



diguru

print is amazing

“diguru produce high quality
litho, digital and
large format printing”

What can diguru print?

Diguru produce **high quality litho, digital and large format printing**, with a focus on improved **marketing results** for our customers throughout the UK.


The latest in **environmentally sustainable** printing, accompanied by high levels of **client service** and support ensures we can deliver **all your print and marketing needs**.

We **build relationships** with our customers and **work with them** to offer the **best solutions** for every situation, enabling them to spend **more time on their expertise**.

Print is our business – let us support yours by providing you with the latest in print solutions.







The **gurus** provide the level of service **your business deserves**. A hugely **experienced team**, here to share their **knowledge** and **expertise**. We will work with you to ensure you get the **results that you want, on time, on budget**, and with minimum impact on the **environment**.



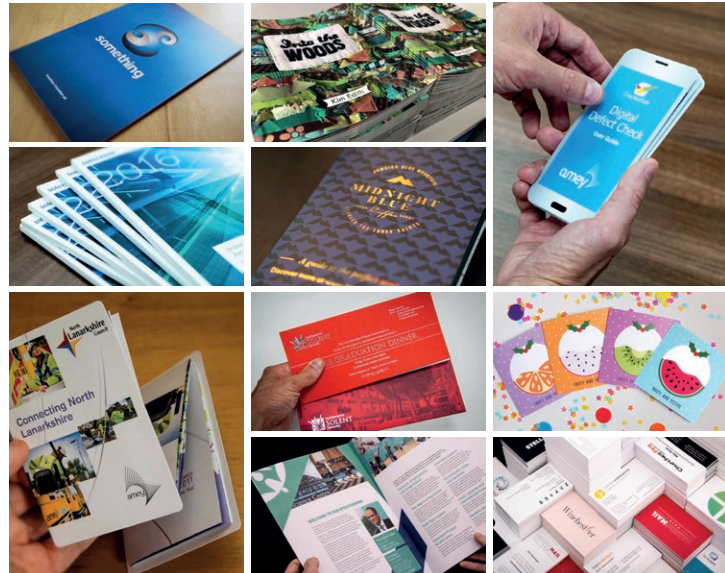
Diguru provide the **flexibility** of digital print and the **quality** of lithographic print all **fulfilled in-house**. Whether you require personalised direct mail, print-on-demand, brochures, books, leaflets, posters - the list goes on, we have the **right solution for you.**

What some might call normal print, the gurus call **digital and lithographic print**.

Our **print management service** offers stocked items or **print-on-demand**, distributed as you **require it**, reducing the need to fill your warehouses or offices with materials that may go unused or become out of date.

With amazing print results from our Presstek UV LED fast curing litho presses, or super-fast digital prints from our Heidelberg Linotype CV Digital Press, **your marketing will stand out from the crowd** no matter the **quantity or lead time**.

Our team like putting their **knowledge and printing expertise** to the test and are not afraid of trying something new – we produce printed materials using spot colours, luxurious papers, complex cutters and finishing techniques to **give your marketing the edge**.





NEED SOMETHING
BIG
AND EPIC?



GO
WHERE
YOU
FEEL
MOST
ALIVE



Our extensive knowledge and expertise in the printing of **large format graphics** enables us to offer a huge range of products for both **indoor and outdoor** use. From **large posters, vinyl banners, exhibition panels, roller banners, displays stands, flag printing**, right up to **bespoke exhibition stands** and **graphics panels**.

Using the latest **environmentally friendly** printing technology and supplying a huge range of graphics and displays systems, makes Diguru the **ideal choice** for any of your large format printing requirements **at any budget**.



Diguru are experts in the **production of event, exhibition, signage** and **internal communications** graphics – we get the best out of your design to **maximise** the **impact**.

Unique inks, metallic foils,
complex folds, luxurious papers
and materials.



Bespoke finishing is often required when you need that **unique** piece of **point-of-sale**, **specialist brochure**, **bound book**, **direct mail**, **brand guidelines** or **internal communications**.

