

Wonderful
WEBSITES

Professional
PRINTING

Dynamic
DESIGN

ON BRAND. ON BUDGET. ON TIME.

Treacle
FACTORY
Think. DESIGN. PRINT. DIGITAL.

nettl[®]
of Luton



FLOAT *like a*
BUTTERFLY
 STING *like a*
NETTL

(not) Muhammad Ali



HELLO.

How can we help you?

Marketing isn't easy. You need to do more, spend less and deal with deadlines that just seem to keep coming. Do you feel like you're supposed to be a digital marketing guru, creative genius and production expert - and all at the same time?

We are here to help. We've helped hundreds of businesses to promote themselves better online and offline - on brand, on budget and on time.

You need people that understand you, your brand and your business goals, that can take some of the marketing burden from off your shoulders. Think of us as your secret weapon, a team of digital marketing, brand stylists and print experts all in your corner and ready to help when you need us.

Everything is about you. We care about you and the success of your business. We will always tailor our approach to suit what you need, and we are always on hand to help with any project big or small.

 01582 41 61 71

Give us a call and let's start talking.

Choose **LIFE**, Choose **A WEBSITE**

Choose **ECOMMERCE**, Choose **A BIG WEBSHOP**

Choose **A BETTER BRAND**, Choose **YOUR FUTURE**

CHOOSE

Treacle
FACTORY
Think. **DESIGN. PRINT. DIGITAL.**

Incorporating
nettl
of Luton

(not) Ewan McGregor, Trainspotting

WHY US?

Let's face it, there are no shortage of creative agencies, web designers and print companies out there. From website platforms where you do it all yourself, to flouncy agencies full of buzz words and fees to make your eyes water. If you don't have the time or inclination to try and do it yourself, or the budget to pay crazy prices, what do you do?

We believe in keeping things simple. No-nonsense practical ways to promote your business, without the fancy words and expensive price tag. We find the right solution for you and make sure that's exactly what you get. We call it our 'Sticky Brand Plan' and it's a three-step formula to ensure we deliver the results you demand, every time.

Worried about how much it will cost? Don't! We provide fixed up-front quotes that include use of royalty-free images and amendments. The price we quote is the price you pay.

You want marketing that makes your business look irresistible, nothing less will do. We back all our work with a satisfaction guarantee to ensure you are 100% happy with everything you receive. We are proud that our customers give us an almost perfect 99% happiness rating.

If you're looking for straightforward marketing advice, to promote your business, without the jargon and mumbo-jumbo we are the people for you. Honest, practical and effective promotion for your business - on brand, on budget and on time. That's what we do.

Sticky BRAND PLAN

Your 3-step process to achieving amazing results for your brand...

- 1 Tell us about your problem and what you need...
- 2 Allow us to present the best solutions to meet your requirement, budget and time-frame...
- 3 Say 'Yes' and let us do everything required, exactly as promised.

Satisfaction GUARANTEE

Rest assured that everything will meet your 100% satisfaction - that's a guarantee:

- ✓ The price we quote is the price you pay, so you know upfront how much the project will cost.
- ✓ Royalty-free images are included within the design fee, so if you need high resolution images within your design, there's no extra charge.
- ✓ Amendments to artwork are included within the design fee, so you won't be charged for making changes.
- ✓ Only pay when you are 100% satisfied, so you can be completely confident in working with us.

THERE'S *no place*
LIKE
a RESPONSIVE
HOMEPAGE

(not) Julie Garland, The Wizard of Oz



Effective & Responsive
WEBSITES.

Your business was not created from a template and neither should your website be. We believe your website should be as unique as you are, so we create every site from scratch. Big or small, simple or complex, we help you create a website that works for you and your business.

It's not just ecommerce websites that sell online. If your website is generating new leads, gathering enquiries or accepting bookings it is supporting your sales activity. Working 24/7 without holidays, your website is a vital part of your ongoing marketing.

