

Fully managed delivery of high-quality printed content



Printed marketing collateral offers you a powerful tool to inform and engage with your customers. Coda has the expertise to lead you through the complexities of a print project on any scale. We'll work with you to find a cost-efficient, time-saving solution that delivers high-quality print content customised to your individual marketing requirements.

Get the print-based content you need

- ✓ Leaflets and brochures
- ✓ Corporate or industry magazines
- ✓ Direct mail distribution
- ✓ Exhibitions and displays

Raise your marketing profile

- ✓ Create high-quality content
- ✓ Develop your brand identity
- ✓ Engage with your customers
- ✓ Collateral tailored to your clients

Better visibility = more leads. Contact us today.

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Our process

A trusted process, delivered on time - how we work and what you can expect from your print services:

1

Identify your requirements

Our print manager will work collaboratively with you and our creative department to determine your print needs. We'll establish what paper stock you need, any print effects required, and the right binding or folding methods. Achieving the best quality for your budget is our top priority.

2

Apply our knowledge

Our experience enables us to find the most cost-effective way to deliver your print goals. We'll steer you away from unnecessary or impractical options to ensure you get the results you need at the best available price.

3

Agree the best deal

Our knowledge of the print industry enables us to find the best available price. We'll obtain quotes from trusted suppliers who have a reliable track record of delivering the desired results in a timely fashion.



4

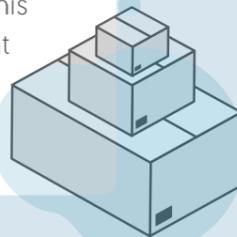
Oversee the workflow

We'll liaise with the printers to ensure your requirements are properly communicated, and that the project is delivered on time at the best possible cost. We will also examine the finished samples to check that the correct quality is achieved,

5

Delivery

Whether you want the final product sent to your HQ or distributed to your customers, we can provide a solution. This includes mailing print content to your target audience and collecting returns.



Sustainability

Coda strives to operate in an environmentally responsible way. Wherever possible, we use suppliers that use FSC-approved paper stocks. We often work with printers that use solar power, vegetable-based inks, recycling programmes and other sustainable approaches.

Case study

The project

One of our process instrumentation clients was looking to produce an industry-focused magazine for their sales team to offer to clients.



Content created

In this instance, the customer also asked Coda to produce the magazine content, allowing us to ensure the finished version perfectly matched the print requirements in terms of pagination, use of colour and special printing effects.

Magazine requirements

Once the content was approved, we talked to our client about the print requirements, including number of issues, paper thickness, varnishes and binding. This enabled us to find the best printer for the project. To ensure consistent colours for all issues, we secured a print solution from a single supplier who was also able to deliver on schedule.



Quality control

As part of our full management of the project, we checked proof pages prior to printing. Then we examined the final product to ensure it conformed with all supplied specifications.

Global delivery on time

We communicated with the printer to ensure delivery of the correct numbers of the magazine to the customer's head office and a number of regional offices around the world, including China and the US. This enabled the client to provide copies to the sales team as required.

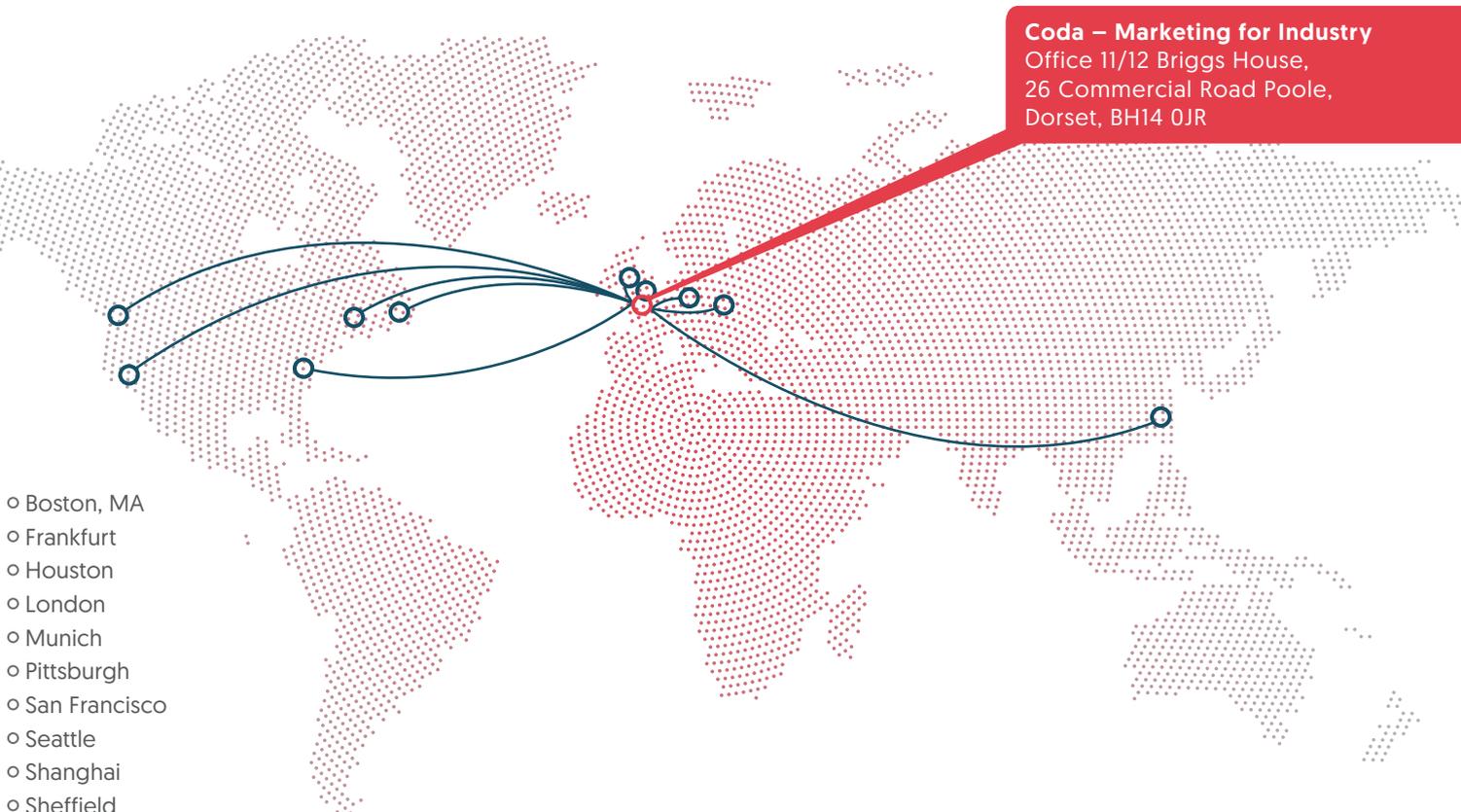
What you get...

- Experienced, customer-focused print-managed solutions
- Assistance and technical advice to ensure you meet your goals
- Exhibition and display materials
- Reliable print suppliers who provide the quality you need, on time
- Projects from a small run of leaflets to thousands of magazines

...and who we are

- Full-time, integrated team
- An agency that understands the unique challenges of industrial B2B marketing
- Experienced account management support
- Dedicated teams for:
 - content creation
 - design
 - digital
 - PR & social

Supporting industrial businesses worldwide



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