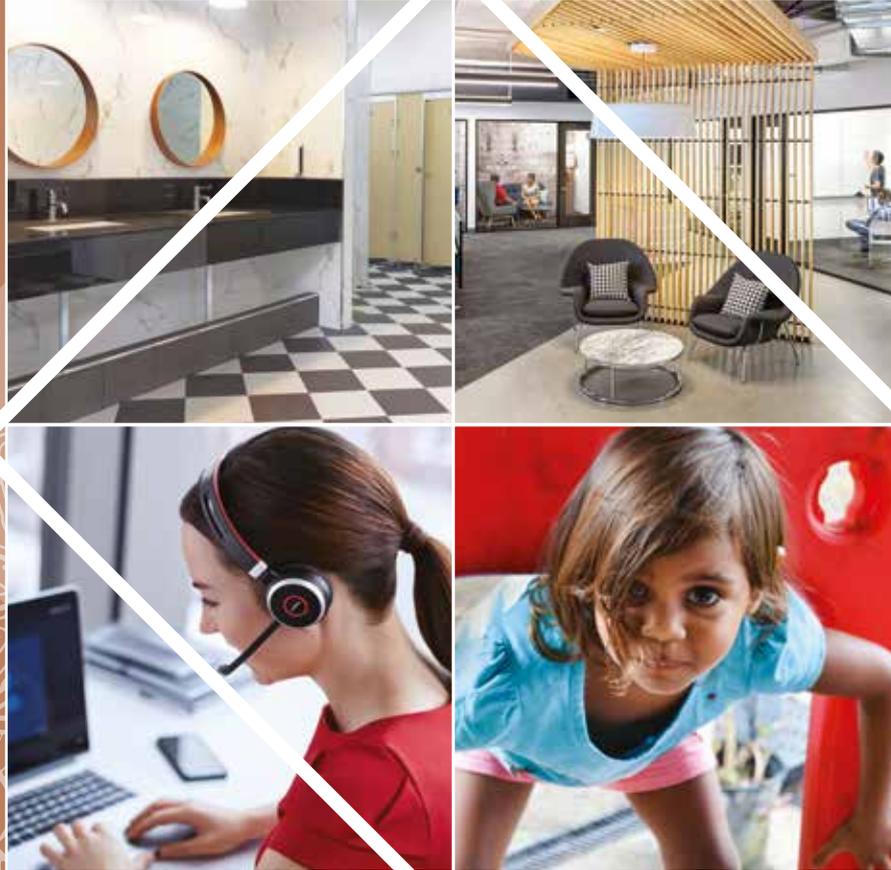




Grow Your Business with Print



Beautiful print, starts with great design

Great graphic design goes beyond aesthetics; it enhances communication, reinforces brand identity, and contributes to a positive and memorable experience for the audience. Whether it's a business card, brochure, or banner effective design is a key factor in the success of printed materials.

How we can help

- Re-brand solutions for any budget
- Marketing campaigns
- Integration across multiple channels
- Well-considered communication
- Experienced team with designing and prototyping for print
- Low-cost prepress to tidy up your existing artwork

Contact us

Chat to our team of professionals about how we can elevate your brand to the next level.



Ideas to grow your business with print

This guide is designed to spark ideas and help you imagine your brand applied to this collection of products. There is nothing better than holding a beautifully designed and manufactured tactile piece displaying your logo or product.

Business Cards	4
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Business Cards

A business card is often the first impression of a brand. It literally says who the person is, but it also says who and what the brand is. Good design can get you so far, but often it can be the weight, texture, size, shape and embellishments that can best represent a business. Make the most of the opportunity to impress!

Standard Business Cards



- 350gsm EcoStar Printed 1 or 2 Sides
100% Recycled, Uncoated Board



- 450+ Gloss Branding Card Printed 1 or 2 Sides
Gloss Laminated 2 Sides



- 350gsm Printed 1 or 2 Sides
Options for Matt Laminated 1 or 2 Sides or
Gloss Laminated 1 Side



Digital Business Cards

- 290gsm Natural Board Printed 1 or 2 Sides
- 325gsm Premium Uncoated Printed 1 or 2 Sides
- 350gsm Premium 2 Sided Linen Printed 1 or 2 Sides
- 350gsm Coated 1 Side Board Printed 1 or 2 Sides
Options for Matt or Gloss Laminated 1 Side
Perfect for loyalty or appointment cards
- 400gsm Artboard Printed 2 Sides New Velvet
Laminated 2 Sides with Metal Rose Gold 1 Side

Round Corner Business Cards

- 350gsm 90x55mm Printed 1 or 2 Sides
Matt Laminated 2 Sides
Options for either 3mm or 7mm Radius
Rounded Corners (4 Corners)
- 450+ 90x55mm Printed 1 or 2 Sides
New Velvet Laminated 2 Sides
Options for either 3mm or 7mm Radius
Rounded Corners (4 Corners)
- 450+ 90x55mm Printed 1 or 2 Sides
New Velvet Laminated 2 Sides with Spot UV 1 Side
Options for either 3mm or 7mm Radius
Rounded Corners (4 Corners)





450+ NV Branding Cards

Introducing new velvet: nv

A desire and yearning for a quality one does not possess. The brand is associated with qualities unfounded elsewhere, coveting desire from all. The center of attention, the eye of the storm, the magnetic force that draws and encapsulates all who see it. NV is a revolutionary force that invites you to succumb. Possess unparalleled luxury and vibrancy - be envious, be envied.

