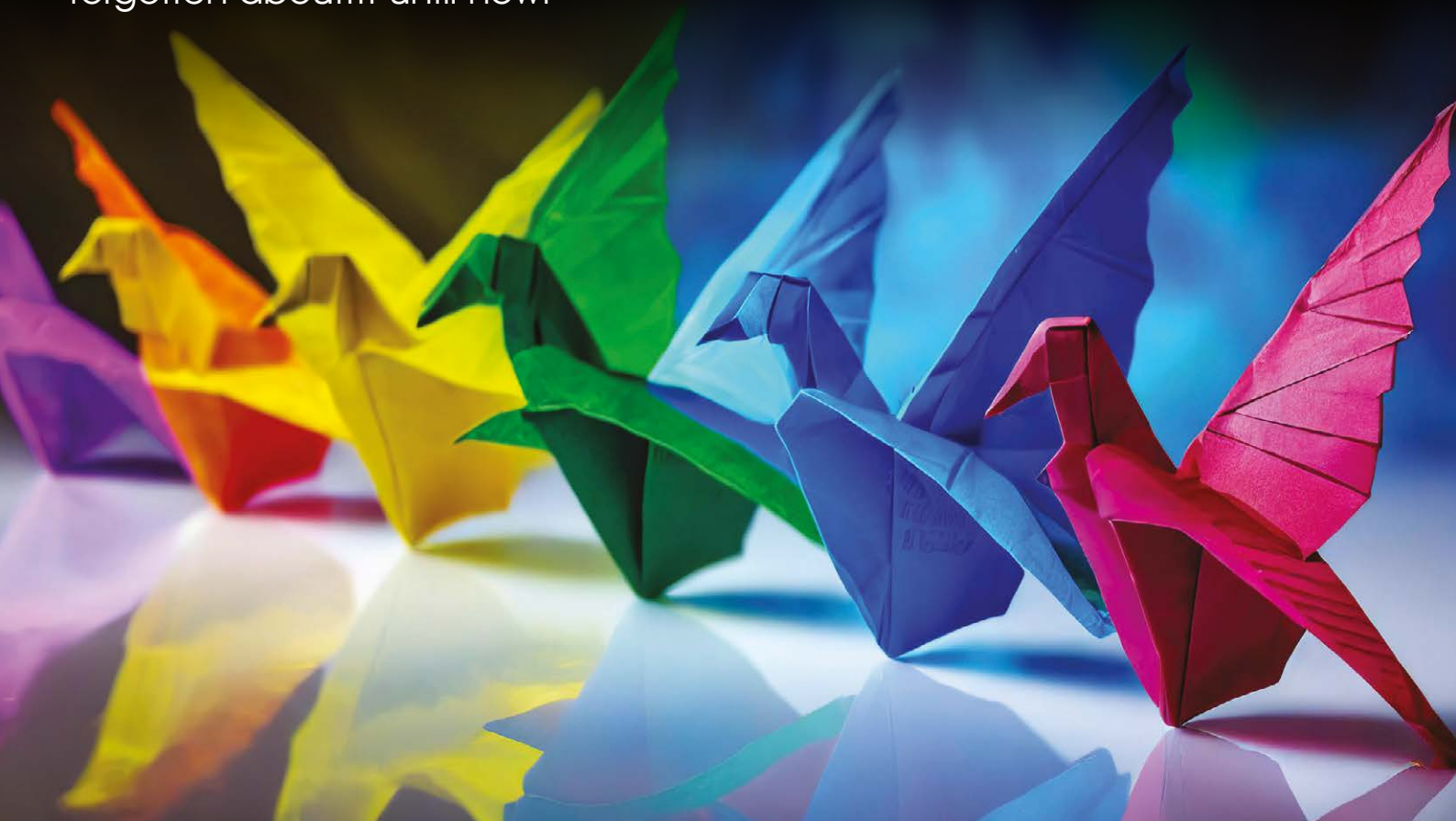
A NEW YEAR AND NEW HORIZONS AHEAD

Winter 2024

FORGET EMAIL; USE A MAIL PIGEON INSTEAD

The Pigeon has the innate homing ability to navigate and fly vast distances to its nest. And so this little, humble bird played a very important role in sending vital information directly to army officers during times of war. They were either called a Mail Pigeon or War Pigeon.

As other forms of communication became available, the Mail Pigeon got forgotten about... until now!



In a world dominated by digital marketing strategies and virtual communication, there's a humble hero quietly making a flying comeback – the leaflet. Often dismissed as mere folding material or junk mail, leaflets have undergone a dramatic transformation.

They are no longer confined to the realms of childhood crafts; instead, they have evolved into powerful tools for businesses looking to make a tangible targeted impact. So, let's unfold the story of leaflet printing and explore how strategic distribution in the UK has turned them into more than just folding material – they're business unfolded!

The Unlikely Hero's Evolution

Leaflets, once associated with whimsical folds and airborne dreams, have matured into sophisticated messengers of business prowess. Today, they serve as tangible ambassadors for brands, carrying carefully crafted messages directly into the hands of potential customers.

Unfolding the Benefits with Strategic Distribution

1. Tangible Impact: Leaflets offer a tactile experience, engaging potential customers on a personal level. In a world saturated with digital noise, the physical presence of a well-designed leaflet stands out, making a lasting impression.

2. Targeted Reach with Strategic Distribution: Forget the scatter-gun approach – strategically distributed leaflets enable businesses to precisely target their desired audience. It's like sending a personalised letter to those who matter most, strategically placing leaflets where they frequent the most.

3. Cost-Effective Magic: Leaflet printing and strategic distribution prove that effective marketing doesn't have to break the bank. It's like getting a front-row seat at a concert without the VIP price tag – impactful, budget-friendly, and strategically placed for maximum exposure.

