

# VECTOR XL/3-in-1 COLLATERALS – 2003

## TRADE FOLDER

The trade folder is used to aid sell-in of the Vector XL and 3-in-1.



Front



Back cover



Inside spread

- Number of pages: 6
- Finished size: 320mm x 235mm
- Flat size: 320mm x 606mm
- Printing: Four process colours, silver (PMS 877C) and sealer onto 300gsm silk paper.

## BANNER & SHOWCARDS

The banner and showcards take the concept of the x-ray image a step further by using the technique of lenticular printing to create an almost holographic effect on the images.

### BANNER – 1 banner, 3 views



**View 1**  
Consumer sees  
x-ray images of  
3-in-1 and XL.

**View 2**  
Consumer discovers full  
colour images of 3-in-1  
Volcanic Smoke and  
XL Celadon Ice

**View 3**  
Consumer discovers full  
colour images of 3-in-1  
Celadon Ice and  
XL Tranquil Indigo

- Printing: Four process colours, silver (PMS877) plus sealer onto 300gsm silk paper.
- Lenticular printed patch adhered onto front face.
- Hanging bars and cord supplied.
- Packed individually into flat corrugated enclosures.

### 3. BANNER & SHOWCARDS (cont/....)

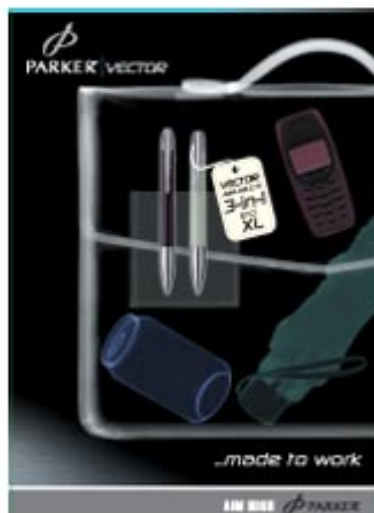
#### SHOWCARDS



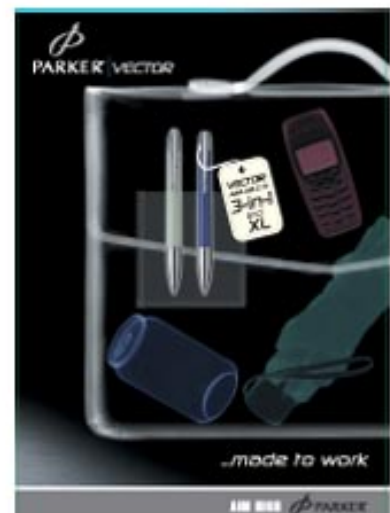
#### A4 SHOWCARD – 1 showcard, 3 views.



**View 1**  
Consumer sees x-ray images of 3-in-1 and XL.



**View 2**  
Consumer discovers full colour images of 3-in-1 Volcanic Smoke and XL Celadon Ice

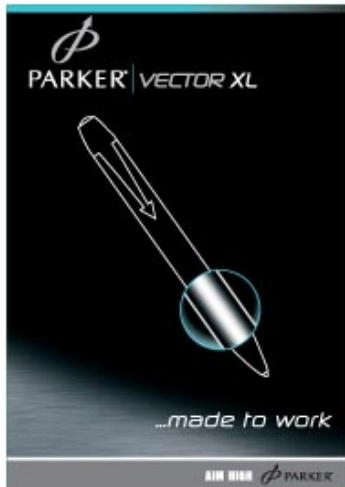


**View 3**  
Consumer discovers full colour images of 3-in-1 Celadon Ice and XL Tranquil Indigo

- Printing: Four process colours onto lenticular substrate.
- Mounted to .080 white lined board with lock rudder strut affixed.
- Size: 297mm x 210mm.

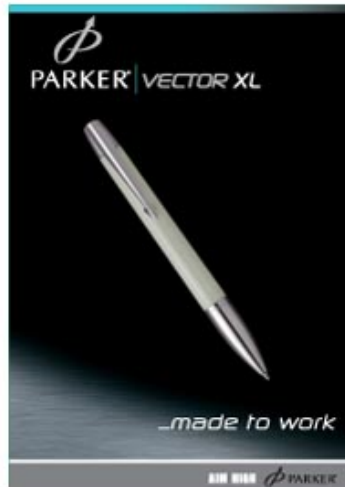
### 3. BANNER & SHOWCARDS (cont/....)