The Product

Create desire with our innovative soft New Velvet Laminate on 450+ Artboard.

Be Quality

Printed on durable 450+ Artboard. This revolutionary range introduces a never before seen dimension that is the next evolution from our Popular range.

Be Touched

Laminated with a luxurious soft touch that gifts unparalleled textile quality, the NV boasts velvet-smoothness, pleasurable to the senses.

Be Remembered

First impressions are everything. Achieve greater vibrancy and depth of colour through our high quality UV inks.

Be Envied

The NV range comes in a range of varieties. Each will redefine your professional style through intrigue and quality.



- 450+ NV Printed 1 or 2 Sides
New Velvet Laminate 2 Sides

Inspire, intrigue and yearning.

Discover new touch and create desire.

- 450+ NVU Printed 1 or 2 Sides
New Velvet Laminate 2 Sides with Spot UV 1 Side

Be the eye of the storm, the pinnacle of perfection and the focus of attention.

- 450+ NVS Printed 1 or 2 Sides
New Velvet Laminate 2 Sides with Scodix 1 Side

Succumb to the desire to possess.
Embrace stunning quality

- 450+ NVM Printed 1 or 2 Sides
New Velvet Laminate 2 Sides with Option of Metal Silver or Metal Gold 1 Side

Radiate luxury and distinction.
Be remembered.



Stationery

Stationery is a mark of professionalism and reliability for any organisation. Sending a letter, memo, invoice or note with a logo or personal mark is the best way to make an impression and make your brand more recognisable.

Letterhead

- **Suggested Stocks**

100gsm Laser, 120gsm Premium Uncoated, 100gsm EcoStar 100% Recycled
Standard Sizes A5, A4

Compliment Slips

- **Suggested Stocks**

100gsm Laser, 120gsm Premium Uncoated, 100gsm EcoStar 100% Recycled
Standard Sizes A6, DL

Envelopes

- **Standard Sizes**

DL (220x110mm)
DLX (235x120mm)
C5 (162x229mm)
C4 (229x234mm)
B4 (250x353mm)

Notepads

- **Suggested Stocks**

100gsm Laser, 120gsm Premium Uncoated, 100gsm EcoStar 100% Recycled
Standard Sizes A6, DL, A5, A4

Invoice Pads

- **Suggested Stocks**

100gsm Laser, 120gsm Premium Uncoated, 100gsm EcoStar 100% Recycled
Standard Sizes A5, A4

Desk Pads

- **Suggested Stocks**

100gsm Laser, 120gsm Premium Uncoated, 100gsm EcoStar 100% Recycled
Standard Sizes A3, A2



Presentation Folders

Available for any budget by ordering as few as 25 folders!

Presentation folders are a neat way to package materials together whilst displaying your branding. These can be personalised by inserting business cards into the supplied slots in the flaps and can tie a brand nicely together by using the same laminate or embellishment as your other stationery.



25 Standard Templates to Choose From
Contact us if you'd like to produce a custom shape

- Suggested Stock**

350gsm Artboard
350gsm EcoStar 100% Recycled

- Finishing Options**

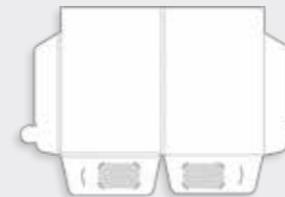
Gloss, Matt or NV Laminate (required for quantities less than 250)
Scodix
Spot UV
Metal Silver, Gold or Rose Gold

INTERLOCKING

A4 Pocket Folder with interlocking pocket with gusset options



2 Pocket options with or without gusset



GLUED OPTIONS

A4 Pocket Folder with glued pocket gusset options



3 Panel pocket options

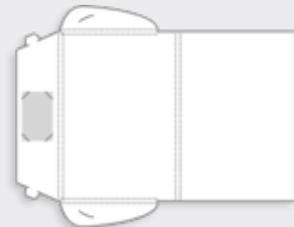


WALLET OPTIONS

DL Pocket folder with gusset



A4 Pocket pocket with gusset



Flyers

- Business Profiles
- Promotional Offers
- Vouchers
- Leave-Behind Notes
- Menus
- Product Guides
- Information Packs
- Real Estate

Standard Sizes & Stocks

DL, A6, A5, A4, A3
 115gsm Gloss
 150gsm Gloss
 170gsm Gloss
 170gsm Silk/Matt
 250gsm Gloss

Promote your business, products or special offers with what has been proven to still be the most effective format for communication.