4. Creative Unfolding: With the freedom to choose paper quality, design, and content, leaflets provide a canvas for creative expression. It's like turning a blank page into a masterpiece, strategically unfolding your brand story one fold at a time.

5. Personal data: Door drops involve distributing leaflets, flyers, or brochures directly to people's homes without relying on personal data. This method is often considered easy, cost-effective, and trusted by advertisers. The use of door drops allows advertisers to reach a broad audience without the need for specific personal information, making it a potentially appealing option for businesses looking to promote their products or services. Additionally, the fact that 80% of the UK's top advertisers use door drops suggests that this approach has gained widespread acceptance and recognition among marketing professionals.

Pigeons Beware: The Quirky Side of Leaflets with Strategic Distribution

While Mail Pigeons might have had their heyday, leaflets are here to steal the show. Injecting humour into the marketing game, strategically distributed leaflets break the monotony of bills and official letters, offering a delightful surprise to recipients. A leaflet that tickles the funny bone and strategically lands in the right hands is a leaflet that lingers in the memory.

Distributing Success: The Other Half of the Story:

Now, let's delve into the various distribution strategies that make leaflets a powerful marketing tool:

1. Door-to-Door Delight: Embrace the classic approach of direct distribution. It's like sending your brand on a personal adventure, knocking on doors and introducing itself to potential customers.

2. Strategic Hotspots: Place your leaflets where your audience frequents. It's like leaving breadcrumbs that lead straight to your business – a trail of irresistible information.

3. Mailing Marvels: Targeted mailing campaigns ensure that your leaflets reach the intended audience directly. It's like sending a letter, but with an exciting twist – a visually appealing and informative twist.

Beyond Airborne Dreams: A Call to Action

Leaflets, once dismissed as folding material, have become an indispensable part of the marketing playbook. Their ability to unfold a brand story, engage the senses, and leave a lasting impact makes them a formidable force in the business world. So, the next time you consider leaflets, remember – they are not just folding material; they're business unfolded with strategic distribution!

In conclusion, the journey of leaflets involves both printing and strategic distribution, combining creativity, tangibility, and a touch of humour to capture attention and drive business success in a world that's often too digitally saturated to notice. It's worth noting that the success of any advertising method depends on various factors, including the target audience, the nature of the product or service being promoted, and the overall marketing strategy. Door drops can be particularly effective for local businesses or those targeting a specific geographic area.

The **A-Z** of Our Print Service:

The Power of Marketing Through the Effective Use of Print

- ▶ A Board Poster Stands
- ▶ Bags - From Plastic, Paper to Fabric
- ▶ Brand Identity - From Logos to a Complete Re-branding
- ▶ Binders
- ▶ Bespoke Mailing
- ▶ Bookmarks
- ▶ Brochures - From Small to Large
- ▶ Catalogues
- ▶ Calendars - Desktop to Wall Mounted
- ▶ Custom Stickers
- ▶ Desktop Calendar Pads Sets
- ▶ Decal Vehicle Graphics
- ▶ Exhibition Stand Graphics
- ▶ Flyers - A6 to A4
- ▶ Floor and Flags Branded Graphics
- ▶ Folders
- ▶ Greeting Cards - From a Thank You Cards to Christmas Cards
- ▶ Giant Cheques
- ▶ Gift Items With Your Branding - From Pens, Ruler, Mugs to Umbrellas
- ▶ Hoarding Boards
- ▶ Information Boards
- ▶ Jar/Bottle Labels
- ▶ Kind to the Environment Printing
- ▶ Lamp Post Banners
- ▶ Leaflets
- ▶ Magnetic Signs
- ▶ Magazines
- ▶ Menus
- ▶ New for Old Replacement Exhibition Graphics
- ▶ NCR Sets
- ▶ Note Books and Note Pads
- ▶ Outdoor and Indoor Signage
- ▶ Posters - A3 to A0 (custom sizes available)
- ▶ Pop-up / POS Exhibition Displays and Banners
- ▶ Quick Turnaround Digital Printing
- ▶ Rollable Graphics
- ▶ Stationery Sets - From Business Cards to Letterheads
- ▶ Stickers/Labels - All Shapes and Sizes Available
- ▶ Shop Signage - From Window Graphics to Strut Cards
- ▶ Swing Tags
- ▶ Table Cloth Graphics
- ▶ Vinyl Lettering
- ▶ Wallpaper Graphics
- ▶ Wedding Stationery
- ▶ Xtra Large Posters (custom sizes available)
- ▶ Year Planners - A3 to A1 (custom sizes available)
- ▶ Yard/Building Site Safety Signage
- ▶ Zap Banners

And Lots More Than You Could Even Imagine!

We  what we do!
And our clients seem to like it too

We recently ordered some pop-up banners, business cards and A5 leaflets from Paragon after meeting Sharon at a business event.

The customer service from Sharon and the team at Paragon from receipt of the initial enquiry, to the proposal, to approving the artwork, to print to delivery was exceptional, and really easy to boot! If you make yourself accessible, demonstrate expertise, deliver on your promises and deliver high quality printed materials you cannot go far wrong.

They even arranged delivery by their own driver to an event I was attending so I could continue on my journey down South with the printed materials I needed!

As a brand new client of Paragon, I was most impressed, and whilst I would not hesitate to recommend Paragon (we have done already), we will be return customers for sure.

Chris Burn

Customer service at Paragon Print is first class! The whole team are so easy and friendly to work with and the print quality of everything they do is excellent.

If you're looking for printed products for your business, Paragon are the company to work with! Couldn't recommend them more.

Ellie Moran