We design websites to work on any device, so whether on a mobile, tablet, laptop or desktop, the content displays beautifully. All sites are encrypted to ensure users remain safe and secure while using your website.

As WordPress experts you can be sure your website is built to last and grow. WordPress powers over 60% of the internet and enables you to update text and images on the site yourself. When you need more technical know-how, we are on hand to help with anything more challenging.

You'll want people to find your website on Google and other search engines. We build every site with all the basic optimisation to help your website rank as highly as possible in relevant searches. From this strong foundation we can help to continually improve your ranking with effective ongoing search engine optimisation (SEO) to enhance your online presence.



Easy to edit

Your website has a built-in content management system. Easily edit text and update images yourself, at no cost, as often as you like.



Search engine ready

Every site is search-engine-ready as standard. Moving up search engine rankings needs consistency, skill and effort. Talk to us about the options.



Built to scale

Your site will be built on strong foundations. Our modular approach means we can scale your site and add more functionality when you're ready.

You HAD ME at ONLINE BOOKING

(not) Renée Zellweger, Jerry Maguire



What will your website do for you?

Some businesses need a simple brochure website – proof to show who they are and what they do. Increasingly websites have a bigger job to do. To help you grow your business, create new leads, process payments and more. We can help you to make the most out of your website. We're not involved with cheap website design that a freelancer might churn out for £500. If that is what you are looking for, you came to the wrong place. If you want a website that adds value to your business and want a team that will help you achieve this, we are the right choice for you.



Starting Simple

Guide Price £1,500 - £2,500

Entry-level websites with room to grow. If you are starting out and need a professional website to represent you online, we can help. Our websites are designed with the option to grow, so where you start, can be just the beginning of bigger and better things to come. We can create you a starter site with a few pages and just a simple contact form, to get you started. Your site will be secure, responsive and beautifully designed, with the ability to expand as your business grows.

Got a different idea?

That's great too. We have helped many customers build a website with the functionality they need to better run their business. If you have an idea to share, we would love to help find a solution.

Get Connected

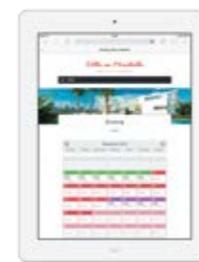
Guide Price £2,500 - £5,000

Increase sales with better ways of connecting to your customers. Your customers expect more from a visit to your website. Where once the ability to book, register, apply and transact online was something special, this is now par for the course in many industries. We have a huge amount of experience in building these highly effective tools into websites we create for our customers. If you want to take bookings, reserve a table, apply for membership or leave reviews, these are just some of the things we can do for you.

eCommerce

Guide Price £3,500 - £10,000

Sell your products and services online. Selling online is the holy grail for many – a way to generating ongoing and recurring revenue, even while you sleep. Whilst a totally custom ecommerce solution may require an investment of £50,000 or more, we can offer scalable alternatives at a fraction of the cost. If getting started quickly and affordably is your gateway to selling online, using an existing ecommerce platform is the way to achieve this. We have helped many of our customers sell their products and services online using Woo Commerce – a scalable ecommerce platform designed to work with WordPress. With hundreds of add-ons to provide almost every kind of online shopping experience, we can build your online store exactly how you want it.



Online bookings

Integrated with your telephone booking system.



Reservations

Online reservations synced with your offline system.



Reviews

Ask for feedback and publish reviews.



Appointments

Show availability so customers can book online.

IT'S EASY being GREEN

(not) Kermit the Frog



Ask for your **FREE**
PRINTING
PLAYBOOK



PRINT.

We love print.

There's no better way to get your message into someone's hands without it going into the SPAM or Junk folder. Print still plays a massive part in the marketing mix, so getting it right is a necessity. The look and feel of a well-crafted piece of promotional print goes well beyond the appearance; it makes a bold statement about you, your business and your brand.