Australia Post reports:

- 81%** of consumers open and read their mail immediately
- 74%** of Australians give mail their full attention
- 65%** of Australians read every piece of mail they receive



Postcards

- Tourist Postcards
- Invitations
- Vouchers
- Gift Cards
- Menus
- Thank You Cards
- Memorial Cards



Standard Sizes & Stocks

DL, A6, A5
 250gsm Gloss
 350gsm Artboard
 350gsm 1 Sided Coated Board
 350gsm EcoStar 100% Recycled

Brochures

- Takeaway Menus
- Product Guides
- Business Profiles
- Newsletters
- Information Brochures
- Instruction Manuals
- Real Estate Brochures

- **Standard Stocks & folded Sizes**

- A6, DL, A5, A4
- 100gsm Laser
- 115gsm Gloss
- 150gsm Gloss
- 170gsm Gloss
- 170gsm Silk/Matt
- 250gsm Gloss



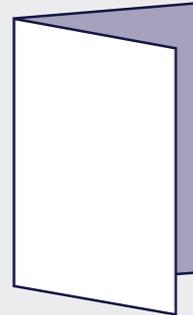
How do you want it folded?



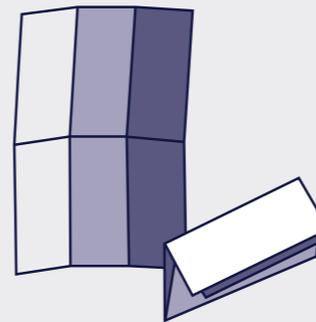
A4 Roll Fold to DL - 98/99/100mm



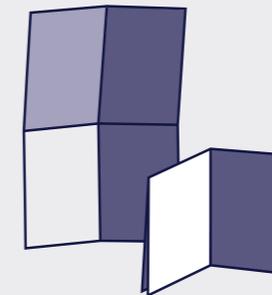
A4 Concertina Fold to DL



Fold in Half



A3 Crash Folded to DL



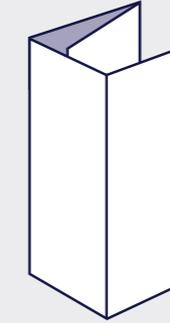
A3 Crash Folded to A5



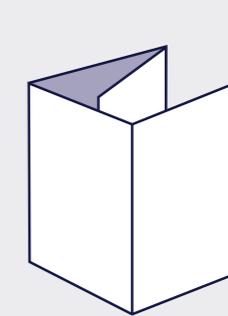
6PP A4 Roll Fold



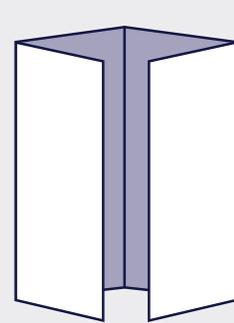
6PP A5 Roll Fold



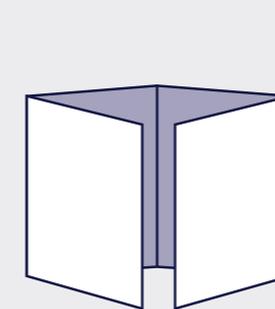
8PP Roll Fold to DL



8PP Roll Fold to A5



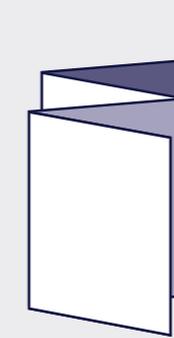
8PP Double Gate Fold to DL



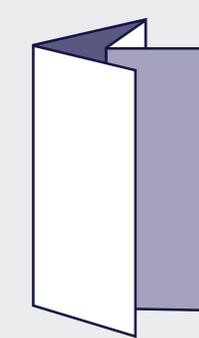
8PP Double Gate Fold to A5



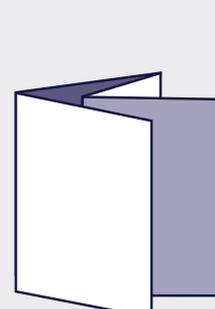
8PP Concertina Fold to DL



8PP Concertina Fold to A5



8PP Double Parallel Fold to DL



8PP Double Parallel Fold to A5

Something else?

We can do loads more! Just chat to us when creating your artwork to ensure it'll work and consider costs involved with distribution. Weight and size contribute to postage costs.

Posters

Ensure your brand, event or promotion is seen in vivid colour with our poster range. We have a variety of print methods to meet any budget, purpose or application.

- Event Posters
- Promotional Posters
- Sale Posters
- Hanging Posters
- Merchandising Posters
- Memorabilia
- Art Posters



Magnets

Functional and effective for sharing a message!

