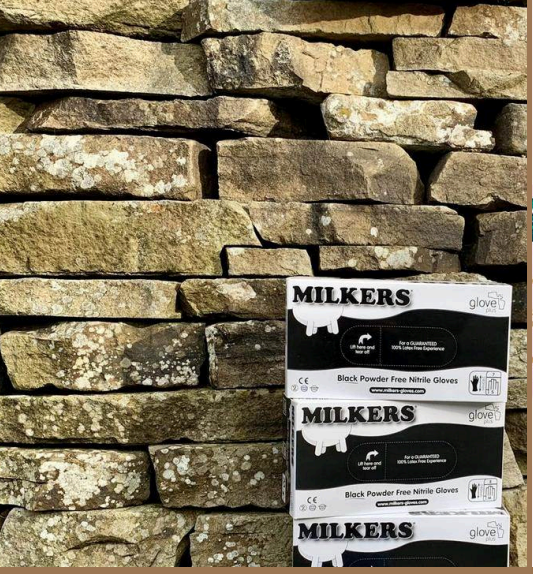












DESIGN&PRINT
GRAPHIC DESIGN STUDIO
& PRINT CONSULTANCY

A SECTOR GUIDE · BY DESIGN & PRINT

RETAIL AND E-COMMERCE BRANDS

Looks like a brand. Retail brands need print that looks consistent in store and in the post. Design & Print supplies leaflets, packaging, labels and point-of-sale for high-street and online brands.

Call 0161 4424439 • Email hello@designandprint.studio
Visit Dale House, Tiviot Dale, Stockport SK1 1TA

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HOW TO USE THIS GUIDE

Read it from start to finish, or dip into the sections that matter most to you. Where a page on our website goes into more detail you will find a QR code and the web address. Point your phone camera at the code to open it. A complete index at the back lists every topic with its page numbers.



RETAIL AND E-COMMERCE BRANDS

LOOKS LIKE A BRAND

Retail brands need print that looks consistent in store and in the post. Design & Print supplies leaflets, packaging, labels and point-of-sale for high-street and online brands.

How we help retail: one person designs, proofs and manages your print, so you brief once and finished work arrives on time. Call the studio 0161 442 4439 Request a quote

BRAND ON EVERY TOUCHPOINT	Packaging, tags and signage that match.
SEASONAL FLEXIBILITY	Quick updates for sales, launches and gift periods.
ONLINE TO IN-STORE	Consistent look between your website and the shop.

Talk to Phil about your project.
For a quote ring **0161 442 4439** or visit
designandprint.studio/sectors/retail-and-e-commerce-brands