Add **impact** with finishing touches such as **unique inks**, **metallic foils**, **complex folds**, **luxurious papers**, binding, coverings and presentation boxes... there's so many ways to **express your creativity** and convey the message of **your product**.

Too much choice? We work with our clients, providing **consultancy and support** through the entire process; from **project management**, **design**, **production to delivery**.



Print builds trust Print is real and provides a **sense of authenticity** in a time when other mediums are being undermined by trust and security issues. Surveys show that people are more likely to **trust the source of the information when it's printed**.

Print is real Forget complex menus, buttons and trick tactics forcing you to click something. **Print brings a timeless second-to-nature interface** that we learn at a very early age. We will always enjoy it as it **stimulates the senses** in a comforting tactile way.

Print focuses the mind No distractions, notifications or pop-ups, just the reader and the printed **book to relax with**. Print is easier on the eye, surveys show that readers are **more likely to spend a longer period of time with a printed product**, therefore the mind consumes the information more thoroughly.

Print is expressive Express more than you can on screen by changing the **size, colour, texture,**

shape, weight and finish of a printed product. Did we mention it's real and that focuses the mind?

Print lasts Printed products are usually **kept for a long period of time**, with people referring back to them in the future, digesting it over time. Have you noticed how quickly we dismiss digital information; tweets, news, emails and newsletters - all forgotten about within seconds sometimes. You might want to look up a website, only to find that it's gone - **when you hand someone a printed product they own it forever**.

Print investment When working alongside other media channels, printed media can **increase brand awareness and purchasing intentions**.

The graphic shows the word 'PRINT' in large, bold, blocky letters. Each letter is filled with a different color and has a diagonal split. The 'P' is green and yellow, 'R' is green and blue, 'I' is blue and red, 'N' is blue and red, and 'T' is red and orange. Below 'PRINT' is the phrase 'is alive' in a smaller, lowercase, sans-serif font. The 'i' is blue, 's' is red, 'a' is orange, 'l' is red, 'i' is red, and 'v' is orange.

PRINT azing

Print reaches out Not everyone is online. Depending on your industry, all or part of your target audience may not be online. **Printed marketing will reach out** to these people whilst enforcing your messages with your online audience. Surveys show that **millennials still prefer to read a printed piece** so online communication is not the only way to reach out. It's best to see **print as part of your campaign strategy.**

Print as a choice It doesn't matter what generation your target audience is within, **everyone is an individual.** People like to be treated as such, to be given choices of how they wish to communicate or receive information. By **tailoring your marketing** and communication, **providing print to people who want print**, you will achieve a **higher return on investment.**

Print is prestigious Well designed printed materials have a reputation for containing **high quality content, credible sources** and detailed information that you can access without having to submit your personal information.

Print is a digital detox We've heard there's a desire to slow down, take a break from your digital self and relax. Many recent surveys have found that people of **all ages prefer to read a printed product.**

Print is environmentally friendly In Europe, the area of forest cover is **growing at a rate of 1.5 million football pitches every year.** This makes printing **sustainable for many generations** to come. You can **grow trees and vegetable inks**, but you can't grow oil (and the digital products that are made of oil).

Print as a statement With so many companies reaching out to individuals online it's never been a better time to **stand out and make a printed statement.**

DELIVERED
with a smile





With **rapid response times** we are able to deliver many items **within 24 hours**. We might be able to get you out of that awkward fix with a quick print turnaround solution. You can rely on our **delivery service** to get your package to its destination on time offering **free local delivery** (within 10 mile radius) or **national and international next day** and timed delivery services.

Call us on **023 8024 0710** or email **hello@diguru-uk.com**

What can diguru print?