Magnets allow for visibility and longevity in high-traffic areas like the fridge door, whiteboards or vehicle doors without any application skill or leaving any adhesive residue behind. Magnets are often collected and kept on a fridge for their functional purpose for months or years, a prime piece of real estate for any brand.

- Save the Dates
- Business Cards
- Calendars
- Postcards
- Photos



Standard Sizes

- Business Cards (90x55mm)
- DL (99x210mm)
- Bookmark (55x210mm)
- Small Square (45x45mm)
- A6 (105x148mm)
- A5 (148x210mm)

Digital Posters

Standard Sizes: A3, A2

- 115gsm Gloss
- 150gsm Gloss
- 170gsm Gloss
- 170gsm Silk/Matt
- 250gsm Gloss
- 350gsm Artboard
- 400gsm Artboard

Offset Posters

Standard Sizes: A3, A2, A1

- 115gsm Gloss
- 150gsm Gloss
- 170gsm Gloss
- 170gsm Silk/Matt
- 250gsm Gloss
- 350gsm Artboard

Wide Format Posters

Standard Sizes: A1, A0, up to 1500x3000mm

- 200gsm Satin
- 200gsm Synthetic
- 440gsm Polyester
- Backlit Film
- Canvas
- 400gsm Artboard
- 1mm & 2mm Screen Board



Wide format printed magnets are a great way to take your message to the masses on a vehicle door without damaging the paint. Create a professional look for your client's business without them committing to an adhesive sign or vehicle wrap.

Die-Cut Promotional

These products use everyday utilities in our eyeline like door knobs, rear vision mirrors, table tops, shelves or fridge doors to promote products or special offers.

They take advantage of movement to swing, slide or wobble which draws attention to the printed item. The consumer can't help but touch, hold it and sometimes even play with the printed product whilst effectively taking in the messaging and branding.



Gift Card Holder

A wallet to envelope a gift or voucher card.



Coasters

Drink coasters printed wide format on absorbent beer matt board.



Door Hangers

Hang these on door handles or rear vision mirrors to get your message in the eyeline or hand of the consumer.



Circles

Various size circles to provide designs 'outside the square'.



Wobblers

A unique way to promote a product in a retail space using movement to draw attention. These are supplied standard with adhesive to apply to the intended surface.



Voucher Card

A flyer with a built in tear-off voucher card, perfect for mailouts.

Calendars

Even in a world where most people's diaries live in their pocket, printed wall or desktop calendars are still extremely popular.

They are a great promotional piece for businesses, charities or sporting teams where a brand can be visible and front of mind for 12 months of the year. They are also fantastic ways to showcase beautiful artwork for talented painters and illustrators.

- DL Fridge Calendars
- Desktop Tent Calendars
- Desktop Wiro Bound Calendars
- Wall Calendars - Wire Binding
- Wall Calendars - Saddle Stitched

