

PUTTING **YOUR** LEAFLETS PRECISELY WHERE **YOU** WANT THEM

Who we are...

Northern Print Distribution Ltd completes a vital link between your business and the customer. NPD management and senior staff have over ten years' experience in leaflet distribution, planning and display throughout the north of England. Over this period unique business partnerships have been developed to provide you with a complete distribution solution. One call covers the north and beyond.

We are committed to provide a unique and comprehensive range of services. Our task is to enable your material to achieve maximum coverage and impact on your target markets. At **NPD** we undertake to deliver a professional, reliable and efficient service, which reflects the responsibility, entrusted to us by our clients. Is your advertising material being distributed and displayed where it matters most...? Are you sure your leaflet distribution is working, as it should be to maximise your visitor potential...?



NPD and Shanleys aim is to simply deliver print with minimum pain whilst giving you maximum gain.

NPD offers a unique range of specialised leaflet display units sited in almost all popular local and Tourist information sites, which include **sole and exclusive** display rights on all Moto Service areas, RoadChef Motorway Services, Little Chef Restaurant and Corus & Regal Hotels.

Our services provide clients with flexibility in the choice of display site and geographical distribution of leaflets, brochures and public information material. Storage and distribution depots are conveniently located in Yorkshire, Cumbria and Northumbria; NPD has a fleet of ten regional delivery vehicles.

Our rationale is to focus on the most popular display sites that provide the best shop-window for other attractions or services and, therefore, offers the best prospects for converting business for our clients.

Our aim is to ensure continuity of display of our clients' material at our display sites through a regular schedule of repeat servicing linked to the footfall of the sites.

Our unique computerised stock and distribution-reporting system gives clients a choice of leaflet placement information to assist target marketing.

National Tourist Information Centre coverage and wider regional distribution is available to all NPD clients through accredited partnership companies. We store and tranship all material, giving you a one-stop account for easy administration

'I never knew there was so much on our doorstep'



**Be seen by kids,
friends, parents,
teachers, aunts, uncles,
grandparents...**

Shanleys - Suppliers of Quality Print

You need to consider many factors to get your marketing literature right: ideas, photographs, text, printing and of course distribution. NPD has worked hard to develop effective distribution channels to maximise your leaflets' exposure, but over the years our clients have often told us one of the biggest problems they face is getting what they want from their printers.

We have taken these comments on board, and as a result have built a close relationship with Shanleys who have been providing quality, service and value for over 30 years. We know everyone at Shanleys works very hard not only to ensure you get print that will get you noticed, but will make the whole process as easy and as straightforward as possible for you, with on time deliveries correctly packaged. In fact we have even heard comments from customers that they wish they had come across Shanleys much sooner.

How does it work?

Very simple. Just give NPD a call who will then put Shanleys directly in touch with you or telephone Shanleys direct. This ensures there are no games of Chinese Whispers, and means you can easily ask all the questions you want including prices and options. Your Shanleys contact will oversee your project through the various stages of production to ensure it reaches NPD on time and within budget ready for distribution. Shanleys are now a FSC & PEFC accredited company which means you can now choose an environmentally friendly paper for your print – at no extra cost.

To contact Shanleys please telephone Steve Wray 015395 61601 or by email at steve@shanleys.co.uk

Shanleys

HOW TO ADD YOUR 'STUFF'?

- 1 Simply select the education authority areas you wish to target from the rate card enclosed.
- 2 Supply us with the leaflets to insert into bags.
- 3 **Leave the rest to us!**
If you are unsure about any of the 'nitty gritty' just visit our web site for all the step by step information or just give us a call to talk it through.

WHAT IS IT?

This service enables you to place your marketing brochure, information leaflet or special offer voucher into a branded information pack. The packs are then distributed to primary school pupils all over Northern England just in time for the Summer holidays.

WHAT DOES IT DO?

The service raises awareness of places to visit and things to see and do throughout Northern England; and aims to generate a greater number of visits by the vital families, friends and relatives sector. The service can also be used very effectively to raise families' awareness of educational, environmental, health and safety matters.

HOW MUCH DOES IT

You can select the areas you want to target. The rate card shows the price for each area and the amount of print required. Discounts apply if you book more than five areas. Special price quoted for more than one item of print in the same pack.

**Call us for more info on
015395 67690**



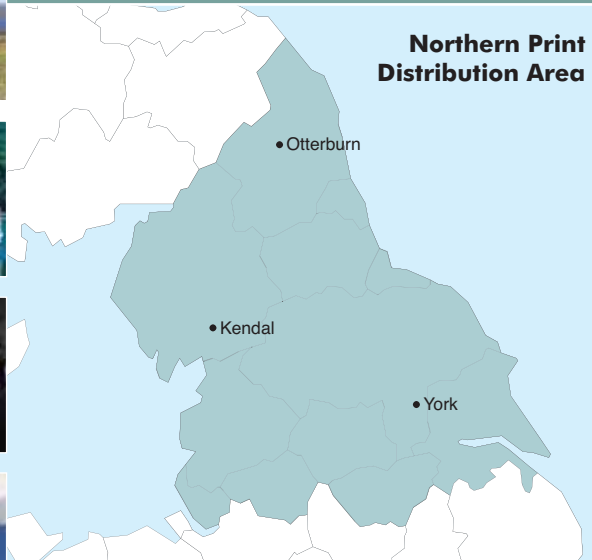
www.npdnorth.co.uk/bagsofinfo

"Could we just say a huge 'THANK YOU' for the Tourist Information display cabinet you sent us along with all the brochures. Our Park owners think it is very impressive and looks very smart in our new information area.

It is also attracting a lot of interest from our guests and visitors on the Park who have previously not noticed that there is plenty of information on the area and its surrounds and are actually finding out about places they didn't know existed!"

*Thank you again.
Regards*

**Kim and Ian, Managers,
York House Caravan Park.**



York Office:

Northern Print Distribution Ltd

Station Road, Alne, York YO61 1TP

Tel: 01347 838200 **Fax:** 01347 838505

email: chris@npdnorth.co.uk

web: www.npdnorth.co.uk

Kendal Office:

Northern Print Distribution Ltd

The Old Cooperage, Gatebeck, Kendal LA8 0HW

Tel: 015395 67690 **Fax:** 015395 67996

email: mike@npdnorth.co.uk

web: www.npdnorth.co.uk

Otterburn Office:

Northern Print Distribution Ltd

Otterburn Mill, Otterburn NE19 1JT

Tel: 01830 521000 **Fax:** 01830 520032

email: ann@npdnorth.co.uk

web: www.npdnorth.co.uk