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01

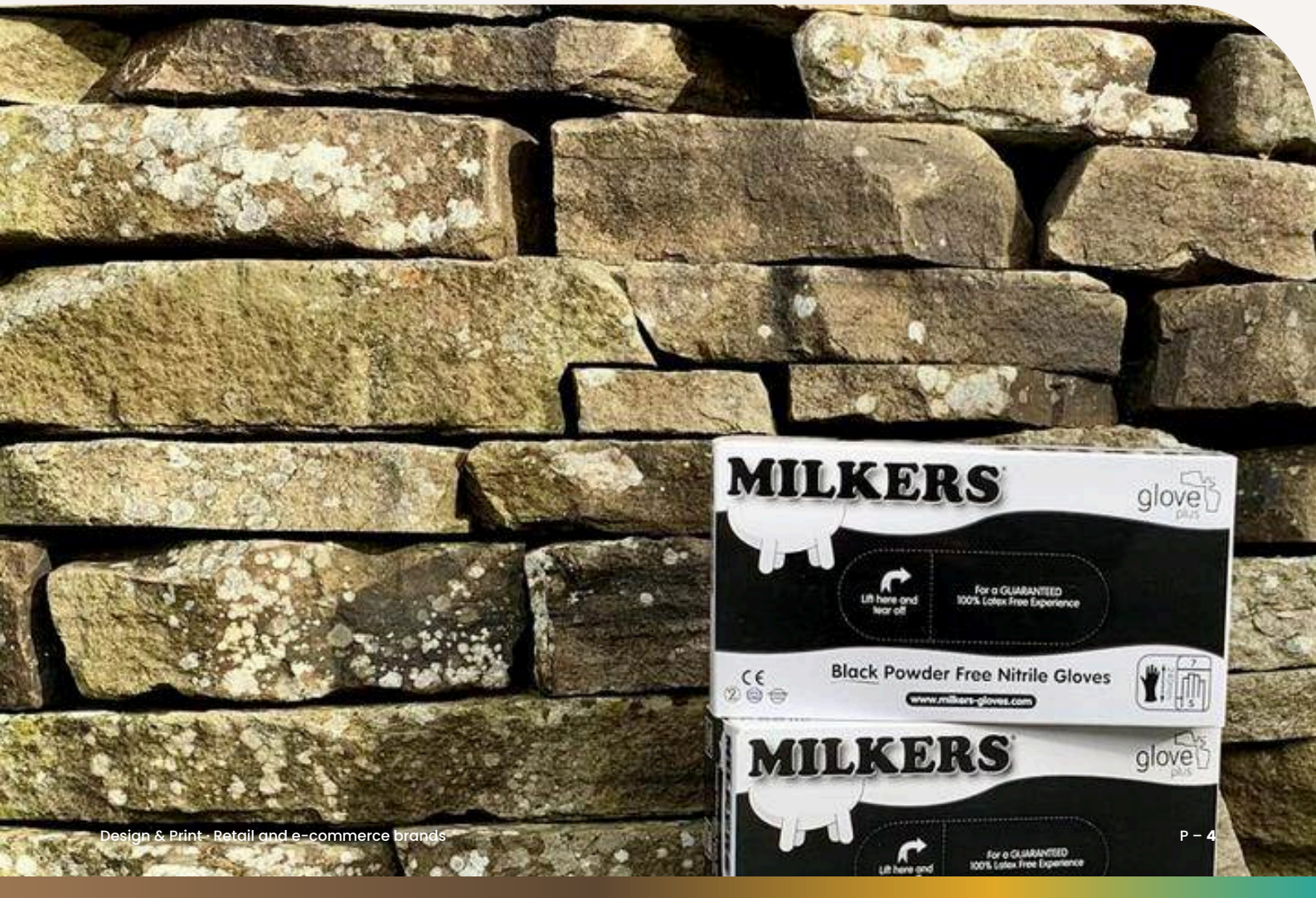
SECTION ONE

HOW WE HELP

Why retail and e-commerce brands use Design & Print, and how a job runs.

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HOW WE HELP RETAIL AND E-COMMERCE BRANDS

