

www.wlprint.co.uk



Shark!



theideasfactory



Contents

Retail graphics	4-7
Visual merchandising	8-9
Media inserts	10-13
Event graphics	14-15
Brand activation	16-17
Exhibition graphics	18-21
Multi sensory	22-27
Retail display	28-29
Special packaging	30-31
Direct mail	32-35



Welcome

We like to consider ourselves as an Ideas Factory.

Over the years our production ideas have helped global brands sell more products. Our work often engages consumers, whether it be memorable in-store experiences or stimulating the senses in main stream print media.

In this edition of our latest digital brochure you'll find a selection of some of our work. You will see stand out retail graphics, display units and exhibition graphics.



theideasfactory



Retail graphics

PROJECT:
Dr Martens Christmas Point of Sale

PRODUCTS:
Replica cardboard chimneys, Santa's legs, hanging graphics, window vinyls and Christmas wrapping paper

INTERESTING FACT:
The first official Dr Martens boots came to the UK in 1960

theideasfactory





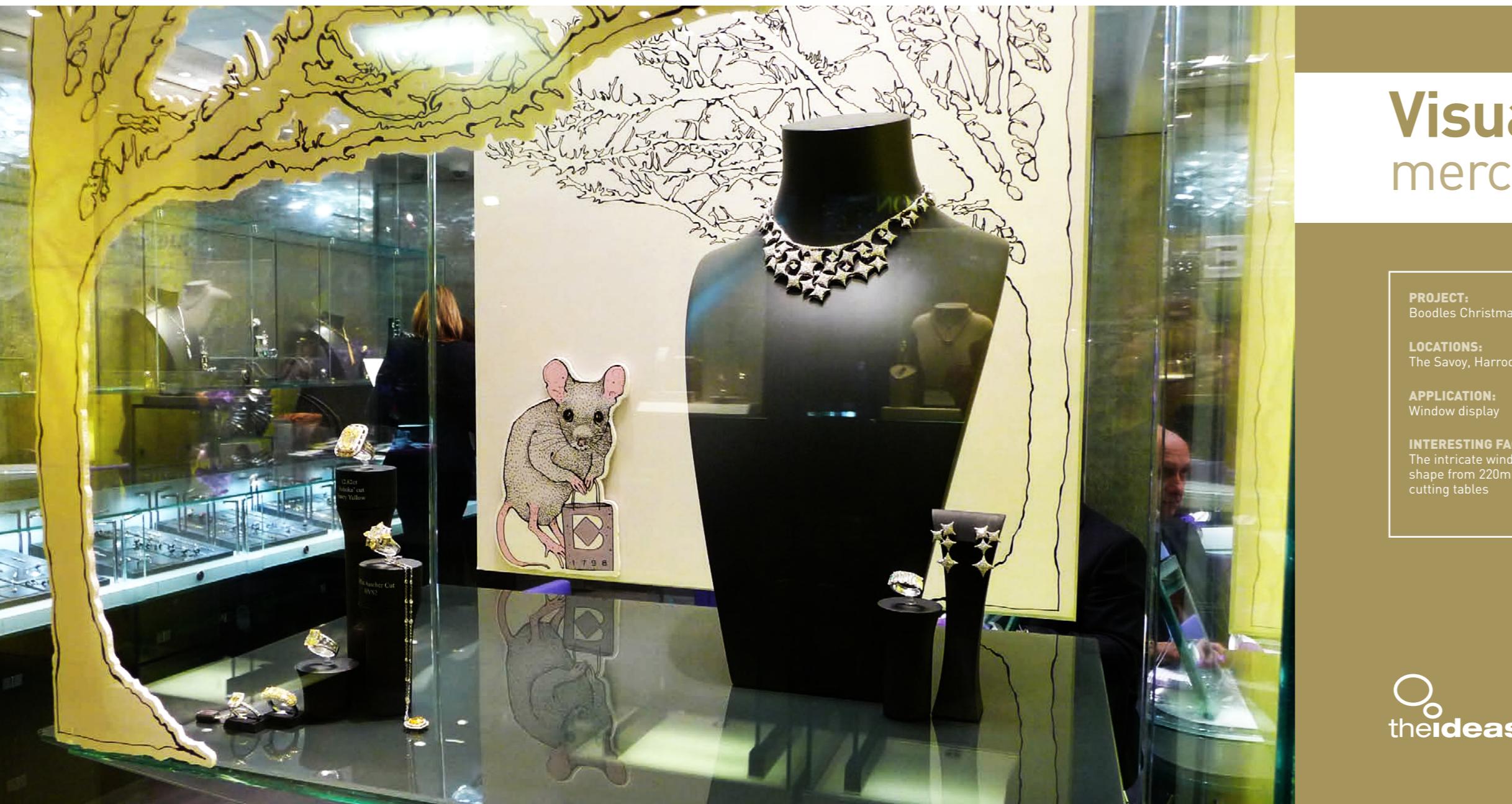
Retail graphics

PROJECT:
Joules Christmas Windows

PRODUCTS:
Strut Cards, Window Clings, Window Backdrops, Stacking Display

MATERIALS:
Vinyl, Self Cling, Display Board, Foam Centred Board





Visual merchandising

PROJECT:
Boodles Christmas Window

LOCATIONS:
The Savoy, Harrods

APPLICATION:
Window display

INTERESTING FACT:
The intricate window drapes were cut to shape from 220mic pvc on our automated cutting tables

theideasfactory





O
theideasfactory

Media inserts

PROJECT:
HPB Stepped Edge Mailer

INTERESTING FACTS:
An increase in response rate by 63%
saw this format also rolled out across
direct mail & door drops





There is no word for what we do.
There is only a way.



