

# Marketing matters... make the right choice

Installer brochure guide

WINDOWS • DOORS • CONSERVATORIES

safechoice 

# The key benefits

- Professional and comprehensive sales literature
- Three great options - Overprint, Bespoke and Full Custom
- Competitively priced
- Promote your own Company by adding your logo, your own Company information and images
- Multiple colour options
- Simple process
- Able to be fully customised



# Three great options

## Overprint

- Option to include your logo on the front cover
- Full page of your Company information at the front of the brochure and half page on the inside back cover
- Templated design for ease of use
- Content input 'handled' by your Sales Manager and the Marketing Department for ease

## Bespoke

Upgrades from Overprint option:

- Option to remove safechoice logo from front cover
- Choice of 4 cover colours (additional colour options available if required)
- Option to have 5 full pages of your own content - 3 pages at the front and 2 at the back of the brochure
- Templated design for ease of use
- All content input 'handled' by your Sales Manager and the Marketing Department for ease

## Full Custom

Upgrades from Bespoke option:

- Option to design your own customised covers
- Option to design and introduce any number of customised pages and populate with your own content
- Option to change colour to suit your branding throughout the brochure
- Fully managed by the marketing department and our design agency

# Overprint option

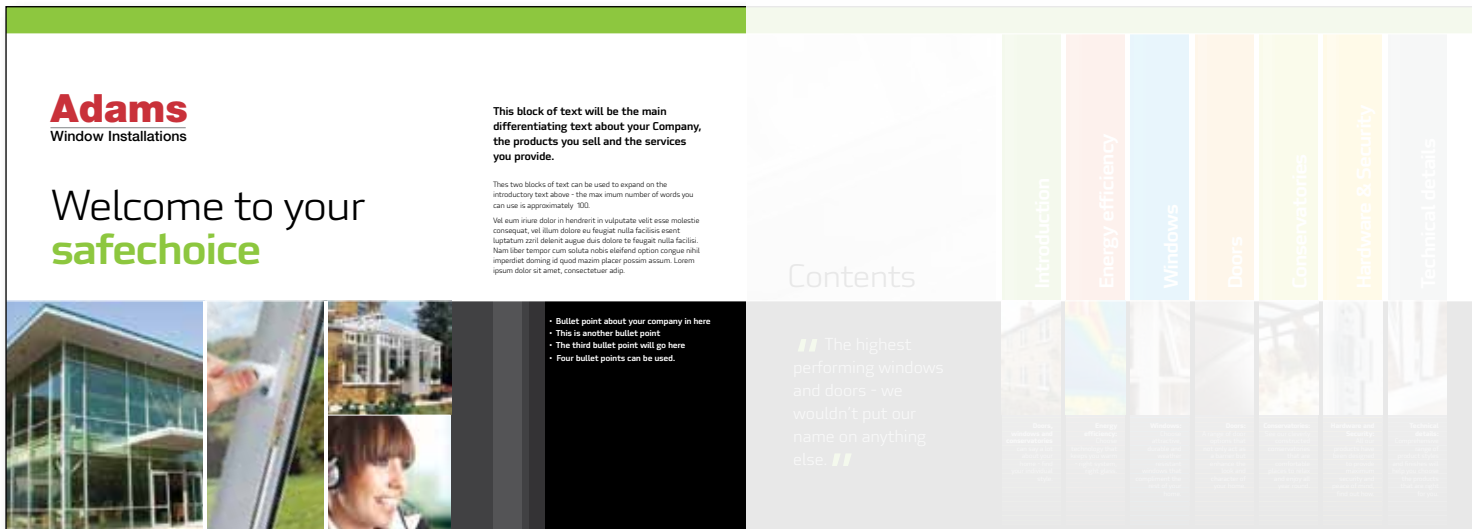
Entry level option - providing a professional looking brochure which can incorporate your logo on the front cover, provide two pages of your content and company details.