Creating a masterpiece that makes you stand out from your competitors and grabs your customers attention isn't easy. With our help, your printed promotional materials will be visually exciting, tactile and persuasive.

Different materials, textures, thicknesses and finishes can create something exceptional. Our knowledge of various production methods will guide you in finding something that works for you. From small, highly bespoke projects to high volume campaigns delivered at scale, we are here to help.

Print doesn't need to cost the earth. We provide a massive range of low-cost products to make high quality print available at incredibly competitive prices. To help reduce carbon emissions we always use sustainably sourced FSC paper with the option to use part and fully recycled materials. We have added biodegradable laminates to our range of matt and gloss finishes, that are fully compostable within two years.

Why gamble with online print discounters or pay over the odds to expensive agencies? From flyers to folders, business cards to booklets - we can provide you with high quality, cost-effective print as quickly as you need it, from a team you can trust.

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🌐 www.TreacleFACTORY.co.uk

I THINK *this is the* **BEGINNING** *of a BEAUTIFUL* **BRAND**

(not) Humphrey Bogart, Casablanca



DESIGN.

*Here to make your business,
look the business.*

Great design speaks for itself. Bad design will get you noticed for all the wrong reasons. Our team of designers and brand stylists work across hundreds of projects each year to create engaging and effective promotional materials that really make a difference. From some of the biggest global brands through to independent, boutique companies, we've got what it takes.

From simple business stationery through to creative marketing collateral and from a simple logo through to a full brand identity, we have got it covered. For established brands we have the discipline to strictly follow existing guidelines to the letter and for those without them, the creativity to develop something new.

If you operate a multi-site business and want to ensure your team adhere to your brand guidelines, we have an intuitive templated online ordering system that can be setup for frequent orders. Ask us for a demo if this is of interest to you.

NOBODY *puts your* **BRAND** *in the* **CORNER**

(not) Patrick Swayze, Dirty Dancing



Ask for your **FREE**
EXHIBIT & DISPLAY
BROCHURE

EXHIBIT.

Getting your show on the road.

When you want to literally stand out from the crowd at trade shows, exhibitions and events – we will show you how.

Trade shows and expos can often feel like a beauty pageant, with the best-looking stands getting all the attention. It is about being seen, looking at your best and attracting visitors to your stand. Luckily, we have all the tools and expertise you need to become the centre of attention.

Yes, we have all the standard kit, including roll-up banners and pop-up stands, which are great. If you want to take it to another level, we have an innovative range of highly portable, lightweight fabric displays to create the 'wow factor'. Backwalls, monoliths and counters in a host of shapes and sizes can be used to great effect, or for more custom displays we can build something bespoke.

Look amazing come rain or shine. Exhibiting outdoors brings additional challenges, especially with the unpredictability of the UK weather. With the wrong hardware, a gust of wind or a shower of rain will see your stunning display turned into a tangled mess. From branded gazebos to eye-catching flags and from barriers to giant arches, we have everything to take your display outside.

- | | | |
|-------------|---------------|----------------|
| ✓ Backwalls | ✓ Roll-ups | ✓ Arches |
| ✓ Monoliths | ✓ Pop-ups | ✓ Columns |
| ✓ Counters | ✓ Barriers | ✓ Table Cloths |
| ✓ Gazebos | ✓ A-boards | ✓ Parasols |
| ✓ Flags | ✓ PVC Banners | ✓ Displays |



HOUSTON, *we* HAVE a **PROMOTION**

(not) Tom Hanks, Apollo 13



Ask for your **FREE**
PROMO
CATALOGUE

PROMOTE.

Branded gifts that people love and keep.

Everyone loves a freebie! From pens to powerbanks and keyrings to portable speakers, whatever idea you have we can brand it with your logo, contact details and messaging. When you attend an event, run a promotion or launch a campaign, promo items are a great way to get noticed and always draw a crowd.

With literally millions of products, with varying print options and time scales, how are you supposed to find what's right for you?