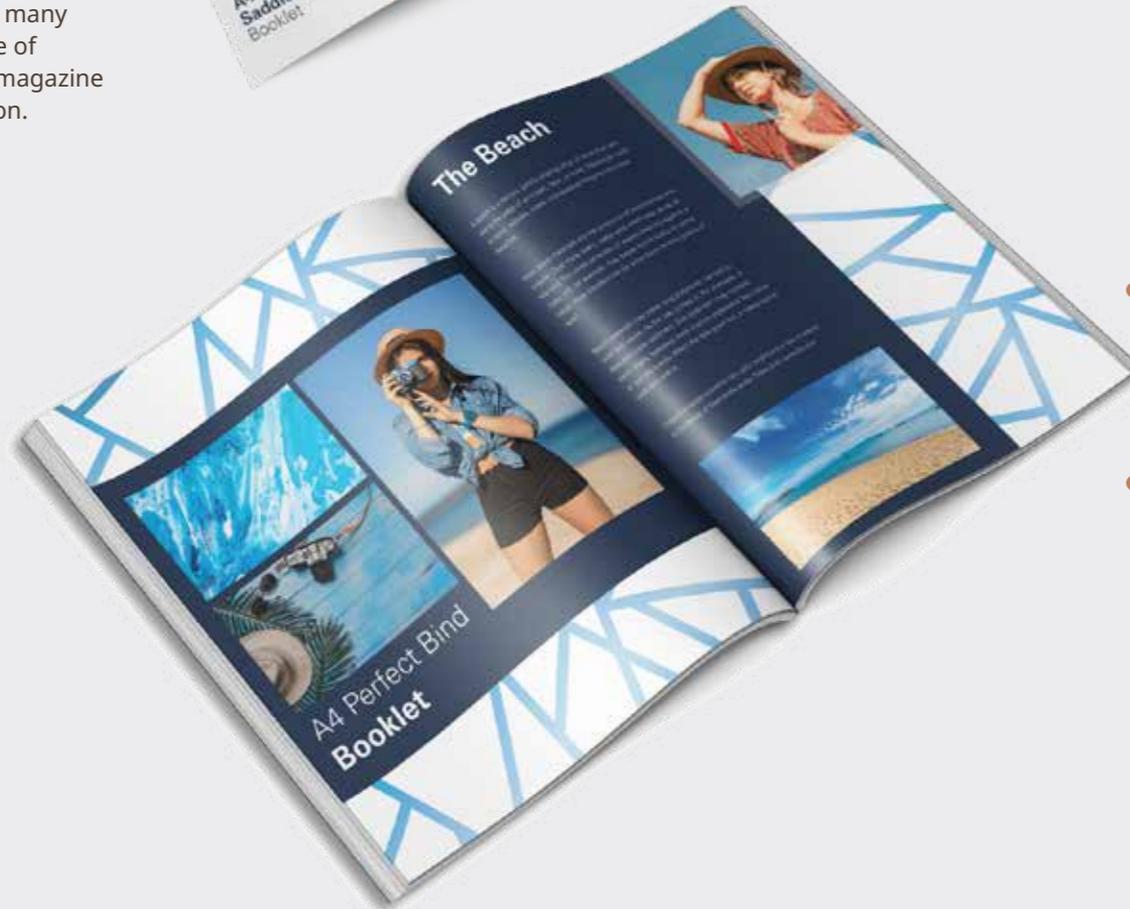


Booklets

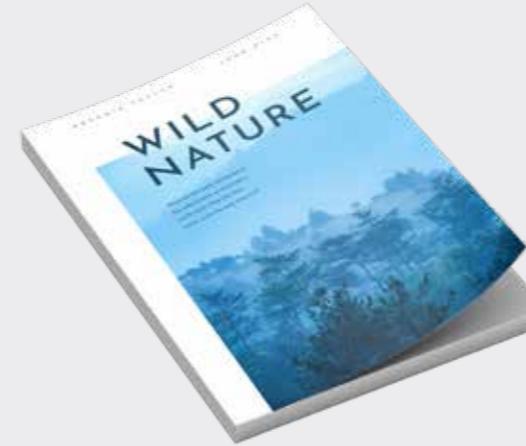
Booklets are a fantastic way to provide a premium messaging experience.

The weighty nature of a booklet embraces the tactile advantage of print, where many consumers still prefer the experience of flicking through a well put together magazine or annual report, over a digital version.

- School Yearbooks
- Diaries
- Journals
- Self-Published Books
- Catalogues
- Magazines
- Annual Reports
- Photo Books
- Manuals
- Calendars



Finishing Options:



Perfect Binding – PUR

- Standard finished Sizes

DL, A5, A4 (Portrait or Landscape)
Custom sizes also available

- Suggested paper stocks for the text pages:

100gsm Laser
100gsm EcoStar 100% Recycled Uncoated
115gsm Gloss
120gsm Laser
128gsm Gloss or Silk/Matt
140gsm EcoStar 100% Recycled Uncoated
150gsm Laser
150gsm Gloss or Silk/Matt
170gsm Gloss or Silk/Matt

Saddle Staple

- Suggested paper stocks for the cover:

250gsm Gloss or Silk/Matt
300gsm Gloss or Silk/Matt
300gsm Laser
350gsm Artboard
350gsm EcoStar 100% Recycled Uncoated

- Cover embellishment options:

Scodix
Spot UV
Metal Gold, Silver or Rose

Wiro Bound

Stickers

Our printed adhesives provide a broad range of materials to suit various industries and requirements.

- **Industrial Stickers**

Utilise our more durable vinyl stocks for more robust requirements in industrial environments.



- **Transparent with White Ink**

Printing with white ink is quite unique to the industry. It allows for reversing the image on clear stock so the image reads correctly outside a window, when adhered to the inside. Applying a layer of white ink provides the print with a bolder, more opaque finish.



- **Custom Cut Shapes**

Almost all our adhesive stocks can be cut to any custom shape. From basic circles to Kiss-cut detailed letters, if you supply a dieline we'll cut it.



- **Promotional & Bumper Stickers**

Low-cost promotional stickers for sporting, community clubs or event marketing. Monomeric Vinyl is suitable for 2-year outdoor use. Polymeric is more durable and lasts 5 years outdoor with a Polymeric laminate.



Roll Labels

Packaging plays a vital role in capturing the attention of customers and effectively communicating essential information about a product. Among the various components of packaging, printed labels stand out as powerful tools that not only enhance the visual appeal, but also convey vital details.