Safechoice brochure without your logo

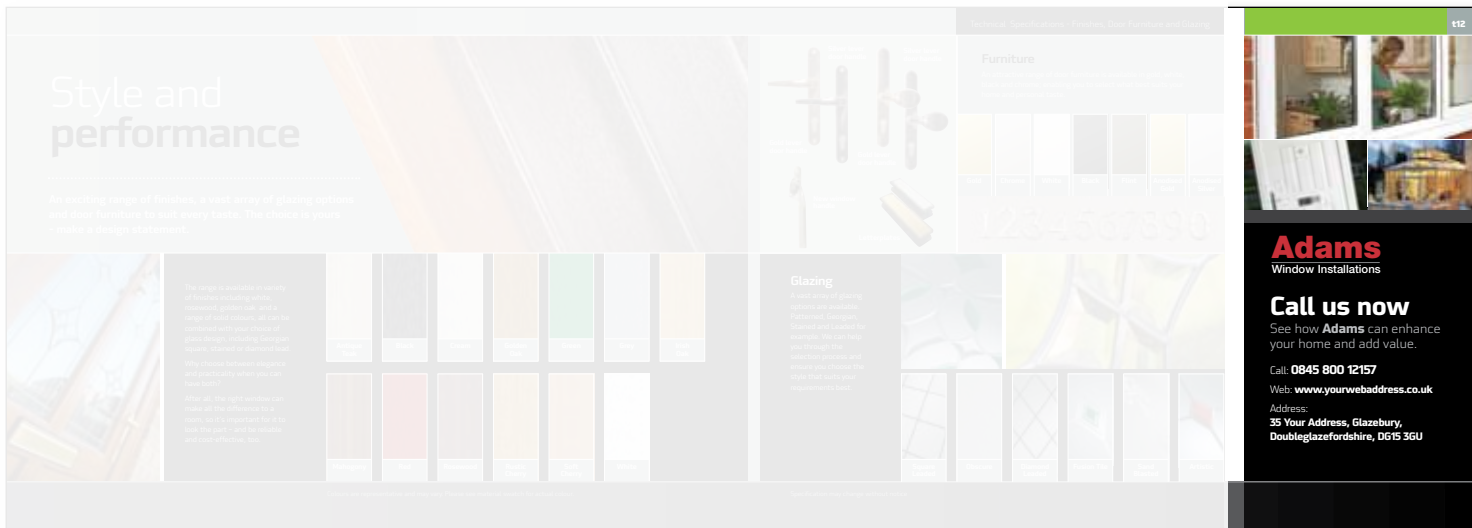


Safechoice brochure with your logo



Overprinted - inside front cover

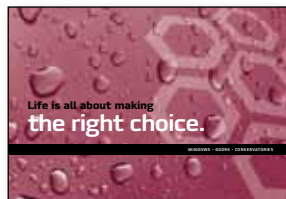
- Examples show Overprint option
- Your content (text and images) on the inside front cover
- Your contact details and images on the last third of the inside back cover
- Option to choose images from the safechoice image library



Overprinted - inside back cover

# Bespoke option

Second level option - providing a professional looking brochure which can incorporate your logo on the front cover, up to five pages of your branded content and a choice of cover colours.



Above: Bespoke burgundy safechoice brochure with your logo

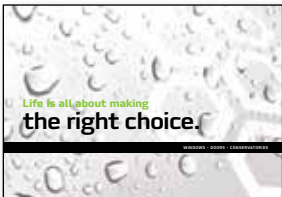
Left: Unbranded



Above: Bespoke green safechoice brochure with your logo

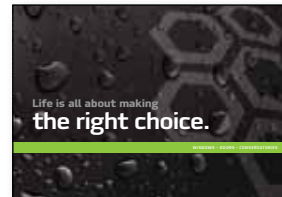
Left: Unbranded

- Examples show Bespoke options
- Four cover colour options (additional colour options available if required)
- Your Company logo and option to omit safechoice logo



Above: Bespoke grey safechoice brochure with your logo

Left: Unbranded



Above: Bespoke black safechoice brochure with your logo

Left: Unbranded

# Bespoke option (continued)

**Adams**  
Window Installations

## Welcome to your safechoice

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**Case study**  
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Bespoke first spread






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**Adams**  
Window Installations

