

Promobox Paper Ideas

The purpose of this ideas sheet is – unsurprisingly – to give you some ideas if you are thinking of printing on paper. Plain old A2-A7 pads are useful, but there are all sort of ideas that can make your paper product less than ordinary! From block pads to sticky pads, we are sure we could even supply incontinence pads if required (though no-one has yet asked!).

However, since we are on the subject, how about this for an idea (right)? You have a captive audience that isn't going anywhere in a hurry and who will have plenty of time to read your message. This is one where the impact is all in the message and raising a smile is surely vital! Here are some ideas – 'We can work it our for you!' (accountants), 'Make a clean start' (Probationary Service), 'We do wonders with your piles' (Investment Banks, IFAs?), 'It's behind you!' (Theatre pantomime promotion!). All message ideas gratefully received (crap or otherwise – can we say that?!).



In a similar vein, why not look at a range of other tissue ideas. It all depends on your audience, but tissues work for anyone targeting the motorist or the traveller, a special height tissue box to fit in a drawer works for anyone targeting PAs or office staff or tissues of whatever type must certainly work for anyone targeting the fairer sex more generally.



No, Let's Just Have Note Pads!

Note pads are great, but there is plenty of variety here too. Even the standard Block pads have many incarnations. Here are but a few thoughts!

Have you got a message that would sit well on a stationery cupboard or domestic fridge or some such location? Are you a restaurant with a take-away service, a taxi company or an office products group? These little notepads (right) come with magnetic backing so that they adhere to any metal surface (yes, we know – not aluminium, but hands up everyone with an aluminium fridge or cupboard we rest our case!) The point is they are useful and will keep your name in front of your customers. Combine it with one of our magnetic pens and you have a top little mailing item or exhibition giveaway.



If you want a block pad (and why not, they are useful), consider one of the many incarnations of these. The **spiral block pad** (left) is striking and works well if your brand has strong contrasting colours. The **wedge shaped pad** (right) retains the front design all the way down to the bottom of the pad, so your message is never lost. The **waterproof note pad** seems an odd concept unless your business is to do with watersports, outdoor activities, damp-proofing or the like, when it all makes perfect sense!



But if all you really want to do is promote your logo then why not look to create a **logo pad** (left) where the outline of your logo is shaped from the pad itself (left). There is a one-off tooling charge for the cutter shape, but this is off-set by the extra impact your pads and, more importantly, your logo will make! But if you can't justify the extra cost, there are many **pre-shaped pads** that may be suitable for your industry.

And if you still find yourself resisting the sheer unadulterated excitement of all these possibilities and hanker for a standard pad, at least make it interesting or useful to the recipient. You might add a calendar to it or a to-do list, print a ruler along the edge, provide useful industry-specific formulae or sources of data or even quick reference guides for products you supply – the possibilities are endless and, if you get it right, will greatly enhance the impact and success of the pads you give away. Remember, no-one is really interested in hearing about you and so you will need to impress yourself upon them surreptitiously!

One other tip – most note pads come as standard with 50 sheets. If you want less, then ask. It is not a problem and the price reduces.

Sticky Notes

Some people love them, others hate them, but it seems hard to know how we used to manage without them. 3M created the original Post-Its and even though they are a little more expensive, they are the best. Don't forget, you are sticking (no pun intended!) your brand on them and you don't want to look cheap, do you?



Even with sticky notes the possibilities abound. Most commonly people use the smaller sizes of anything from 50 x 74mm to 127 x 74mm, but sizes up to A4 are available too. You can also get **sticky note block pads** (left).

You can also dress up your standard pads with various different kinds of cover. The **billboard cover** (right) means your logo or message can form the backdrop to the pad for its lifespan. The **card covered pad** can be useful for conveying extra product information and even comes in useful wallet or handbag mini sizes. The **two panel card cover** will even act as a mini brochure.



As with ordinary pads, sticky pads come in many different shapes. **Circular pads** (left) may suit some designs well. Other **standard shapes** are available, as too are **bespoke shape** options. The **ruler sticky pad** (right) is a recent idea now available as standard, that succeeds because of its twin usefulness.



For the slightly bigger budget, the twin **sticky pad + index tabs** combinations (left) are very useful and the index tabs ensure the pads have a longer life than just an ordinary pad. In fact, the index tabs are so useful that you can get them on their own with 5 pads in a special refillable **index tab dispenser** (right) that just keeps working for you. If your target audience has to cope frequently with multi-page documents, this could be a godsend for which they thank you daily!



Another useful idea to consider is the possibility of printing **multiple messages** onto a sticky pad. Digital printing technology means that you can include up to 6 distinct messages into a single pad – 1 on each sheet on an alternating basis. The same technology can be used to introduce movement to your design by turning the pad into a **flick-book animation**. Vehicles can move across the page, things can open, close, run, hide, and grow. Just let your imagination overflow!



best seller

Finally, don't forget that paper gives you a great chance to show your green credentials with a wide range of **recycled paper products** available. Certainly any of the standard pads are now available using recycled paper that just looks and feels the same as any other (at least to the uninitiated).

However, there is not much point in being good if no-one is looking, so there are an increasing number of recycled products deliberately styled to boast of their eco-friendliness (right).



So that's it, even if it is far from all of it! But at least ask your distributor (aka us) what can be done to make your paper product more interesting!