

PRODUCT CATALOGUE



IRVING
DESIGN + PRINT

YOUR LOCAL **PRINTING** SHOP



FULL SERVICE PRINTING SHOP

Irving Design + Print is your true, trusted local printing shop, armed with a long history of supporting local business. With over seven decades in the printing trade, Irving Design + Print has all the knowledge and know-how to fulfill just about any printing or commercial artwork requirement.

We provide professional graphic prepress services, economical full colour digital and offset printing to take care of all your commercial printing needs.

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8586 8080 | sales@jcirving.com.au
78 - 80 Ral Ral Avenue, Renmark

SERVICES

Let us help your business shine

PREPRESS SERVICE

Business stationery
Brochure and flyer design
Logo design and branding

We have extensive industry experience to meet all your artwork needs, whether it be a simple flyer or business card design all the way up to a large scale corporate branding projects.

We can also assist in making your own artwork files print-ready, helping you get the best results when you choose us for your printing.

PRINTING SERVICE

Digital printing & offset printing
Commercial, corporate and agri printing service

From on-demand high quality digital printing to large-run offset printing, we are fully equipped to meet all your printing requirements.

Please note:

While we strive for the best turn around time possible, please allow up to two weeks from artwork approval for your job to be ready. If you need your job urgently please let us know and we will prioritise meeting your deadline.



BUSINESS CARDS



EVERY DAY BUSINESS CARDS

Starting a new business, hiring your newest employee or need a re-print? We can design it for you or work with your existing artwork.

Standard size
90mm x 50mm

Suggested stock
350-400gsm coated silk or gloss or uncoated cardstock

Finishing options
Matt or gloss laminate, clear spot toner



MAGNETIC CARDS

Business cards that are magnetic for metal surfaces. Ideal for use where you need constant visibility. Eg fridge.

Standard size
90mm x 50mm

Suggested stock
0.6mm Magnet

Finishing options
Rounded corners



MEMBERSHIP CARDS

Choose plastic cards over conventional paper. Durable and professional membership cards. Great for sporting clubs.

Standard size
90mm x 50mm

Suggested stock
0.76mm PVC Cards - Available in a variety of colours

Finishing options
Rounded corners

STATIONERY



LETTERHEADS

Using letterheads will make any official business document look professional and help you keep your branding consistent. A key part of your sales and marketing communications.

Suggested stock
90gsm, 100gsm or 120gsm uncoated



NO CARBON REQUIRED (NCR) BOOKS

From invoice books to receipt books, you name it and Irving Design + Print can create NCR books to meet your needs. Books can be in sets of 50 or 100, in duplicate, triplicate or quadruplicate, sequentially numbered, perforated and bound.

Suggested stock
60gsm carbonless paper
Available in White, Pink, Blue, Green, Yellow

Finishing options
Coloured cover, fold over flap, 1/4 bound



ENVELOPES

Send your items in a printed envelope with your brand and details.

Sizes
DL, DXL, C4, C5, C6, B4 and more

Suggested stock
80gsm uncoated

Finishing options
All envelopes can be plain face, window face, press seal, lick and stick, peel and seal



FORMS

Capture all the details you need. Great for retail stores, registration forms, membership forms and medical services.

Suggested stock
90gsm uncoated

Finishing options
Padding, hole punched



WITH COMPLIMENTS

Completing your business stationery suite. With compliment slips are a way to send a note or say thanks to the recipient.

Suggested stock
90gsm, 100gsm or 120gsm uncoated



NOTE PADS

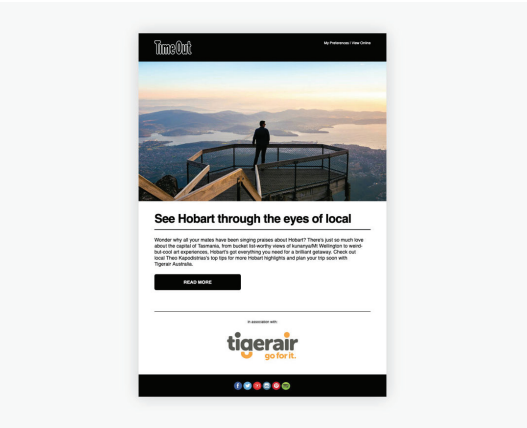
**Available in a myriad of sizes and in pads of 25, 50 or 100 sheets.
Note pads are ideal edition to your marketing material.**

Sizes
A3, A4, A5, A6, DL and more

Suggested stock
80, 90 or 100gsm uncoated

Finishing options
Glued at head with backing board

BROCHURES + FLYERS



NEWSLETTERS

Newsletters are a great tool to maintain regular communications, educate readers about new products, highlight employees, share successes and announce upcoming events or promotions.