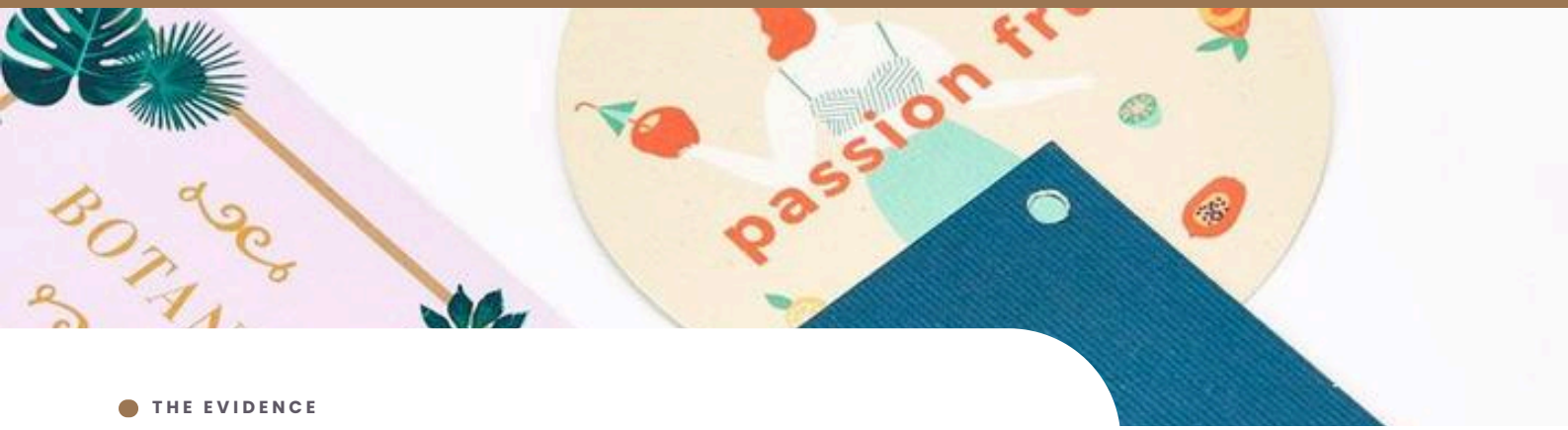
PRINT THAT LOOKS LIKE A BRAND

Packaging, tags and signs that make your shop look like a brand.

Retail customers decide quickly. Packaging, labels, hang tags and shop signage carry your brand into the shop, into the home and onto social media. Design & Print designs and manages print for independents, boutiques and online brands, in quantities that suit you.

We advise on finishes and materials, help your artwork travel from screen to shelf, and keep it stored for seasonal reorders. One contact manages proofing and delivery so your launch dates hold.

Send Phil your brief.
For a quote ring **0161 442 4439** or visit
designandprint.studio/contact

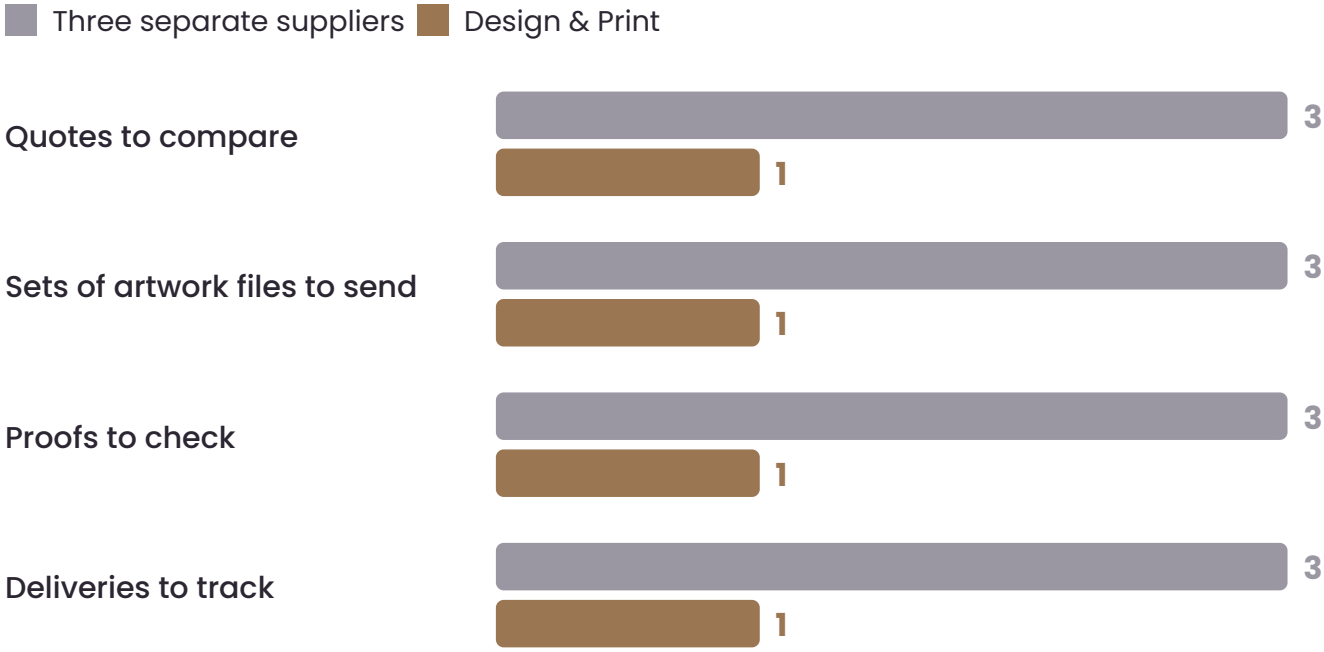


THE EVIDENCE

ONE STUDIO IS SIMPLER

A set of print items can mean a designer, a printer and sometimes a sign maker or clothing supplier. This chart shows how Design & Print simplify that.