- **Product Packaging Labels**

- **Branding Seals**

- **Food Labels**

- **Wine Labels**

- **Spirit Labels**

- **Beer Labels**

- **Water/Juice Labels**

- **Cosmetic Labels**

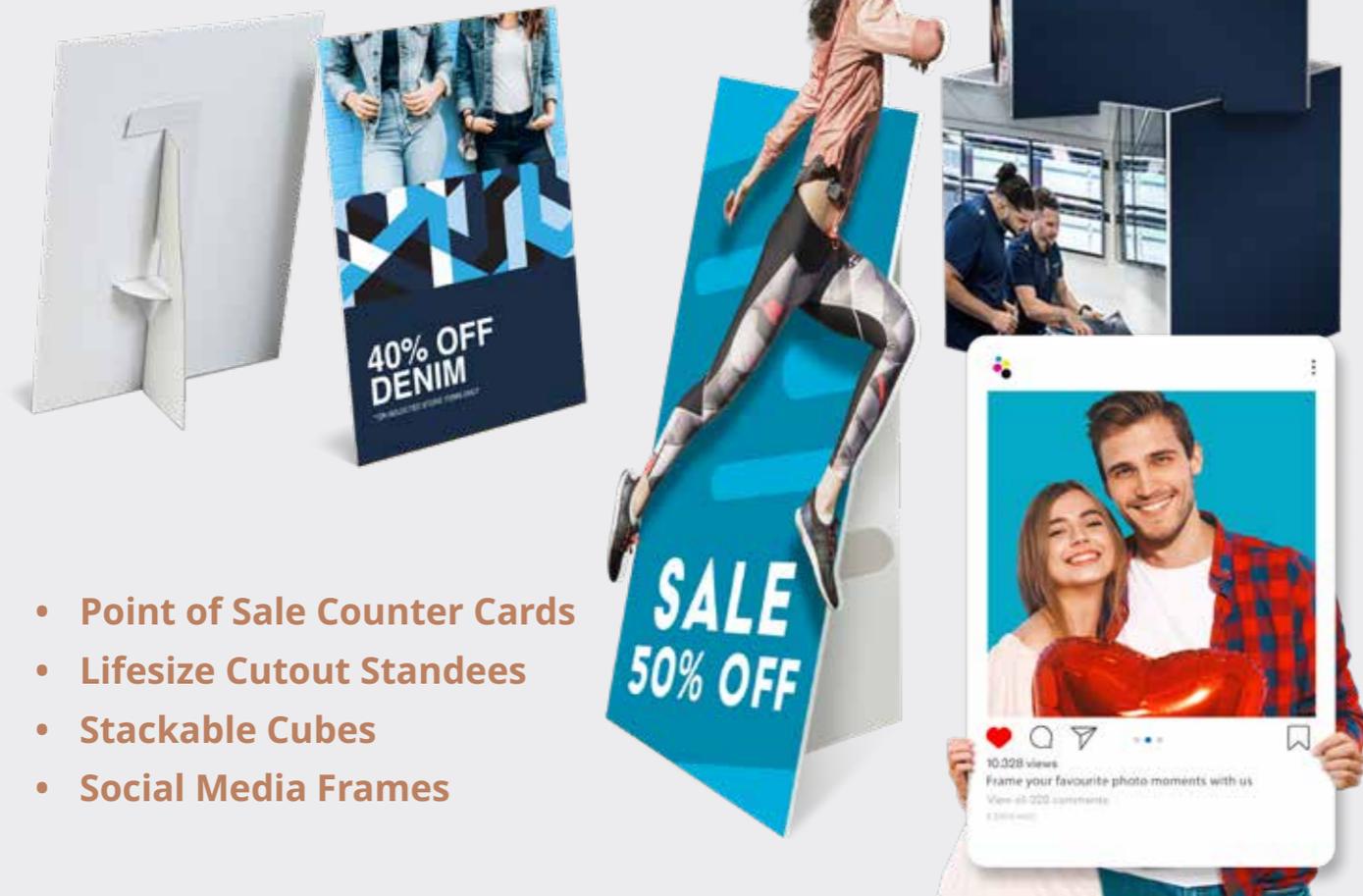
- **Delivery Labels**

- **Giveaway Stickers**



Point of Sale

Provide visual impact in high consumer traffic areas with these point of sale display products.



- Point of Sale Counter Cards
- Lifesize Cutout Standees
- Stackable Cubes
- Social Media Frames

Packaging

A nicely packaged product says everything about the brand and the quality of the item inside. The carton, sleeve or pouch is often the first touchpoint in the emotional engagement with the product inside. It's all part of the experience and story you want to tell about a physical item and ultimately the brand behind it.

- Folded Cartons
- Shippers
- Sleeves
- Promotional Wine Boxes



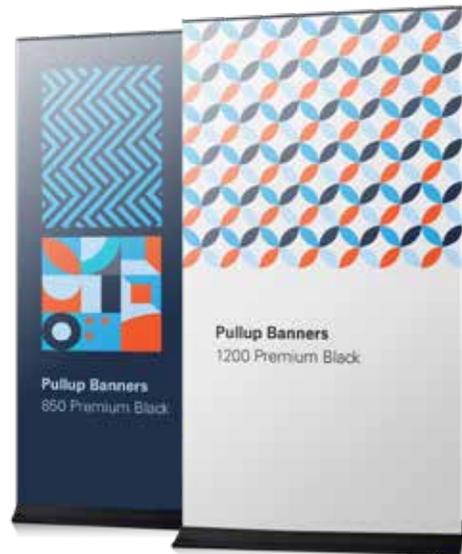
Pull Up Banners

Make sure your brand or product offering is seen at events and in public spaces with our wide format printed banners.