Tested / test • cd /: 1. Subjecting our watches to extremes they will never likely encounter. 2. A series of exacting trials designed to ensure our watches excel in any real-world conditions. 3. The way to ensure a Rolex wearer can go faster, further and deeper. 4. The way we constantly invent, improve and innovate. 5. The Rolex Way.

Media inserts

PROJECT:
Rolex Bound Inserts

PUBLICATION:
Harrods Magazine

INTERESTING FACT:
Rolex watches were used for The Great Escape

theideasfactory



1. Our patented annual calendar distinguishes between 30- and 31-day months with unparalleled reliability. 2. The rotatable Ring Command bezel ensures easy setting of its functions. 3. Rolex innovation at its best. 4. Created with 14 ingenious patents. 5. The Rolex Way.



Event graphics

PROJECT:
Lister Horsfall Ilkley Road Race

APPLICATIONS:
Circuit branding, winners podium and promotional literature

INTERESTING FACT:
Ilkley, West Yorkshire has the largest cycling club in the UK

theideasfactory





Brand activation

PROJECT:
Stadium Branding

APPLICATION:
Pitchside advertising boards, changing room and tunnel graphics, hospitality suites and fanzones

theideasfactory





Exhibition graphics

PROJECT:
Sogeval and Hydraforce exhibition stands

APPLICATION:
Design, print, manufacture and install.

 theideasfactory





Exhibition graphics

PROJECT:
W&L Group Exhibition Stand

EVENT:
Marketing Week Live, Olympia

O
theideasfactory





Multi sensory

PROJECT:
Marc Jacobs Honey

APPLICATION:
Bound insert with fragrance sampling label

QUANTITY:
1.2m copies

INTERESTING FACT:
We were able to feature a key element of
the Marc Jacobs bottle design on the double
gate folded cover. Using our on-line die
cutters we created a profile on the lead edge
that overlapped the right hand page.