Your workload on a job needing three print items



An illustration of the typical pattern, not measured data.

Want one person to look after it all?
For a quote ring **0161 442 4439** or visit
designandprint.studio/contact

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02

SECTION TWO

WHAT TO BUY

The products ordered most often, and the ones that go together.

WHAT IS COMMONLY BOUGHT 8–9

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PRODUCTS COMMONLY BOUGHT BY RETAIL AND E-COMMERCE BRANDS

WHAT IS BOUGHT AND WHY

These are the products customers in this sector order most often, and the reason each one earns its place.

GIFT TAGS

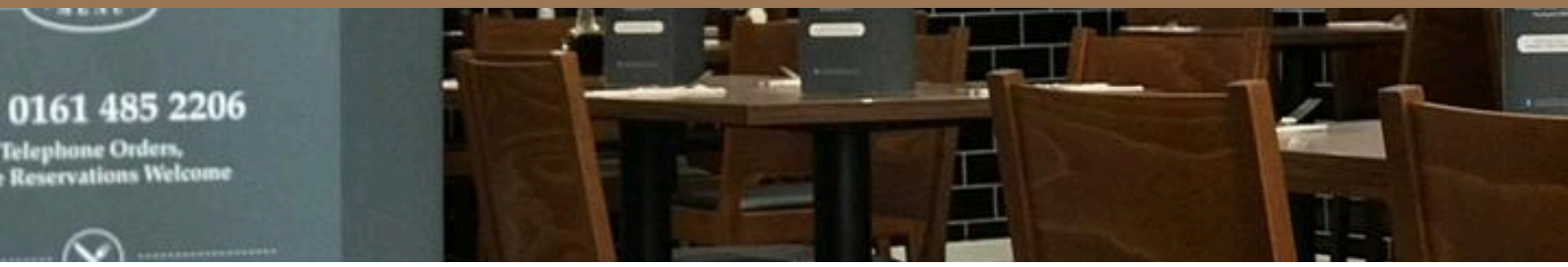
Suits: Clothing, accessories and gift lines.
Why it works: A hang tag carries the price, the story and the brand, and makes a product look finished on the rail.

PRINTED BOXES AND PACKAGING

Suits: E-commerce brands and boutiques shipping orders.
Why it works: Printed boxes turn unboxing into marketing, and customers share what looks good.

CUSTOM SHAPE STICKERS AND LABELS

Suits: Seals, labels and promotional extras.
Why it works: Custom shapes make small items look special, and stickers are cheap enough to include in every order.



WHAT IS COMMONLY BOUGHT · CONTINUED

PAPER BAGS

Suits: Shop counters and market stalls.
Why it works: A printed bag carries your name wherever the customer goes.

TABLE TALKERS

Suits: Counters, windows and shelves.
Why it works: Small signs and counter cards sell the offer at the point of purchase.

POSTERS

Suits: Sales, launches and window campaigns.
Why it works: A large poster in the window tells passers-by what is new, and can be swapped quickly for each campaign.

See printed products online.
For a quote ring **0161 442 4439** or visit
designandprint.studio/products



PRODUCTS RETAIL AND E-COMMERCE BRANDS ORDER TOGETHER

PRODUCTS THAT WORK TOGETHER

Print works hardest as a set. These pairings come up again and again, and each one is easier when the same person looks after both.