- **Standard Pull Up Banners**

- 600 Model
- 850 Model
- 1200 Model



- **Premium Pull Up Banners**

- 850 Model
- 1200 Model



- **Extra Wide Pull Up Banners (Media Walls)**

- 1.8m Wide
- 2.4m Wide



- **X-Frame Banners**

- 600x1600mm

X-Frames & Outdoor Banners



- **Outdoor Banners**

- 610gsm Polyester
- 300gsm Banner Mesh

A-Frames & Bollard Covers



- **Metal A-Frames with 5mm TEKflute inserts**

600x900mm

Ideal for footpath and roadside signage with enough weight and durability in the unit to withstand outdoor weather conditions.

- **Temporary A-Frames 3mm TEKflute**

600x900mm

A low-cost free-standing sign for short term use. Great for election polling booths or other single day events.



- **Bollard Tri-fold Cover 3mm TEKflute**

270x1000mm

Designed to cover bollards or pylons to brighten up a dull object with a marketing opportunity. Often used at service stations at the fuel pumps.



Things to consider when ordering signage

- Indoor or outdoor conditions
 - Weather and/or UV exposure
 - Size – make sure the message is clear enough to read from the intended distance
 - Transportation – does it need to pack small/light for a flight or small vehicle?
 - Repeated use – does it need to pack up and be used again?
 - Surfaces and fixings you have available to adhere to or hang from
 - If nothing to fix to, then can it be free-standing?
 - Intended life-span of the sign
 - Skill-level of the installer
- Where possible please provide us this information when you request a quote.**

Rigid Signs



- **Directional Event Signs**

Temporary and durable event signs are a must to make sure patrons are heading in the right direction.



- **Work Site/Safety Signs**

Whether it be for safety or council compliance, these durable outdoor signs are required for every construction or manufacturing site.



- **Election Signs**

A staple for every election campaign. These are cost effective signage solutions for outdoor use.



- **Permanent Shop Signs**

Shop hoardings or outdoor permanent building signs, our TEKbond is best suited for long term outdoor use.



- **Wedding/Event Seating Plan & Welcome Signs**

A must for any couple's special day, these signs are great cost-effective indoor solutions to provide a great print result.

Adhesive Signs

- **Temporary, Permanent and Hi-Tack Signage**

Public or commercial space branding



- **Window Graphics**

Applied outside the window



- **Transparent with White Ink**

Applied inside the window

Adhesive solutions for your signage are highly effective visually and have a relatively low material cost.

Things we recommend before you order an adhesive sign:

Ensure your design is high enough resolution to print at large scale

Ensure your intended application surface will hold the adhesive material (we suggest sample stock swatches)

Chat to our team about installation options or seek a qualified installer - application can be difficult if you don't have prior experience



- **Non-Slip Floor Graphics**

Permanent or temporary application. P3 non-slip rating



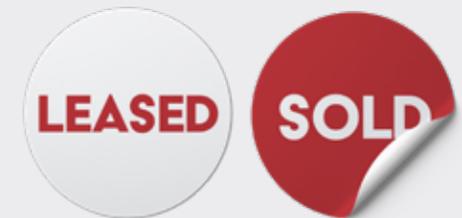
- **Wallpaper**

Low-tack repositionable easy apply material. Great for retail displays or interior decorating



- **Custom Cut Shapes**

Lettering or shapes cut to be applied around contours



- **Real Estate**

Short-term outdoor blackout vinyl adhesive

Embellishment Options



Scodix

Scodix is a raised gloss embellishment that lays on top of a laminated board stock. This literally heightens the appearance of bold graphics or creates amazing textures when applied in a pattern. When combined with new velvet laminate Scodix screams luxury and simply cannot be walked past without touching it and asking "What is that and where can I get it?"



Spot UV

A flat gloss varnish that provides an elegant enhancement of the selected area it is applied to. Against a NV laminate it creates a visually pleasing contrast.