Suggested size
A4

Suggested stock
130gsm coated silk or gloss

Finishing options
folded or saddle stitch booklet



POSTERS

Showcase your event or business in public. Irving Design + Print can assist in creating promotional posters to help you stand out.

Various sizes available

Suggested stock
150-350gsm coated silk or gloss

Finishing options
Varnish and clear ink



FLYERS + BROCHURES

An affordable option to build your brand, promote a new product, announce a sale or special event, and much more. Support your digital marketing. Adding QR codes to flyers allows people to instantly link to more information and make buying decisions using their smartphones.

Sizes
DL, A4 folded to DL, A3 folded to DL

Suggested stock
170gsm coated silk or gloss



CATALOGUES

Showcase your products and services and make the sale a whole lot easier with an engaging and compelling catalogue.

Sizes
A3 folded to A4, A4 folded to A5

Suggested stock
130gsm coated silk or gloss

Finishing options
Folded or saddle stitch booklet



MAGAZINES

Magazine are the perfect edition to schools and work place end of year publication or organisations to share special events or milestones with collective of interviews, photographs and stories.

Sizes
Various sizes

Suggested stock
115gsm coated silk or gloss

Finishing options
Perfect bound, saddle stitch booklet



ANNUAL REPORTS

Share information to keep up with how the business is performing. These reports include financial information along with insight into the company's culture, mission, and leadership.

Suggested sizes
A5 or A4 landscape or portrait

Suggested stock
90gsm uncoated or 113gsm coated silk or gloss

Finishing options
Saddle stitch booklet

CARD PRODUCTS



VOUCHERS

Gift vouchers are exciting for the customers to receive, but they also play a part in the promotional activities of the business. Let us design and print a gift voucher that will help you create the best vision for your brand.

Suggested stock
300-350gsm coated silk or uncoated

Finishing options
Sequential numbering, perforated



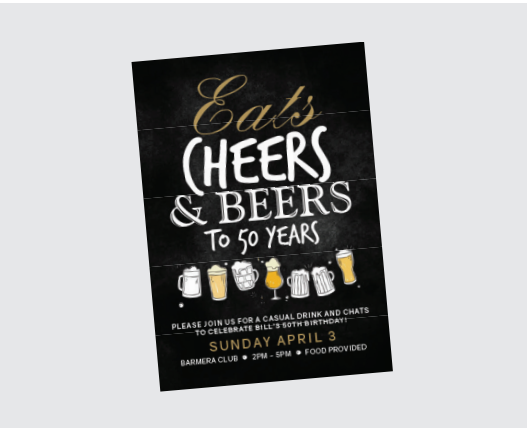
EVENT TICKETS

Custom event ticket printing doesn't just mean that you can design beautiful tickets that reflect and enhance your event. They are also the chance for you to bring in extra revenue through sponsors. Custom event ticket printing can be the cherry on top that turns a good event into a great event. All tickets can be numbered and with barcodes.

Various sizes available

Suggested stock
300-350gsm coated silk or uncoated

Finishing options
Sequential numbering, perforated



INVITATIONS

Have a special event coming up? We can help design and print your invitations. Use the opportunity of an invitation to set the vibe of your event and really show your guest what they are in for. Don't forget to ask about compliment stationery options.

Suggested stock
Various stock available

Finishing options
Silk and varnish



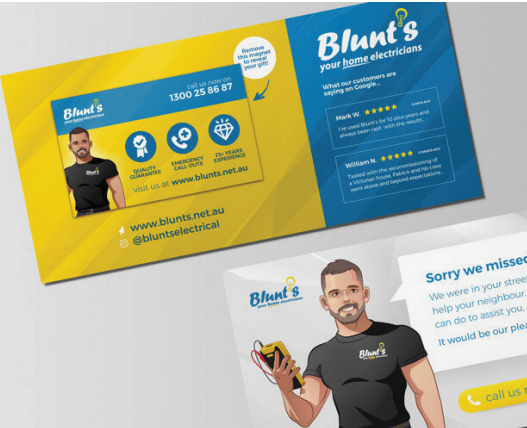
RAFFLE BOOKS

Irving Design + Print provide professional custom printed raffle tickets for any raffle. Perfect for schools, clubs, charities and other non profits organisations. Numbered and stapled into ticket books with your custom information making so you can start selling.

Various sizes available

Suggested stock
90gsm uncoated

Finishing options
Sequential numbering, perforated, stitched into books



MARKETING CARDS

Not only do marketing cards convey important personal contact information such as name, title, email, website, address and phone number, but oftentimes it is also the first exposure to the overall image of your business. Used for a variety of reasons from mailing campaigns to street marketing.

Suggested stock
250 - 350gsm coated silk or gloss, uncoated



CERTIFICATES

Every milestone deserves to be celebrated, why not use the opportunity to show someone just how meaningful their contributions are. Need your certificate designed from scratch, we have you covered. Already have a design? We also have you covered with printing.