Our customers tell us what they value most is having someone they can trust to help them get the best value for money. Sometimes it can be the simple things like pens, pads and notebooks and on other occasions it may be something completely bespoke. In every case we find a solution to meet the budget and the deadline.

We choose to work with only the best manufacturers and importers in the business, to ensure you receive high quality and innovative products at the best price on the market. With expert sourcing agents around the world, we can often source products you simply won't find online. We supply free samples if you want to see before you buy.

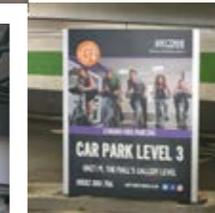
- ✓ Pens & Pencils
- ✓ Mugs & Cups
- ✓ Bottles
- ✓ Notepads
- ✓ Diaries
- ✓ Gadgets
- ✓ Keyrings
- ✓ Lanyards
- ✓ Powerbanks
- ✓ USB Drives
- ✓ T-shirts & Polos
- ✓ Hoodies
- ✓ PPE & High Vis
- ✓ Uniform
- ✓ Confectionery





They may TAKE your
LEAFLET
but they'll NEVER MISS your
SIGNAGE

(not) Mel Gibson, Braveheart



SIGNAGE.

It's your name above the door.

How do people find your business? Are you tucked away on a side road or in the corner of an industrial estate? Maybe you have a great location with high footfall and passing traffic. Either way, bold, attractive signage will put your business on the map.

The right sign will say far more about your business than just the name. It shows prestige, portrays excellence and builds confidence in your brand before even entering the building. Signage forms part of the exterior and interior design of your workplace - it needs to be right!

Internal signs play a massive role in creating the right impression when visitors and customers walk through your door. Elevate your reception areas, enhance meeting rooms and give your open plan spaces a 'wow' factor. From simple graphics applied directly to the walls through to chunky built-up lettering with halo-effect illumination and everything else in between - we can help.

Many businesses are looking for more interactive signage in their offices, shops and public places. Bright, colourful digital signage displaying moving content are 400% more engaging than static displays. From a single screen in reception through to high street video walls, we have extensive hardware, software and creative knowledge to guide you through.

We will meet you on site, take measurements and review any existing décor and signage before offering our recommendations for you to consider. Once agreed we will design, manufacture and install your signage - taking care of everything from start to finish.

SCREEN ON SCREEN OFF

(not) Mr Miyagi, Karate Kid



Ask for your **FREE**
DIGITAL
SIGNAGE
BROCHURE

DIGITAL SIGNAGE.

Taking static content to the next level



Digital signage is everywhere. On every high street, in shopping centres, train stations, libraries and gyms. In fact, everywhere you find high footfall, you will find digital signage. So why is this marketing channel such a rapidly growing phenomenon?

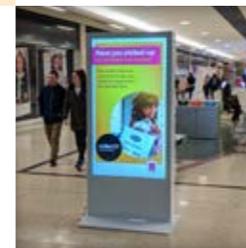
It's simple really. Moving content like motion graphics and video is 400% more engaging than a static poster. That means you get far more bang for your buck when utilising digital signage in your shop window or public spaces.



We've got a range of displays to suit different markets and applications. Window displays to catch the attention of people passing by your premises. Menu boards that can be scheduled to show relevant meal deals and promotions throughout the day. Digital posters with alternating advertising messages every 10 seconds, that get your marketing messages seen.

However, you choose to utilise digital signage in your business, we are here to help. We will get to know you and your requirements before recommending the best hardware solution for you. We will ensure you have the hardware, software and ongoing support you need.

Our DS Studio cloud-based content management system makes creating, editing and scheduling content super-easy. Whether you have just one display at a single location or multiple devices across a range of venues, everything is controlled remotely from any internet connected computer. You will have free training and ongoing technical support for the lifetime of your service subscription.