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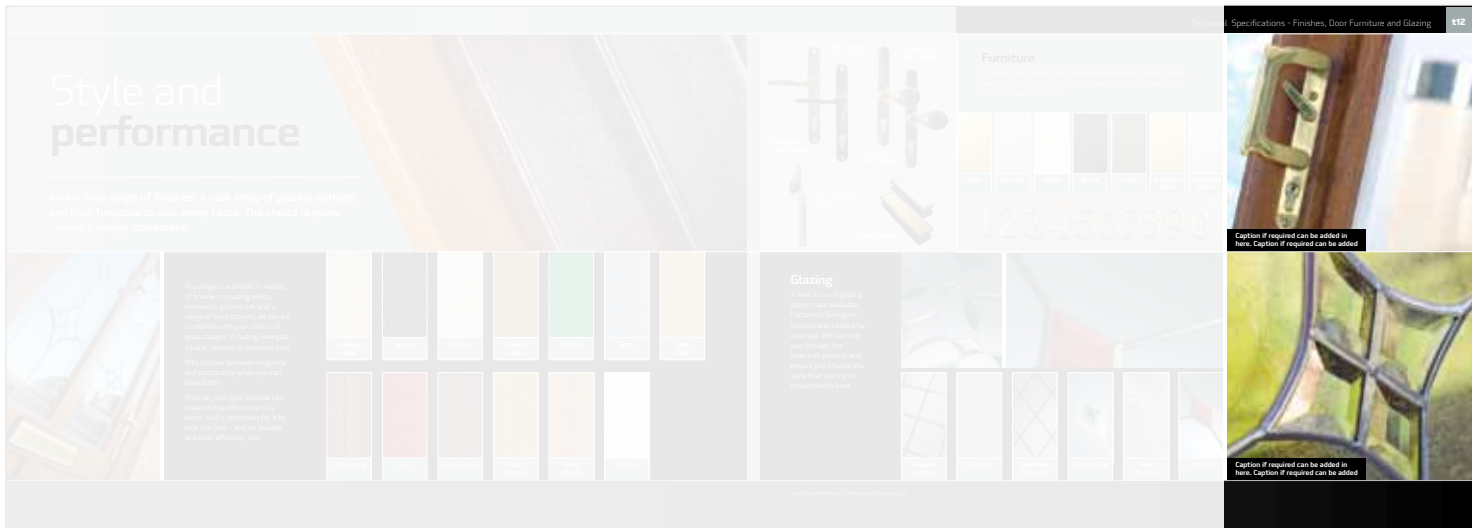
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Contents

// The highest performing windows and doors - we wouldn't put our name on anything else //

Introduction	Energy efficiency	Windows	Doors	Conservatories	Hardware & Security	Technical details
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Bespoke section of second spread



Bespoke section of penultimate spread

- Examples show Bespoke option
- Your content (text and images) on 5 1/2 pages at front and back of brochure
- Option to choose images from the safechoice image library



Bespoke last spread

# Full Custom option

Third level option - providing a professional looking brochure which can be customised to your specification. This includes any cover design, unlimited customised introductory pages and re-colouring/branding of the entire brochure.



Example of Full Custom option

- Example of Full Custom front cover
- Can utilise the safechoice image library
- Fully managed by the Marketing Department and our design agency



Introduction 14

**Adams**  
Window Installations

## Lorem ipsum sub dolor amirtus

As well as adding to the look of your home, your doors and windows need to offer you protection – both from unwanted visitors and the elements.

We offer state-of-the-art door and window locking systems to enhance your home's security and give you extra peace of mind. All of our products are manufactured using the very latest technology to regulate temperature and provide excellent insulation. So you can feel safe, secure and comfortable, whatever the time of year.

// Our doors and windows have been designed to look good, but also to be extremely secure //

Full Custom option

- Examples show Full Custom option
- Customised introductory pages - unlimited number
- Internal pages stylised with your branding, colours and images
- Option to choose images from the safechoice library
- Fully managed by the Marketing Department and our design agency



Conservatories c2

**Adams**  
Window Installations

## A wonderful way to extend your home

Most of us could do with more space and light in our homes – and what better way to achieve this than with a new conservatory?

Conservatories have more benefits than you might think. They don't just provide lots of extra room – our insulation means your new conservatory will retain heat in the winter, and won't be too hot in the summer. So it's a comfortable space for you to enjoy all year round. With a variety of styles to choose from – ranging from contemporary to more classic designs – you're sure to find just the right way to bring the garden into your home...and your home into the garden!

// Conservatories that are comfortable places to relax and enjoy all year round //

Full Custom option

# How do I get my brochure underway?

It couldn't be easier - your Sales Manager will take you through the process. This will include discussions regarding your exact requirements, including your thoughts on which option best suits your needs - either Overprinted, Bespoke or a Fully Customised brochure.

Whichever option you choose we'll be there to ensure you get what you want. You will need to provide some text and images and the amount will depend on which option you have chosen, but we've provided some guidance and you can always decide to choose images from the safechoice gallery, if it helps.

The next pages outline what you will need to provide for each of the options and how to provide it.

We have tried to make this as simple as possible by providing a template and page structure. All you have to do is supply your words and images to the Marketing Department and we'll manage the whole process for you.

You might opt for the Fully Customised option, in which case your Sales Manager, the Marketing Department and our design agency will provide guidance and support through the whole process.



Pink areas represent  
editable graphic content  
ie. areas you can change

The image below shows the 'Bespoke' template and guidance notes. Simply provide the information and the Marketing Department will do the rest. Proofing is speedy and you get your printed brochures as soon as possible.

place your  
logo here

These three blocks are for you to promote your company. The upper box should contain no more than 23 words. The lower two boxes should contain no more than 200 words.