Suggested sizes
A4 landscape or portrait

Suggested stock
200-300gsm coated silk or uncoated

CARD PRODUCTS



MENUS

A good restaurant menu design is key to any restaurant’s marketing plan. Designed to express your eatery’s personality and keeps your brand fresh in your customer’s mind. We can design and print a menu for in-house or takeaway.

- A3, A4, DL, A4 folded to DL
- Suggested stock**
150-300gsm coated silk or gloss
- Finishing options**
Laminated, folded

STICKERS AND LABELS



PRE-CUT LABEL SHEETS

Custom labels are the perfect solution for small business owners and event planners. Not quite sure what option is best for you, ask about custom labels on rolls.

- Various size and shape configurations available
- Suggested stock**
70gsm Vellum (uncoated) or gloss label stock
- Finishing options**
Pre-die cut labels in a variety of sizes, single labels with peel tab or labels on rolls



PRESENTATION FOLDERS

Printed presentation folders are a great way to look professional. Custom folders will help you organize any documents that you will be using in a presentation. Printed folders also make great handouts during trade shows, in order to spread your business advertising material. You can use the folders to package your brochures, inserts, leaflets and other material.

- Suggested sizes**
A4
- Suggested stock**
350gsm coated silk or gloss
- Finishing options**
Matt or gloss laminate



BIN CARDS + PALLET LABELS

Suitable for tracking your picking bins, picker information or pallets, options with automated numbering, barcodes or QR codes with multiple tear-offs are all possible. Talk to us today about your requirements and we’ll help find a solution that works for your production needs.

- Suggested stock**
225gsm Simcote
- Finishing options**
Perforated, barcodes/QR codes, sequential numbering



STAMPS

Self-inking and rubber stamps. Various sizes available.



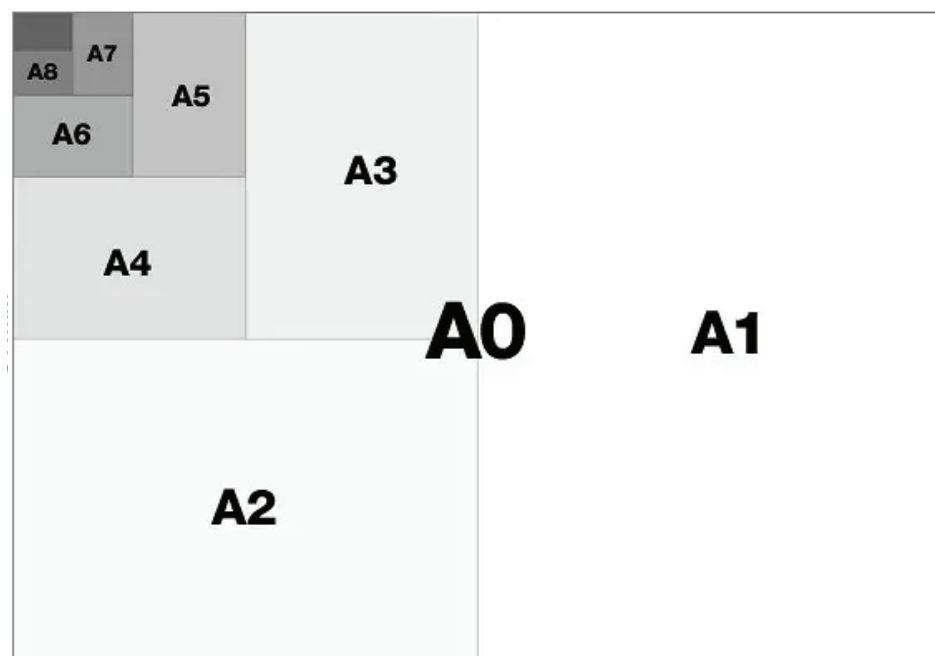
PRODUCE BAG HEADERS

Mesh bag headers suitable for primary production packing houses, typical sizes for 3kg and 1kg bags.