theideasfactory



Multi sensory

PROJECT:
Hugo Boss

APPLICATION:
Bound insert with male and female fragrance sampling

INTERESTING FACT:
Twice yearly campaigns distributed to Russia, Germany, Greece, Romania, Netherlands, Spain, Norway, Denmark and the UK

 theideasfactory





Multi sensory

PROJECT:
Calvin Klein Reveal

APPLICATION:
Bound insert with fragrance sampling label

INTERESTING FACT:
3m copies

O
theideasfactory





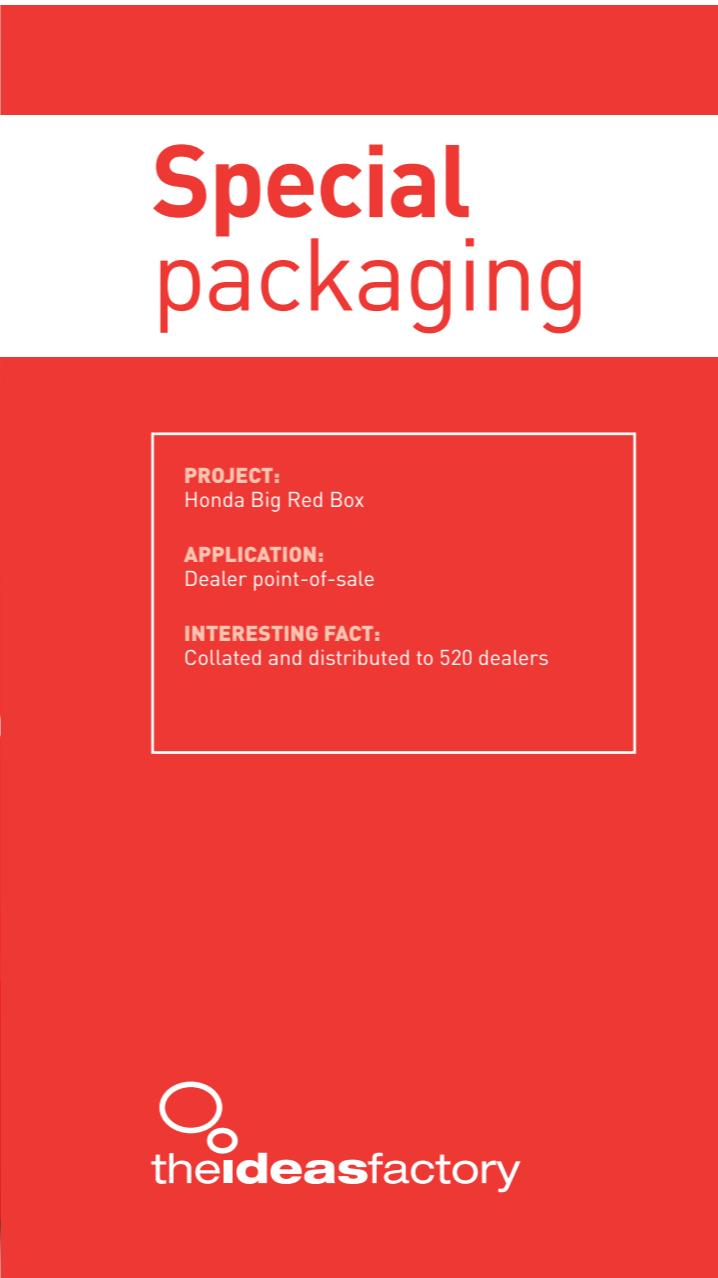
theideasfactory

Retail display

PROJECT:
FSDU's & Counter Top Dispenser

INTERESTING FACT:
On-site design, prototyping, merchandising,
manufacturing







O
theideasfactory

Direct mail

PROJECT:
Neville Johnson Designer Weekend Mailing

APPLICATION:
Personalised invitation to flagship
showroom event

INTERESTING FACT:
Folded mechanically, laser personalised
and sealed with a clear perforated label





Direct mail

PROJECT:
Holiday Property Bond Jubilee Mailing

INTERESTING FACTS:
Eight fill insertion with letterhead OCR
matched to personalised reply card



O
theideasfactory



WADDINGTON & LEDGER GROUP LTD

Lowfields Business Park
Lowfields Way, Elland
Halifax, HX5 9DA

T: 01422 315 000
www.wlprint.co.uk