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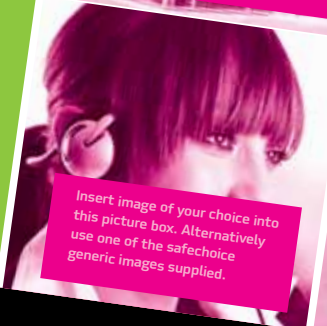
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These text blocks could be a continuation of the information about your company. It should contain no more than 100 words.



Insert image of your choice into this picture box. Alternatively use one of the safechoice generic images supplied.



Insert image of your choice into this picture box. Alternatively use one of the safechoice generic images supplied.



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Insert case study specific image into this picture box.

### Case study

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The image below shows the 'Bespoke' template and guidance notes. Simply provide the information and the Marketing Department will do the rest. Proofing is speedy and you get your printed brochures as soon as possible.

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These two blocks are for you to  
outline your company services  
(delivery, fitting, guarantees etc). The  
headline box should contain no more  
than 15 words. The lower box should  
contain no more than 85 words.

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use one of the safechoice  
generic images supplied.



Insert images of your choice into  
these picture boxes. Alternatively  
use one of the safechoice generic  
images supplied.



Insert your own  
WER label

## Environmental etc

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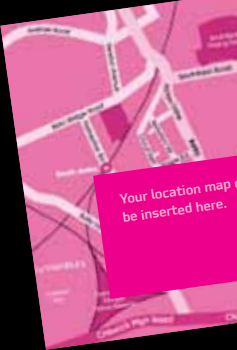


Insert image of your choice into  
this picture box. Alternatively  
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You can place your company  
logo and name here

**Contact us**  
See how **Your Company**  
can enhance your home

Call: **0???? ???? ?**  
Web: **www.your**  
Address: **35 Your Address, C**  
**Doubleglazefordshire, DG**



Your location map  
be inserted here.

# What exactly do I need to provide?

The printed sample brochures have guidance notes explaining what you need to provide for each of the 3 options. Ask your Sales Manager for a copy of each.

## Overprint Option

### Cover

- Your high resolution Company logo (should you wish this to appear on the cover)

### Inside front cover

- Your high resolution Company logo
- Information about your Company (approximately 120 words explaining what differentiates your business, its capabilities etc.)
- One suitable image

### Inside back cover

- Contact details, including address, telephone, email and any current website URL
- 3 suitable images

## Bespoke Option

### Cover

- Your high resolution Company logo (should you wish this to appear on the cover)

### Inside front cover and additional text pages

- Your high resolution Company logo
- Information about your Company (approximately 200-300 words)
- A case study and testimonial
- Information about your Company capabilities or service and support (approximately 100 words)
- Bullet points about your products
- Suitable images (including your own hardware if necessary - page t12)

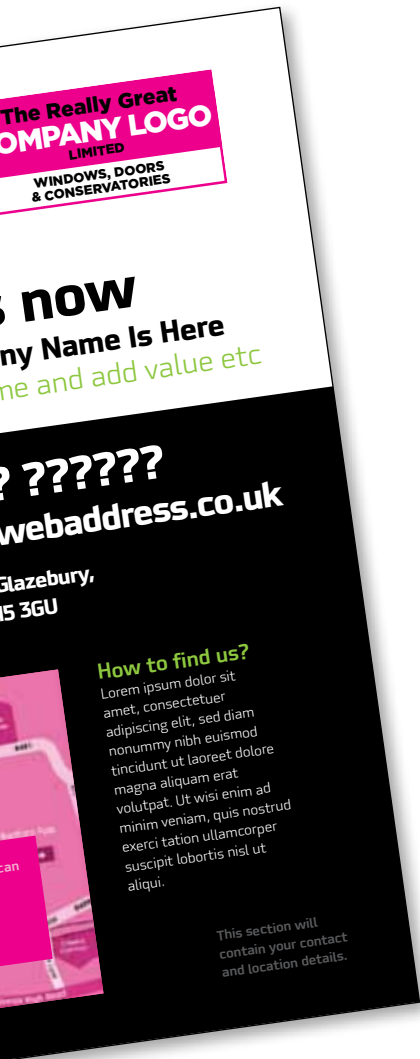
### Inside back cover

- Contact details, including address, telephone, email and any current website URL
- Suitable images
- A map and directions

## Full Custom Option

It is likely a meeting with the Marketing Department and our design agency will be necessary when starting this option.

The Marketing Department and our design agency will help formulate the best approach and guide you through the process, helping you gather any necessary information to complete your new brochure.



Pink areas represent editable graphic content i.e. areas you can change