Banners

Roller banners
Outdoor banners
Banner stands
Pop-up display stands
Pull-up display stands
Modular stand systems
Bespoke panels and graphics

Exhibitions, displays and stands

Portable flags
Post flags
Window graphics
Vinyl graphics
Building graphics
Retail signage and displays
Counters and storage units
Literature display stands

Large format

Noticeboards
Wood or metal A-frame displays
Dry wipe noticeboards
Magnetic noticeboards

Brochures

Perfect bound books
Saddle stitched / stapled books
Hardback books
Wiro-bound books
Case-bound books
Screw bound brochures

Photo books
Bespoke books
Annual reports
Pitches
Presentations
Magazines
Manuals
Notebooks
Newsletters

Stationery

Business cards
Premium business cards
Multi-layer business cards
Letterheads and continuation sheets
Compliment slips
Desk pads
Note pads
Meeting pads
Greetings cards
Wedding stationery
Event invites

Leaflets

Single and double sided leaflets
Multi-page folded leaflets

Packaging

Presentation packaging
Point of sale packaging
Bespoke brochure stands
Paper and material bags

Card boxes
Labels and stickers
Envelopes
Slip cases

Display

Posters
Canvases
Photo frames

Finishing

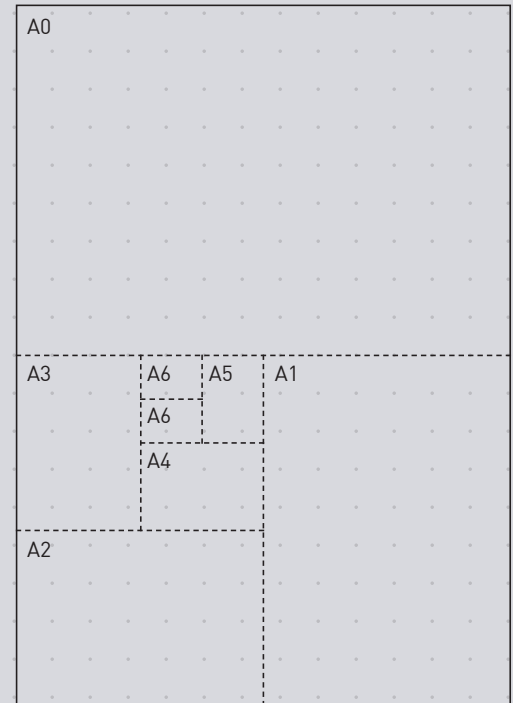
Slacking
Digital foiling
Metallic printing
Wire-O binding
Comb binding
Saddle stitching
Screw binding
Folding
Creasing
Perforation
Slitting
Die cutting
Lamination
Mounting
Embossing
PUR binding
Perfect binding
Foil blocking
Spot UV varnishing

Paper Sizes

The base A0 size of paper is defined as having an area of 1 m² and a dimension ratio of 1 to $\sqrt{2}$. Successive paper sizes in the series A1, A2, A3, and so forth, are defined by halving the preceding paper size across the larger dimension. This also effectively halves the area of each sheet. The most frequently used paper size is A4 measuring 210 by 297 millimetres (8.27 in × 11.7 in).

ISO A Series used for standard printing and stationery

ISO	MILLIMETRES	INCHES	USES
4A0	1682 × 2378	66.22 × 93.62	Oversize plans, technical drawings
2A0	1189 × 1682	46.81 × 66.22	Oversize plans, technical drawings
A0	841 × 1189	33.1 × 46.8	Technical drawings, large posters
A1	594 × 841	23.4 × 33.1	Technical drawings, posters, year planners
A2	420 × 594	16.5 × 23.4	Flip charts, diagrams, drawings, small posters
A3	297 × 420	11.7 × 16.5	Diagrams, tables, drawings, newspapers
A4	210 × 297	8.27 × 11.7	Letters, magazines, forms, catalogues
A5	148 × 210	5.83 × 8.27	Leaflets, flyers, notepads, books
A6	105 × 148	4.13 × 5.83	Books, postcards, invitation cards
A7	74 × 105	2.91 × 4.13	Large post-it notes, tickets
A8	52 × 74	2.05 × 2.91	Playing cards
A9	37 × 52	1.46 × 2.051	Note cards



Other common sizes

ISO	MILLIMETRES	INCHES	USES
DL	99 × 210	3.9 × 8.27	Flyers (1/3 A4)
	85 × 55	3.35 × 2.17	Business Cards

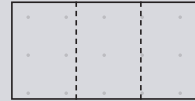
Envelopes

A C sized envelope is suitable for holding an A series of the same number value. These can also be used for folder and postcards.