#### B6 SHOWCARD, XL – 1 showcard, 3 views



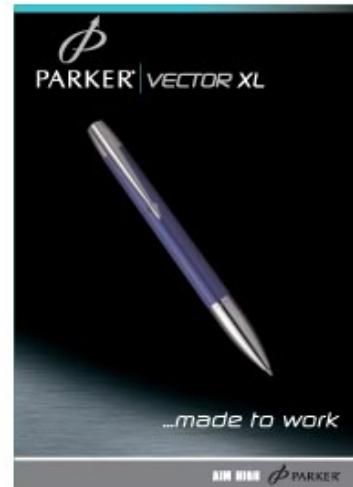
**View 1**

Consumer sees outline/  
x-ray image of XL.



**View 2**

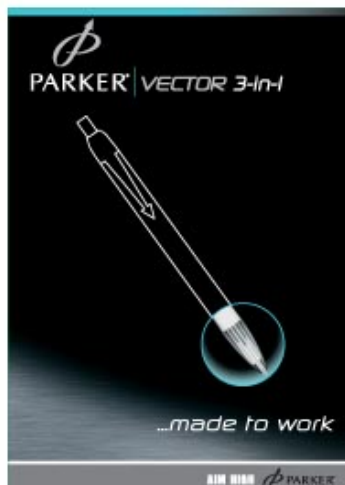
Consumer discovers image  
of XL Celadon Ice



**View 3**

Consumer discovers image  
of XL Tranquil Indigo

#### B6 SHOWCARD, 3-in-1 – 1 showcard, 3 views



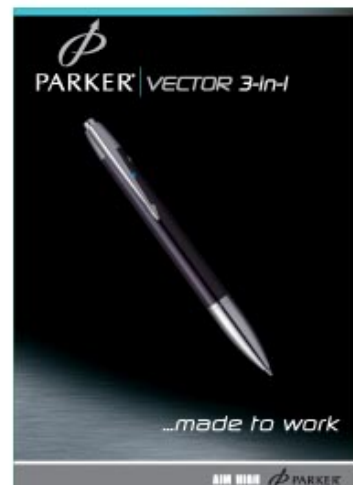
**View 1**

Consumer sees outline/  
x-ray image of 3-in-1



**View 2**

Consumer discovers image of  
3-in-1 Celadon Ice



**View 3**

Consumer discovers image of  
3-in-1 Volcanic Smoke

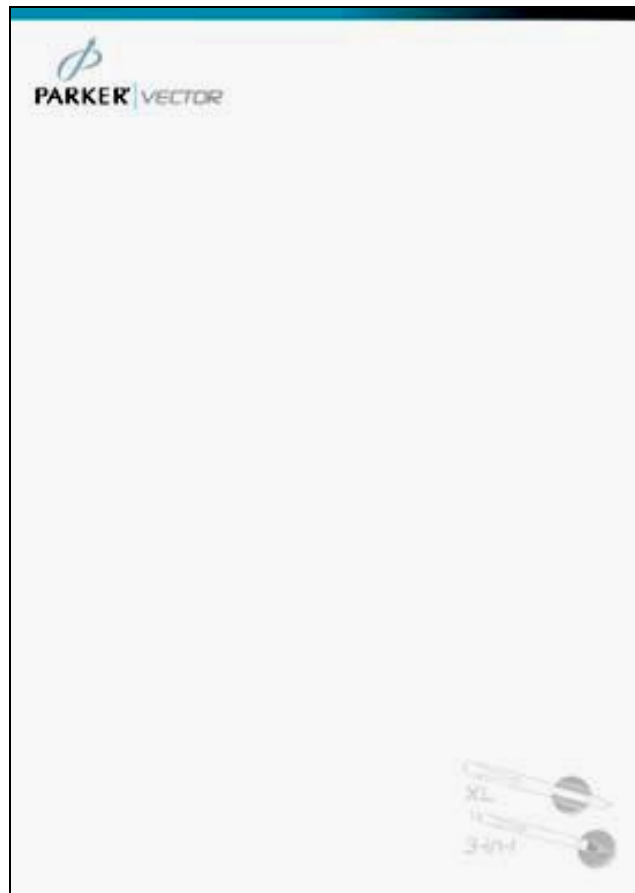
- Printing: Four process colours onto lenticular substrate.
- Mounted to .080 white lined board with lock rudder strut affixed.
- Size: 180mm x 125mm.