Solutions include:

- ✓ Ultra High Brightness Window Displays
- ✓ Digital Rod Displays
- ✓ Video Walls
- ✓ Menu Boards
- ✓ Interactive Touch-Screens
- ✓ Digital Advertising Displays
- ✓ Freestanding Totems
- ✓ Outdoor Digital Displays



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Just KEEP GOOGLING

(not) Dory, Finding Nemo



Ask for your **FREE**
SEO GUIDE

SEO.

Get your website higher in Google search results.

Search engine optimisation (SEO) has been given a bad name over the years. Companies that make outrageous claims and bamboozle customers with jargon have burnt the fingers of many. The reality is that SEO can be the smartest money you'll ever spend on marketing your website. Aside from all the fake promises and mysterious practices, there are some fundamental steps that can boost your website from obscurity to page one if done correctly, over time.

We believe in providing honest, transparent and ethical ways to help you get found first on Google and other search engines. Far from being about manipulation and deception, it is about being open and honest about what you do and why online users should trust you. When you demonstrate expertise and authority online, your reward is more traffic, increased enquiries and extra sales.

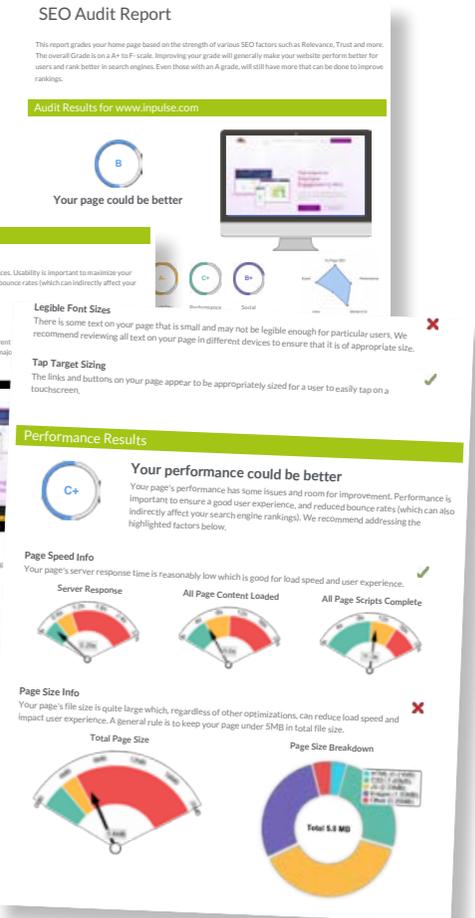
SEO is a marathon, not a sprint. It takes time and incremental efforts to move your website to a more valuable position. We don't make claims that we can't deliver, so the first part of the process is a free audit of your site to see if we can help. Based on this, we will offer you a relevant fixed-cost SEO plan that will deliver the results we agree.

You will have regular reporting on the performance of your site, showing clear improvements that are benchmarked from day one. We have a team of experts working every month on your campaign working on-page and off-page to a level determined by your budget and ambitions.



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Let's get started...

Request your **FREE** website audit today and we'll talk you through the results and your options going forward.

www.**TreacleFACTORY**.co.uk/audit

📍 www.**TreacleFACTORY**.co.uk

HASHTAG LA VISTA, BABY

(not) Arnold Schwarzenegger, Terminator 2



Ask for your **FREE**
SOCIAL MEDIA
BROCHURE

SOCIAL.

Make sure your brand is part of the conversation.

Social media has become a non-negotiable marketing channel for every business. Your customers are there, your prospects are there, and your competition is there. So bottom line is that you need to be there too. If you are not part of the conversation you need to be.