ISO	MILLIMETRES	INCHES	USES
C0	917 x 1297	39.1 x 51.1	
C1	648 x 917	25.5 x 36.1	
C2	458 x 648	18.0 x 25.5	
C3	324 x 458	12.8 x 18.0	
C4	229 x 324	12.8 x 9.0	Envelopes for A4 (Unfolded)
C5	162 x 229	6.4 x 9.0	Envelopes for A4 (Folded once)
C6	114 x 162	4.5 x 6.4	Envelopes for A4 (Folded twice)
C7	81 x 114	3.2 x 4.5	
C8	57 x 81	2.2 x 3.2	
C9	40 x 57	1.6 x 2.2	
C10	28 x 40	1.1 x 1.6	
DL	110 x 220	4.33 x 8.66	Envelopes DL (1/3 A4 paper size)

Large Poster Sizes

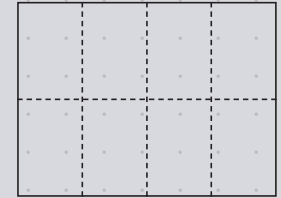
Large scale poster work is expressed in sheet size (e.g. 12-, 16-, 32-, 48-, 64- or 96-sheet). The individual sections used to construct these posters are known as 4-sheet, this being the size of Double Crown (1016 x 1524mm / 40 x 60 in).



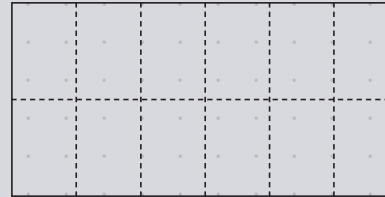
12-sheet poster



16-sheet poster



32-sheet poster



48-sheet poster

Conversion Chart

INCH FRACTION	INCH DECIMAL	MILLIMETRES
1/16	0.0625	1.5875
1/8	0.125	3.175
3/16	0.1875	4.7625
1/4	0.25	6.35
5/16	0.3125	7.9375
3/8	0.375	9.525
7/16	0.4375	11.1125
1/2	0.5	12.7
9/16	0.5625	14.2875
5/8	0.625	15.875
11/16	0.6875	17.4625
3/4	0.75	19.05
13/16	0.8125	20.6375
7/8	0.875	22.225
1	1	25.4

Paper Weight & Bulk

Paper is manufactured to a given specification. Usually this will involve a substance (weight), a thickness (bulk), and a shade or colour.

GSM

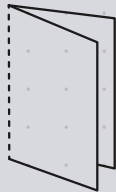
'Grams per Square Metre'. Weight is expressed as gsm or gm². It is calculated by the physical weight of one sheet of paper measuring 1 x 1m (but usually scaled down to 10 x 10cm).

PAPER AND BOARD Substances up to 170gsm are generally classified as 'paper' weights. Anything higher is usually classified as 'board'.

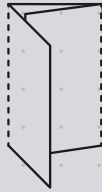
REAM

A standard ream for paper is usually 500 sheets of paper.

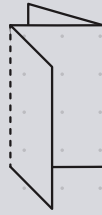
Folding



4 page fold



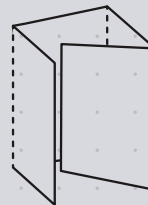
6 page
standard fold



6 page
accordion fold



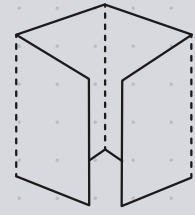
8 page
French fold



8 page
roll fold



8 page
panel fold



8 page
gate fold

Square Back Binding

Brochures, hard cover books and magazines with a thickness greater than 5mm will use one of these three main types of adhesive binding.

SECTION SEWN

Machine folded into 16pp sections (usually), then sewn in the folded spine using thread. Sections are gathered and glued together along the spines. The traditional method for great strength and durability. Best for hard cover books and quality soft cover brochures.

