

**MORE  
THAN JUST  
A PRINTER**



The Business Supplies Group

- 
- 
- / 159 YEARS OF PRINT HERITAGE**
  - / £1M INVESTMENT IN NEW PRESS**
  - / 90% OF ALL PRINT PRODUCED IN-HOUSE**
  - / EXPERTS IN DIGITAL, LITHO, LETTERPRESS & WIDE FORMAT PRINTING**
  - / IN-HOUSE CREATIVE STUDIO**





# ALL ASPECTS OF PRINT CATERED FOR

## Business Cards

A high quality business card sets the tone for your business. It's not just about making a great impression, but about creating a lasting connection too.

## Wide Format

If you need wide format print such as posters, exhibition graphics, pull-up banners and displays we've got it covered.

## Business Stationery

Showcase your business and your brand with quality, professionally printed business stationery. Make sure your stationery creates the right impression.

## Brochures

Our specialist brochure printing service offers an extensive range of sizes from A6 to A3 - all printed on top of the range presses, using premium grade papers.

## Variable Data Printing

We use the latest variable data printing software in our digital print department to create documents and printed items that can be personalised or tailored.

“



I have to say that the product quality at BSG is phenomenal. From their fair and consistent pricing through to the dedicated staff, who are all a pleasure to work with. But more than that, the true value of our relationship with BSG lies in the personal account management, the flexibility and the understanding that comes with that, and they always manage to pull it out of the bag and get our print to us on time."

*Sarah Meyer, Senior Customer Liaison Manager, Ascot Racecourse*





# “WE ARE EXPERTS IN ALL AREAS OF PRINT & BRAND MANAGEMENT”

## MORE THAN JUST A PRINTER

### WE ARE EXPERTS IN ALL AREAS OF PRINT AND BRAND MANAGEMENT

#### Brand Control

Our focus on brand control provides strategic measures to maintain consistency, integrity and a positive perception of your brand across all marketing collateral, ensuring that your brand image aligns with the intended message and values.

#### Digital Asset Management (DAM)

Storage, retrieval and management of your digital files is critical for an efficient service. Our DAM streamlines workflow, enhances version control and ensures efficient access to assets, ultimately improving the overall print production process.

#### Stock Control & Storage

Our stock control and storage of your printed products offers significant advantages, such as online realtime stock management, next day delivery, cost saving through larger print runs and improved production planning by ensuring the availability of materials to meet printing costs.

#### Online Stock Ordering

Our secure online portal provides a seamless ordering platform with hierarchy controls, secure login and a fast checkout process.

#### Web2print

Our web2print solution helps to maintain your brand control and adhere to your corporate guidelines. We create a series of templates which are defined by you to keep your print consistent, whilst providing instant artwork and proofing for an efficient print service.

#### Account Management

With a long history in this marketplace we have a strong depth of knowledge from both the technical print element through to understanding what our customers need. Our dedicated print team can support you from design and brand management through to your job or project rolling off the press.

#### Management Information (MI)

Our powerful reporting suite empowers our customers with data for informed decision making, providing information to support operational efficiency, strategic planning and performance monitoring.

#### Creative Studio

We have a passion for design, the underlying discipline and the distinct elements that are strategically combined to establish and maintain brand recognition. Our organic process is conveyed through our team and their collaborative engagement, providing a truly personalised approach for each project.



# 90% OF ALL PRINT WE SUPPLY IS PRODUCED IN-HOUSE

## ENSURING THE VERY BEST RESULTS

With over 90% of all that we supply being manufactured in-house on machinery we own, we are able to offer our customers guaranteed consistency of supply, service and quality.

For the few items that we don't produce in-house, we outsource via our highly qualified print team, who seek out the industry experts and negotiate rates 'printer to printer', overseeing the process and ensuring the very best results.

## Effective advice, maximising cost savings and return on investment

To maximise your return on investment and assist you in making an informed decision when ordering products, we provide guidance and advice on the most effective print runs and production methods to fulfil your requirements, enabling us to deliver the best ROI on a regular basis.



We can also stock and distribute products for you, removing any concerns over supply, whilst maximising cost efficiencies.

We presently stock many bespoke printed products for some of the UK's largest corporate businesses and retail outlets, and all these items are available from stock, delivered quickly and securely within 24 hours, nationwide.



We've worked with BSG for many years now. They are supremely capable of delivering solutions at scale whilst maintaining a personal level of service that we feel is unparalleled. The level of support they have provided us has been invaluable and we greatly appreciate our ongoing relationship."