Metal

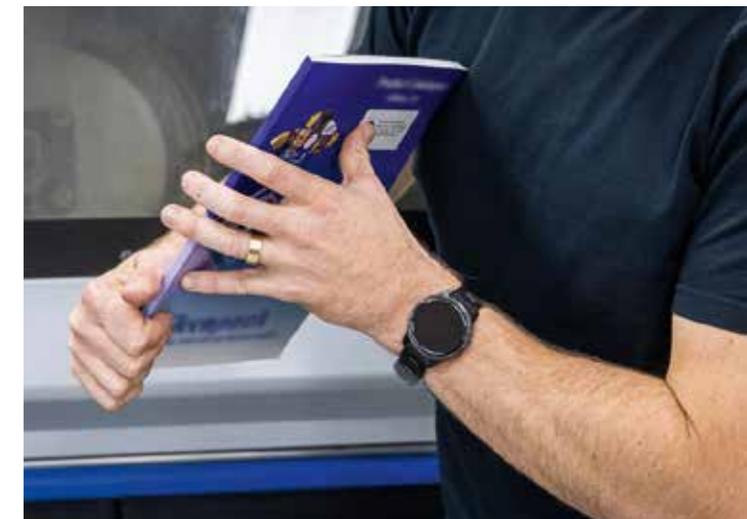
Metal takes the prestige of Scodix to a whole new level by applying a foil on top of the raised elements. Available in 3 colours; gold, silver and rose gold, this application is perfect for occasions or branding that need a touch of premium elegance or to bring the bling!



Finishing Options

Finishing refers to the manufacturing process that follows the printing of the substrate. We provide a broad range of finishing options to transform a flat printed graphic into a functional, complete product.

- Laminating
- Embellishment
- Folding
- Die-Cutting
- Perforating
- Guillotining
- Scoring
- Drilling
- Round Cornering
- Router Cutting
- Saddle Stapling
- Perfect Binding
- Wire Binding
- Padding
- Mounting
- Strutting
- Patch Magnets
- Gluing/Double-sided Taping
- Banding/Shrink Wrapping
- Eyelets



Why Print?

I know you are thinking, "Do I really need to spend money on printed collateral when I have digital channels I can utilise?"

Digital is obviously important and can work well with an integrated print campaign, but please consider the following before making your decision:

Tangibility: Print materials are physical, allowing for a tactile experience that can create a stronger connection with the audience. People can hold, flip through, and even keep print materials, which can leave a lasting impression.

Credibility: Print often carries a sense of authority and legitimacy. In an age where digital content can be easily manipulated or falsified, printed materials can be perceived as more trustworthy and credible.

Less Competition: With the proliferation of digital marketing channels, print materials may face less competition for attention. In some cases, this can result in higher visibility and engagement with the target audience.

Targeted Reach: Print materials can be strategically distributed to specific locations or demographics, allowing for precise targeting of the intended audience. For example, local newspapers or magazines can effectively reach a geographically defined audience.

Brand Image: Well-designed print materials can enhance a brand's image and convey a sense of quality and professionalism. The physical nature of print allows for creative design elements that may not be fully appreciated in a digital format.

Print is greener than you think

Our paper comes from sustainably managed forests where the cycle of planting, growing and logging is carefully controlled.

Paper is one of the most recycled products in the world.

Paper is one of the few truly sustainable products. Paper is based on wood, a natural and renewable material. As trees grow they absorb CO² from the atmosphere. Furthermore, as a wood product, paper also continues to store carbon throughout its lifetime.

Most of the energy used is renewable and carbon intensity is relatively low.

The Information & Communications Technology industry accounts for around 2.5-3% of global greenhouse gas emissions and this is predicted to rise to 14% by 2040. Compare this to the paper and printing sector, which is one of the lowest industrial emitters of greenhouse gases, accounting for less than 1% of all EU greenhouse gas emissions (around 4% of all manufacturing emissions).

Data sourced from www.twosides.info

Why MOS?



Australia's Largest First Nations Majority Owned Office Products Supplier with the Best Range.

In 2012, Mitchell Ross, a proud Bidjigal man, founded Muru Group to make a lasting difference for First Nations peoples and became a catalyst for positive change and a pathway to a bright future. In 2014, Muru Group partnered with COS to form Muru Office Supplies (MOS) – a majority First Nations owned and operated workplace products supplier.

Creating Pathways

Muru means 'pathway' in the language of the coastal Sydney region. Our vision is to create a pathway for future generations of Indigenous people. Every Muru Group purchase you make provides direct support to First Nations communities around Australia.



Indigenous Owned

We are a majority Aboriginal owned, controlled, and operated company. We also pay taxes to support all Australians



Indigenous Spend

100% of your purchases count towards Indigenous targets. In addition, we can help with reporting



Giving Back

A percentage of every dollar you spend on office supplies is donated to Indigenous programs across Australia



Indigenous Employment

We are passionate about employing Indigenous people. As a result, over 80% of our team are Indigenous



National Reach

We offer next day delivery to metro areas nationally across Australia. In other words, we have got you covered



Customer Experience

We are all about the customer experience! Above all, providing a friendly face or voice to support you.



OFFICE SUPPLIES

Powered by COS®



muruoffice.com.au



1300 24 20 74



[customerservice@
muruoffice.com.au](mailto:customerservice@muruoffice.com.au)