PERFECT BINDING

Machine folded into 16pp sections which are collated and gathered. Folded spines are then shredded off (for better glue adhesion). Then glued together along the spine. Used for most magazines larger as it is economical.

PUR (POLYURETHANE REACTIVE HOTMELT)

Same method as perfect binding but uses a much stronger adhesive which should not fall apart. Used for longer lasting, more durable brochures, manuals, reports and accounts.

Specialist Binding

STUD OR SCREW BINDING

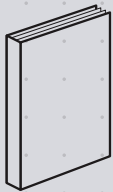
Holes are punched through text and cover. A nut and bolt is then inserted and screwed together. Good for a more unique brochure or document.

GLUE TEAR-OFF

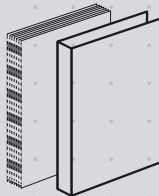
One edge is glued and there is a board backing, each page can then be torn off in turn. Commonly used for note pads or sheets with notes to be added and passed to customer.

NCR FORMS AND DUPLICATE PADS

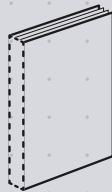
"No Carbon Required" forms are perfect for making 2, 3 or 4 part copies of customer or business related forms. These can be in a variety of sheet colours, formats and numbering options.



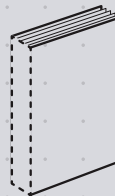
Square back binding



Section binding



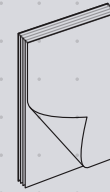
Perfect binding



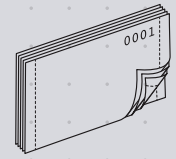
PUR



Stud or screw binding



Glue tear-off



NCR

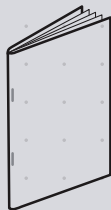
Wire Stitching

SADDLE STITCHING

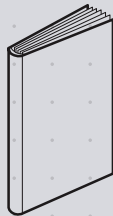
Industry term for 'stapling'. The folded sections and cover are put over a 'saddle' and the stitching wire is punched through the outside of the spine. The ends of the wire are pressed flat on the inside. It is then trimmed on all three remaining sides.

CASE BINDING

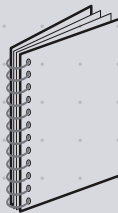
Industry term for a hardback book. The pages are arranged in signatures and glued together into a "textblock." The textblock is then attached to the cover or "case" which is made of cardboard covered with paper, cloth, vinyl or leather.



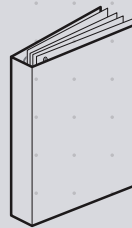
Saddle stitching



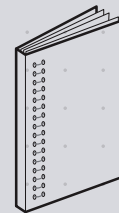
Case binding



Standard Wire-o



Concealed Wire-o



Half-Canadian Wire-o

Wire-O Bindings

A popular commercial binding method. With this binding method, punched pages are inserted into a onto a "C" shaped spine and then use a wire closer to squeeze the spine until it is round. Documents that are bound with wire binding will open completely flat on a desk and allow for 360 degree rotation of bound pages.

STANDARD WIRE-O

Wire loops go through the front, back cover and pages, the wire is left exposed on the spine. Available in a selection of colours.

CONCEALED WIRE-O

Like standard Wire-O but with the end paper or back board glued into a soft cover.

HALF-CANADIAN WIRE-O

A Canadian bind has a full covered spine while a Half-Canadian has the spine partially exposed.

Finishing

DIE CUT	Process that uses a steel die to cut away sections of a design. Often used to create custom designs, pockets, hangers and apertures in designs.
DUPLEXING/ TRIPLEXING	The bonding of two materials (duplexing) or three (triplexing) to form a single one. Allows stock to have different colours, textures and finishes on each side.
EMBOSSING AND DEBOSSING	A design is stamped into a material with ink or foil resulting in a 3-D, raised, decorative or textured surface. Embossed is a raised impression and debossed is recessed.
FOIL BLOCKING	Coloured foil is pressed onto a material with a heated die causing the foil to separate from its backing and adhere to the paper.
SLEEKING	Coloured foil is applied to a digital print using a heated roller. An ideal alternative to foil blocking when printing short runs. It can be more accurate and durable than foil blocking.