Elliott Wakefield, Marketing Director, The Alexander Hotels Collection





# THE EVOLUTION OF PRINTING TECHNOLOGIES

## LITHO vs DIGITAL

Until recently, deciding which printing technology to use for a job was as simple as using litho for long print runs and digital for short runs.

However, printing technology has evolved massively in recent years and today the lines between what can be achieved with each technology have been blurred.

### Litho

We've invested in a state-of-the-art Heidelberg Speedmaster CX75 LE-UV.

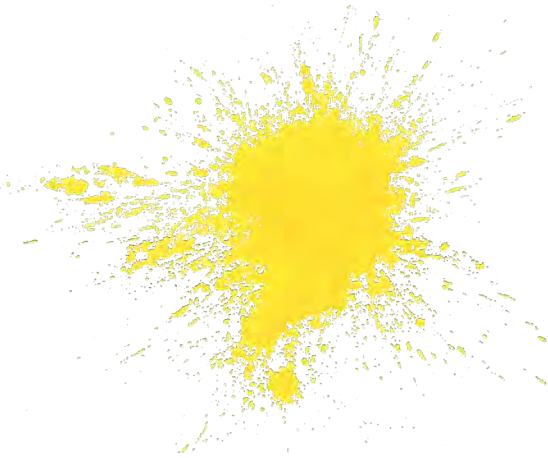
It guarantees the highest standards of lithographic printing. This ultra modern press continually measures colour, ink consistency and print quality to deliver optimum colour matching and quality control.

It also offers faster make ready times, higher running speeds and production stability, which means we can offer litho as a viable and economic option for short print runs, as well as long.

### Digital

Digital printing uses a digitally stored image to print directly onto the printing surface using a laser or inkjet printing press.

Until more recently, the quality of digital printing wasn't as sharp or consistent as litho, but recent advancements in digital print technology means that print quality has vastly improved.



Where digital has the advantage over litho, is the use of variable data. You can make each piece unique by personalising individual sheets with different images and information.

### Wide Format

Used for posters, exhibition graphics, rollup banners and displays. Our wide format capability extends our in-house offering well beyond our litho print plant.

### Finishing

We offer a broad range of processes and techniques to complete our printed work. Post-press we provide highly skilled finishing which includes foil blocking, die cutting, stitching, drilling, folding and binding in-house.

Finishing can really enhance the final appearance and functionality of your printed products, such as brochures, magazines or promotional materials.



Our relationship has been in place for well over 20 years. The service has been exceptional and it is always refreshing to speak to a very friendly team. As an independent agent our ethos and core values are similar and the key to a great working relationship."

*Zoe Herbert, Partner, Phipps & Pritchard*



# BRAND CONTROL IS VITAL TO ANY MARKETING MESSAGE

## INSTANTLY CREATE AND EDIT ONLINE

**It's not uncommon for multiple users, emergency requirements and maverick orders to create havoc; resulting in logo misuse, poor brand representation, and discrepancies in quality.**

At BSG we offer tangible solutions to combat this concern. Our ICE (instantly create and edit) web2print software is fully integrated to bridge the gap between online catalogues and commercial printing. Quite simply, we will create a library of templates that can be used for creating items such as business cards, flyers, brochures and catalogues.

All templates will be created to adhere to your brand guidelines (font, size, colours and Pantones, image availability, re-sizing, and ability to create QR codes) and can be configured to mirror your procurement business rules and authorisation levels.

All data fields can be defined by you and offer differing user level control, allowing you to create standard and bespoke templates. Once the user has completed their order, dependant on the business rules applied, it can automatically be sent to the relevant authoriser for approval.

We offer a complete campaign management service where you can be confident that we'll take care of your campaign requirements from start to finish.

### We focus on ensuring the following:

- Products are suited to your target market
- Delivery of a consistent brand message
- All products delivered on time and to the required schedule
- Campaign is delivered within budget



**P**ainters Law LLP has benefited from the professional marketing services from BSG over many years. In a competitive legal market, the value for money, quality, and customer service provided by BSG help provide significant tangible benefits for our firm."

*Sian Edney, Practice & Finance Manager, Painters Law LLP*





# WE LOVE EVERYTHING AND ANYTHING CREATIVE

## OUR DESIGNS BRING TO LIGHT THE STORY BEHIND YOUR VISION

We have a passion for design, the underlying discipline and the distinct elements that are strategically combined to establish and maintain brand recognition.