## ON-COUNTER DISPLAY



- Injection moulded styrene (plastic) back panel with integral pen fixing.
- Injection moulded styrene (plastic) base with capacity for accessory cards and gift box stockholding.
- Die cut, litho-printed graphic labels applied to mouldings (printed 5 colours plus sealer varnish).
- Security cable plus clip for tester pen.
- Single colour litho printed tester pad.
- Recess for gift box (recommended that gift box is displayed open with pen in place).
- Size: H 450mm x W 210mm x D 270mm (approx.).

## LETTERHEAD



- Printed 3 colours onto 100gsm white wove paper.
- Size: 297mm x 210mm (A4).
- Packed in 25s.

## GENERIC PR FOLDER



- 4 pages plus flap folding in from end and fold-up flap with slots to carry CD.
- Printing: outer 3 colours, sealer varnish and silver foil block.  
Inner 2 colours plus sealer varnish.
- Material: 350gsm silk paper.
- Size: 320mm x 225mm

## PRODUCT PRESENTER

Frosted polypropylene wallet with printed insert



Dark grey foam platform with laser cut apertures for sample pens.

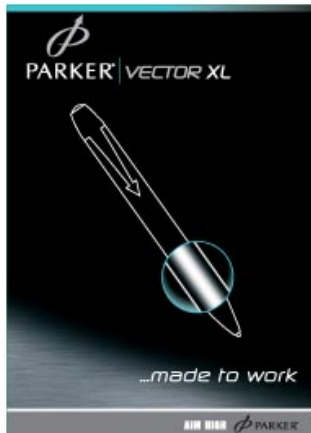


- Frosted polypropylene wallet with carrying handle.
- Printed card insert - four process colours (litho or digital dependant upon quantities).
- Laser cut foam product retaining platform attached to card insert.
- Size: 320mm x 232mm x 20mm (approx.)

## DIRECT MAIL

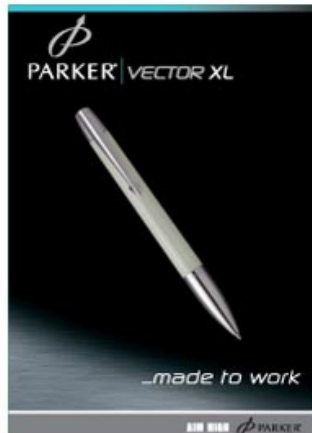
This item can be attached to local market direct mail shots.

### A6 DIRECT MAIL INSERT, XL – 1 insert, 3 views



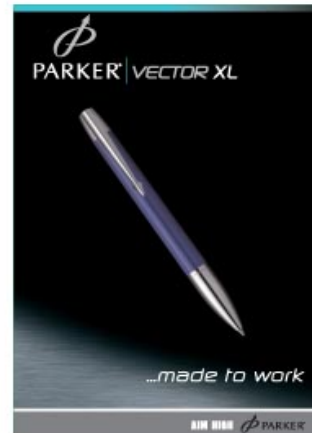
**View 1**

Consumer sees outline/  
x-ray image of XL.



**View 2**

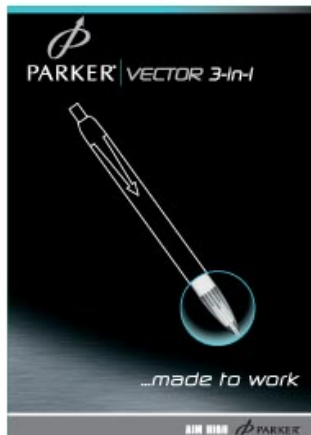
Consumer discovers image  
of XL Celadon Ice



**View 3**

Consumer discovers image  
of XL Tranquil Indigo

### A6 DIRECT MAIL INSERT, 3-in1 – 1 insert, 3 views



**View 1**

Consumer sees outline/  
x-ray image of 3-in-1



**View 2**

Consumer discovers image  
of 3-in-1 Celadon Ice



**View 3**

Consumer discovers image  
of 3-in-1 Volcanic Smoke

*Note: these visuals are for information purposes and may be subject to change.*

- Printing: Four process colours onto lenticular substrate.
- Size: 149mm x 105mm. (A6)

## 10. PHOTOGRAPHY/LOGOTYPES

### PACK & REFERENCE SHOTS



### PR PHOTOGRAPHY



### LOGOTYPES