- Various sizes available
- Suggested stock**
225gsm Simcote
- Finishing options**
Scored for easy folding when stitching on to bags

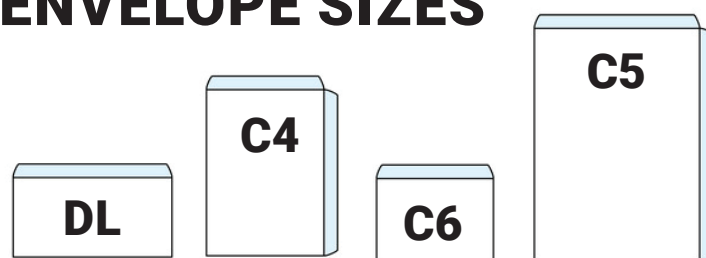
SIZING

PAPER SIZES



Size	mm (width x height)
A0	841 x 1189
A1	594 x 841
A2	420 x 594
A3	297 x 420
A4	210 x 297
A5	148 x 210
A6	105 x 148
A7	74 x 105
A8	37 x 52

ENVELOPE SIZES



Size	mm (width x height)	
DL	220 x 110	A4 folded twice or A5 folded once
C5	162 x 229	A4 folded once or A5 unfolded
C6	162 x 114	A4 folded twice or A5 folded once
C4	229 x 324	A4 unfolded

OTHER SIZES

Size	mm (width x height)
Business cards	90 x 55
DL flyer	99 x 210
A4 flyer folded to DL	210 x 297 folded to 100 x 210

GLOSSARY OF TERMS:

OFFSET PRINTING – This method is generally used for larger printing projects due to the set up costs involved. It uses large metal plates to transfer images to rubber sheets or "blankets". These sheets then transfer the image on to the paper via a rolling method.

DIGITAL PRINTING – This method is ideal for customers who are looking for small quantities of printed material, or products where variable data; such as numbering, barcodes or addresses are needed. Digital printing uses a different method from offset, where dry toner is applied directly to the paper and does not use a printing plate or rubber sheet.

STOCKS:

Coated – Paper and card stocks which have been coated with clay during the paper manufacturing process. The paper runs through calendar rollers to buff the surface to a smooth finish. The amount of buffing determines the level of sheen. Most stocks are available in matte, silk or gloss. Coated stocks are ideal for use in high quality offset printing as the ink doesn't absorb into the stock and will give a sharper and more vibrant looking print. The downside to coated stocks is they are not practical for writing on with a pen, marker or highlighter or for use with inkjet printers as the ink will be subject to smudging. It is also susceptible to cracking when folding due to the coating. Common brands we use are Sovereign and HannoArt.

Uncoated – As the name implies, these stocks have not been coated and the paper fibres on the surface are more noticeable, this gives the paper a rougher more natural feel. Uncoated stocks are also recommended for writing on or using in your own printer, especially inkjet printers as the ink soaks into the paper and dries almost instantly. Offset print tends to look duller and not as sharp though due to the ink absorbing into the paper fibres. Common brands we use are Grange, Supreme Offset and Pacesetter.

BLEED – Print that extends beyond the trimmed edge of the page. As there is a degree of movement when printing on any press, at least 3mm bleed is required on all edges where needed. Supplying your job without bleed may result in white edges when we trim it.

CMYK – Cyan, Magenta, Yellow and Black. Ink colours used in full colour process printing. CMYK printing is capable of reproducing around 1600 colours.

SPOT COLOUR – A single colour of ink. A job may consist of a number of different spot colours, i.e. Red & Blue. Spot colours are usually defined by a PMS colour code. It is common for logos to use spot colours, especially if the colour is not reproducible in CMYK.

PMS –

Pantone Matching System - An international standard for labelling and reproducing colours.

PLEASE NOTE: Many PMS colours can not be reproduced satisfactorily in CMYK printing. If you require a specific PMS colour in your CMYK job, please discuss this when placing your order.

PROOF – A representation of your artwork for proofing purposes, usually presented as a low resolution PDF for emailing. Please note; due to variances in screen quality and calibration, colours may appear different on your device as to how they will be printed in the final product. If colour reproduction is critical, please let us know and we can discuss providing a hardproof.

FILE TYPES and FILE FORMATS:

VECTOR – Format which stores the lines, shapes and colours that make up the artwork as mathematical formulae as opposed to a grid of pixels like raster. Vector artwork reproduces the highest quality print and can be enlarged infinitely while maintaining its quality. It is the ideal format for logos and supplied artwork. Typical vector file formats include .EPS, .AI and .PDF.

RASTER – An image made up of pixels in a grid format defined by its DPI. This format is primarily used for pictures. As raster images are limited by the DPI, enlarging the image will lead to a drop in quality.

PDF – Portable Document File - Format created by Adobe for encapsulating a documents fonts, images and layout from a native application to a universally accessible vector file format.

EPS – Encapsulated PostScript - File type for vector and specialised raster images (such as duotones).

TIFF/TIF – Tagged Information File Format. File type for raster images - lossless format (does not degrade).

JPEG/JPG – Joint Photographic Experts Group - File type for raster images - lossy compression (quality degrades) JPG images can have varying level of compression which will affect the quality of the image.

PNG – Portable Network Graphic - File type for raster images - lossless compression (does not degrade). Also supports transparent background, ideal for using with MS Office applications and for online usage.



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8586 8080 | sales@jcirving.com.au

78 - 80 Ral Ral Avenue, Renmark

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