Type of paper

UNCOATED	Often described as 'Offset' or 'Cartridge', these are rougher and used generally for envelopes and pads. Laser papers are smoother and are designed for office printing. Uncoated 'Text & Cover' papers are usually of the highest quality for reproduction in brochures, with good results printing solids and four-colour imagery.
COATED	A smoother sheet, more receptive to the ink, giving a better printing surface.

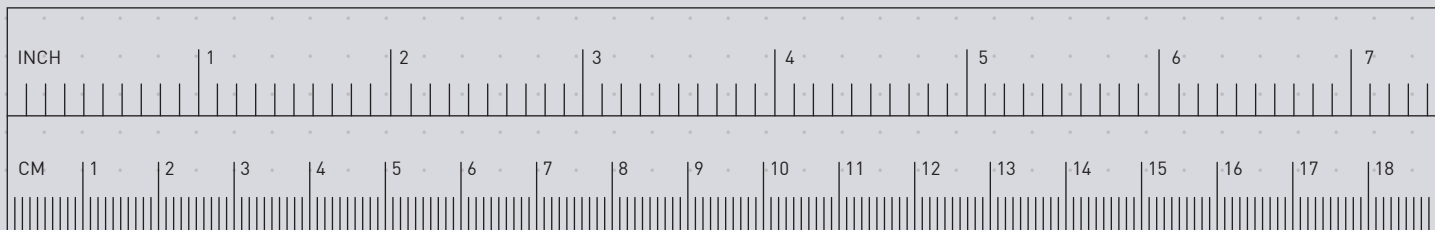
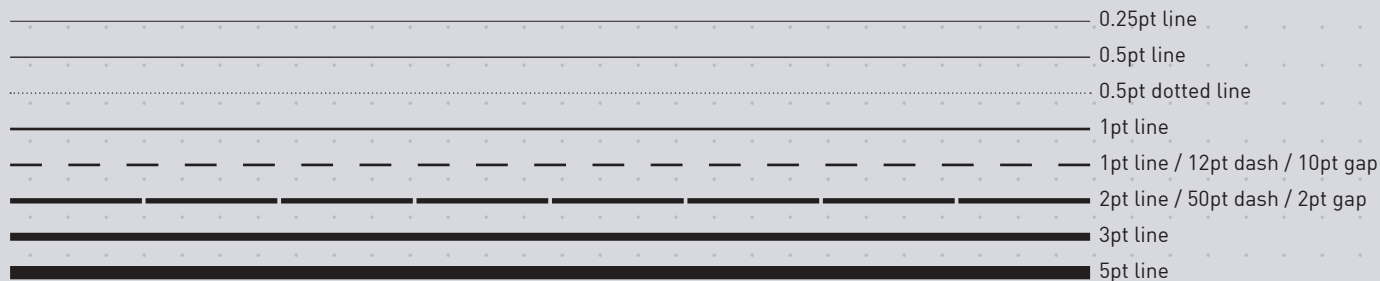
LAMINATION	A plastic film is heated onto the paper in either gloss, silk, matt or soft-touch finish.
GLOSS	Reflects light and adds to sharpness and saturation of images.
MATT	Non-glossy (dull), smooth finish, diffuses light and increases readability.
SATIN	In between gloss and matt. Provides some highlight but not as dull as matt.
SOFT-TOUCH	A 'soft feel' texture - short-napped velvet or smooth suede with almost no sheen.
UV VARNISH	Clear liquid shellac cured by ultraviolet light. Highlights by providing more shine than varnish.
SPOT UV	Applied to highlight discrete areas of a design, especially on matt surfaces.

MATT COATED	A smooth matt finish.
SILK FINISH	Slight polishing using heat, pressure and polished rollers.
TEXTURES AND FINISHES	A variety of textures and finishes can also be applied to paper both during the papermaking process (e.g. laid, feltmarked) and after (e.g. embossed papers).

TEXT SIZE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32pt

LINE THICKNESS



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