

MAKING

# MARKETING MATERIALS

To **Grow** Your **Clients**  
To **Spread** Your **Business**



**NOVO**  
**PRINTS**  
**.com**

*Print Better, Spend Lesser*

# WHAT ARE MARKETING MATERIALS



Marketing **Materials** include any items for **Communicating** your **Marketing** to customers.

In **Print Marketing**, this includes business **cards**, **brochures**, **catalogs** and so on.

In **Other Types** of marketing materials could range from **digital assets** to **hoardings** and more.

# ABOUT US

We – **Novo Prints** – are a **Printing Agency** – into the Business of **Printing Services** of Marketing Materials and Operations Materials mainly,

Our **USPs**: Solutions, DTP Support, Quantity & Material Options, Delivery Service and Best Prices.

## Products:

- |                         |  |
|-------------------------|--|
| 1. Marketing Materials  | -Brochures, Flyers, Business Cards, Vouchers, Catalogs, Banners & many |
| 2. Operations Materials | -Letter Heads, Envelops, Bill Books, Notepads, ID Cards, Files & many  |
| 3. Customized Materials | -Calendars, Diaries, Pens, Folders & many (mostly screen printed)      |
| 4. Packing Materials    | -Carry Bags, Pouches, Small Boxes, Wrappers, Stickers, Trays & many    |

## Additional Services:

- |                |                                     |
|----------------|-------------------------------------|
| 1. DTP/Editing | -Typing, Drafting, Key Lines & many |
|----------------|-------------------------------------|



# Our Team

DTP Operator - complex editing & off hours support  
Graphic Designer - to make designs fit into printing format  
Delivery Guys - seeing logistics & delivery within city

Business Head - Business Development & Operations  
Technical Head - Order Process & Transactions

Digital Printers & Screen Printers  
Small Offset Printers & Printing Press

Binding, Punching & Pasting Units  
Laminators, Foiling & Embossing Units

Die Makers & Block Makers



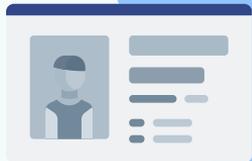


A PICTURE IS WORTH  
 A THOUSAND WORDS

# Key Products

# MARKETING MATERIALS

**Products** that **Communicate** your **marketing**  
to your Customers/Target Audience





# PRINTED MARKETING MATERIALS IN BRIEF



## BUSINESS CARDS

They are extremely powerful when implemented correctly. Represent business to potential customers.



## BROCHURES

Make your clients feel informed and confident at each stage of their purchasing journey.



## FLYERS

They are cost effective, highly impactful and involves low efforts and easy access. Good reminders.



## CATALOGS-MENUS

Highlight your most profitable products. Unique and Powerful Display Opportunity.



## VOUCHERS

Reach consumers that you typically would not reach, Efficient Referral Generator.



## MEMBERSHIP CARDS

Earn customers' loyalty in competition. Create repeat orders and get more ROI.



## PRESENTATION BOOKS

Enabling you to present your offerings to clients – wherever and whenever you are meeting.

# INDIRECT MARKETING MATERIALS



LETTER HEADS



ENVELOPS



INVOICE BOOKS



ID CARDS



NAME BADGES



CALENDARS



DIARIES



WRITING PADS



FILES-FOLDERS



CARRY BAGS



BOXES



STICKERS

# Why Novo Prints

- Small Qty
- Material Options
- Solutions
- we also supply 50-100 qty
- we give maximum options
- we guide you in finding solutions
- Mix Jobs
- GST Benefits
- Delivery Service
- to reduce costs we often merge jobs
- flexible Billing with minimum GST
- though paid deliveries – but convenient
- DTP Support
- Cost Cutting Sol.
- Design Feedback
- we help in minor editing in most of designs
- to fit in given budget
- so that the prints become impacting



# Ideal Referrals

Doctors	-	Stationery Prints
Restaurants	-	Menus, Flyers & More
Builders	-	New Projects' Brochures
Start Ups	-	Business Cards to Brochures
Manufacturers	-	Brochures & Stationery
Coaching Institutes	-	Flyers, Brochures & More

Companies Participating in Exhibitions  
Companies Coming up with New Products  
Companies with Active Sales Model  
Advt. Agencies & Graphic Designers  
Events Organizers (Organizations)



# How To Connect us

- Q1. **Who** is Seeing your regular Printing Requirements?
- Q2. **How's** the quality and service by the Provider?
- Q3. Are you **looking for better** options or better Pricing?

I can connect you with **my Friend Utkarsh**,  
He is running one of the **best Printing** Agencies from Baroda – named **Novo Prints**.

They are best when it comes to **Quality** Standards, **Quantity**/Material **Options**,  
**Solutions**, **Services** and they **Deliver** products anywhere in the world.

You can also visit them them to choose the materials  
And soon they are launching a full fledge e-commerce platform  
And a unique display center.



# Contactsphere

Advertising Agencies  
Graphic Designers  
Sign Boards Makers

Website / Apps makers  
Social Media Agencies  
Content Writers  
Translators

Die Makers  
Paper/Material Dealers  
Printing Press  
Digital Printers  
Corporate Gifts Firms



# Clients Served



& many ..



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