Our organic process is conveyed through our team and their collaborative engagement, providing a truly personalised approach for each project.

The foundation is formed, producing a mutual understanding of the core values, underpinned by the detail within our designs.

A partnership develops, the brand is established and our team with their expertise are set ready for the journey ahead.

### What's involved?

We create brand elements including logos, colour schemes and typography, compiled to form or enhance the branding guide.

Icons, graphics and styles, are worked into key creations ready to process through to our digital online platforms, exhibitions, print, corporate merchandise and office design.

Whether you'd like to create a great first impression, build brand awareness or encourage long-term interaction, you are certainly in the right place.

**Creative Studio**  
By **BSG**



# OUR GREEN CREDENTIALS ARE BEYOND REPROACH

## ACHIEVING CARBON NEUTRAL STATUS

We are extremely proud to have achieved carbon neutral status by offsetting our carbon emissions through three community projects across the globe.

Carbon offsetting plays the role of balancing out the emissions that have already been generated by our operations.

By financially supporting projects that help provide solutions to tackle climate change - for example, decarbonising electricity grids, reducing deforestation, improving energy efficiency and sequestering carbon - not only are we helping local communities in developing countries but we are also offsetting our emissions.

### Our vision

“To delight our customers ethically, sustainably and professionally.”

We prioritise exceptional customer experiences whilst upholding our ethical values, conducting sustainable business practices and maintaining the highest professional standards.

Through this holistic approach, we aim to build trust, foster loyalty and make a positive impact on our community and the environment, ensuring long-term success for our organisation.



Carbon  
Neutral  
Organisation



“TO DELIGHT OUR  
CUSTOMERS ETHICALLY,  
SUSTAINABLY AND  
PROFESSIONALLY”



**If you'd like to understand more about  
BSG print, contact our team today**

 **0333 456 1515**

 **print@tbsg.co.uk**

 **tbsg.co.uk**



# OUR LOCATIONS...

## BRISTOL

107 Longmead Road  
Emerald Park East  
Emmersons Green  
Bristol  
BS16 7FG

☎ 0333 456 1501

✉ [bristol@tbsg.co.uk](mailto:bristol@tbsg.co.uk)

## DEVON PLYMOUTH

30 Falcon House  
Eagle Road  
Plymouth  
Devon  
PL7 5JY

☎ 0333 456 1510

✉ [devoncornwall@tbsg.co.uk](mailto:devoncornwall@tbsg.co.uk)

## DEVON WILLAND

Unit 6 Blackdown Park  
South View Estate  
Willand  
Devon  
EX15 2FS

☎ 0333 456 1511

✉ [devoncornwall@tbsg.co.uk](mailto:devoncornwall@tbsg.co.uk)

## DORSET

Centurion House  
Woodside Road  
Bournemouth  
Dorset  
BH5 2BA

☎ 0333 456 1506

✉ [dorset@tbsg.co.uk](mailto:dorset@tbsg.co.uk)

## HAMPSHIRE

Unit D1 Voyager Park  
Portfield Road  
Portsmouth  
Hampshire  
PO3 5FN

☎ 0333 456 1502

✉ [hampshire@tbsg.co.uk](mailto:hampshire@tbsg.co.uk)

## SUSSEX

Unit 6 Fairway Business Centre  
Westergate Road  
Brighton  
East Sussex  
BN2 4JZ

☎ 0333 456 1504

✉ [sussex@tbsg.co.uk](mailto:sussex@tbsg.co.uk)

## WEST MIDLANDS

Phoenix House  
Station Road  
Rowley Regis  
West Midlands  
B65 0LJ

☎ 0333 456 1509

✉ [midlands@tbsg.co.uk](mailto:midlands@tbsg.co.uk)

## WORCESTERSHIRE

Rotary House  
Mitton Street  
Stourport-on-Severn  
Worcestershire  
DY13 9AA

☎ 0333 456 1507

✉ [worcestershire@tbsg.co.uk](mailto:worcestershire@tbsg.co.uk)

## SOMERSET

☎ 0333 456 1505

✉ [somerset@tbsg.co.uk](mailto:somerset@tbsg.co.uk)

## WILTSHIRE

☎ 0333 456 1503

✉ [wiltshire@tbsg.co.uk](mailto:wiltshire@tbsg.co.uk)