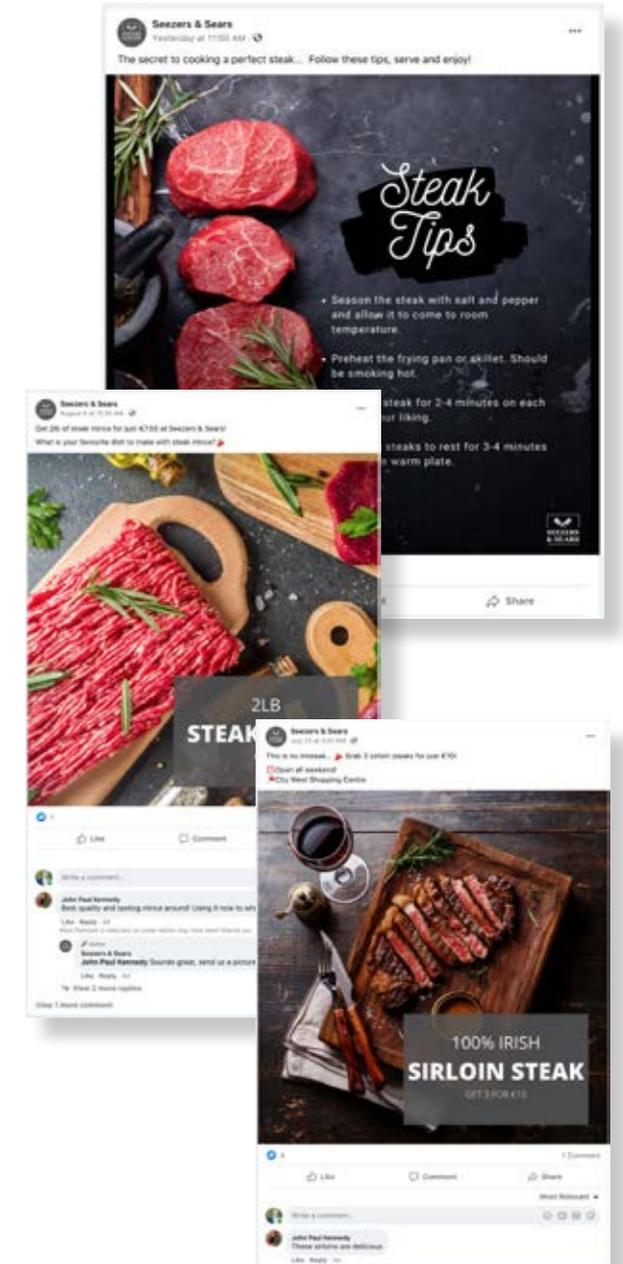
Where can you find the content? What do you say? When do you say it? These are all common questions that our clients ask. The killer question is of course; "how will I find to do this on top of my day job?" and that is where we come in.

We provide fully managed social media campaigns in partnership with you. We don't take over your socials, they remain in your control, we simply have a planned schedule of content that we will publish for you. We seek advanced approval for everything, so you remain fully in control of what gets published.

You'll have a dedicated account manager that will liaise with you regularly to agree content relevant specifically to your business. We take in factors such as industry trends, seasonal variation and current news to keep your content relevant, fresh and engaging.

All of your posts will be created to meet your brand guidelines, style and tone of voice. You can monitor the campaign via a 24/7 reporting portal that collates all of the key information. This gives you transparency over what is being delivered so that you can measure the return on investment over time.

Choose the channels and frequency of posts to suit your needs and budget. We have a range of packages starting from £179+VAT per month.



Carpe diem

CALL TODAY

Make YOUR BUSINESS

EXTRAORDINARY

(Not) Robin Williams - Dead Poets Society

GET IN TOUCH.

It's good to talk!

Give us a call or drop us an email and tell us how we can help you. We are available Monday to Friday, from 8am to 6pm. Feel free to drop by for a chat in person and to see how we operate. You're always welcome at the Treacle Factory.

☎ 01582 41 61 71

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➤ www.*Treacle***FACTORY**.co.uk

📍 Unit 3 Imperial Court,
Laporte Way, Luton,
Bedfordshire LU4 8FE

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Incorporating
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EVERYTHING
YOU NEED... FOR A BRAND
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📍 Unit 3 Imperial Court, Laporte Way, Luton, Bedfordshire LU4 8FE



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