



PRESS TIME

LATEST NEWS AND REVIEWS
PARAGON PRINT AND MARKETING SOLUTIONS

ARE YOU PRINT READY IN 2025?

Winter 2025



READY... STEADY... GO!

As we step into 2025, businesses are gearing up for a new year of opportunities, challenges, and growth. While many focus on digital transformation, print materials remain a cornerstone of effective branding and communication strategies. The question is, are you print ready for 2025?

Why Print Still Matters in 2025

In an increasingly digital world, printed materials offer a tangible, personal touch that digital mediums simply can't replicate. From brochures and business cards to large-format signage, print creates a lasting impression, builds trust, and enhances your brand's visibility.

Studies show that people engage differently with print than with digital media. Print is tactile and memorable, making it ideal for businesses aiming to connect deeply with their audience. Whether you're planning a trade show presence, refreshing your branding, or gearing up for a product launch, high-quality print materials are crucial.

Key Print Materials for Every Business

Being print-ready means having a clear understanding of the materials you'll need throughout the year. Here are some essentials:

- **Catalogues and Brochures:** Tangible and help make an impact of your brand and business. Easy to leave with clients and prospects.
- **Business Cards:** Compact but powerful, these are a must for networking and professional engagements.
- **Brochures and Flyers:** Perfect for showcasing your products or services in a visually engaging way.
- **Posters and Banners:** Ideal for promotions, events, and in-store marketing.
- **Custom Packaging:** Elevate your brand with unique, branded packaging that delights customers.

If you haven't already, now is the perfect time to assess your 2025 needs and ensure you're ready for any opportunity that comes your way.

Benefits of Planning Your Printing Early

Last-minute printing can lead to stress, errors, and higher costs. By planning ahead, you can:

- **Save Money:** Early bird discounts and bulk order savings can significantly cut costs.
- **Ensure Quality:** With more time, you can review and refine your designs for flawless results.
- **Avoid Delays:** Secure your spot with your printer to avoid bottlenecks during peak periods.
- **Customisation Options:** Early planning gives you more freedom to explore bespoke materials and finishes.

How to Get Print Ready in 2025

- **Audit Your Needs:** Review past campaigns and identify gaps or opportunities in your print strategy.
- **Partner with Experts:** Work with a trusted printing company that offers guidance, flexibility, and top-tier quality.
- **Focus on Design:** Ensure your designs align with your brand's identity and the goals of your campaign.
- **Think Sustainability:** Choose eco-friendly printing options to demonstrate your commitment to the environment.
- **Set a Timeline:** Outline key dates for campaigns and events to ensure your materials are ready when needed.

Why Choose Paragon for Your 2025 Printing?

Our team is dedicated to making your print journey seamless and successful. From design support to on-time delivery, we're here to help you achieve your goals. We offer:

- High-quality materials with vibrant, precise printing.
- Eco-friendly options for sustainable campaigns.
- Competitive pricing, especially for early-bird and bulk orders.
- Expert advice and end-to-end support.

The Power of Marketing Through the Effective Use of Print

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

- ▶ 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 Card to Christmas Cards
- ▶ Giant Cheques
- ▶ Gift Items With Your Branding - From Pens, Rulers, 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!

GO LARGE
AT YOUR NEXT NETWORKING
MEETING WITH OUR
SPECIAL OFFER



Order your Pop-Up Banner
today and receive 50 free
A5 leaflets to hand out
on the day*.



*Terms and conditions apply.

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