GIFT TAGS + CUSTOM SHAPE STICKERS AND LABELS	Stickers close boxes and bags, and match the tags on the garments.
PRINTED BOXES AND PACKAGING + BUSINESS CARDS	Tuck a business card or thank-you card into every parcel.
PAPER BAGS + GIFT TAGS	A matching gift tag turns a purchase into a ready-to-give gift.
TABLE TALKERS + POSTERS	A window poster repeats the offer that is on the counter.

Download the Product & Services Catalogue.
For a quote ring **0161 442 4439** or visit
designandprint.studio/downloads

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03

SECTION THREE

PROOF AND ANSWERS

Recent work, what customers say and your questions answered.

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WHAT CUSTOMERS SAY 13

QUESTIONS AND ANSWERS 14



RECENT WORK FOR THIS SECTOR

Examples of design and print produced by the Stockport studio. Many of these jobs were started with a short conversation and a rough idea.



Milkers Retail boxes for black nitrile gloves.



Château Rose Hang tags.

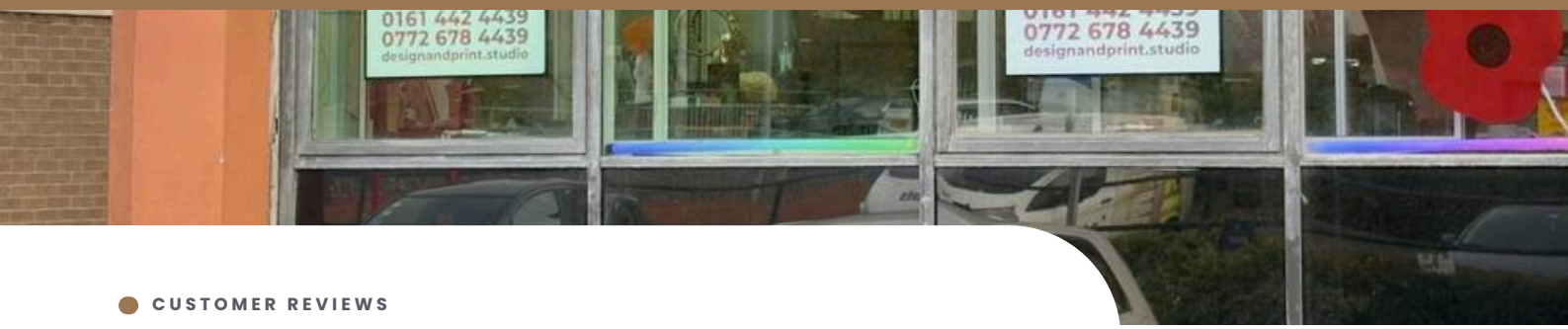


Art on Scarves Tube packaging and labels.



Kingfisher Health Club A-board pavement sign for a health club.

Start a similar project.
For a quote ring **0161 442 4439** or visit
designandprint.studio/sectors/retail-and-e-commerce-brands



CUSTOMER REVIEWS

WHAT CUSTOMERS SAY ABOUT PHIL

These are comments from Design & Print customers, taken from Google reviews and messages, in their own words.

"Absolutely amazing service. Honestly so impressed. Super fast delivery and when DPD mucked up my second delivery he actually hand delivered them the same day as he knew I needed them."

MEL, MEL'S COMPANION SERVICE

"I wanted to give the team something they would genuinely be proud to use, and Phil absolutely delivered. The quality is fantastic, they look incredibly professional, and the attention to detail was spot on."

LOUISE ECCLES, BNI EXECUTIVE DIRECTOR

"Phil genuinely cares about matching people to the correct products and guides them through each step. Fantastic service, very thorough and professional."

MEGAN

"Phil is great to work with. He printed some postcards for me. Perfect results and on time. 100% recommended."

KATIE COOMBES, DIRECTOR AT PROJECT2

Read more about Phil and his customers.
For a quote ring **0161 442 4439** or visit
designandprint.studio/about-phil



FAQS

QUICK ANSWERS TO COMMON QUESTIONS

WHAT PRINT DO SHOPS AND E-COMMERCE BRANDS USE?

Packaging, labels, swing tags, shopping bags, in-store signage, counter cards, leaflets, stickers and branded merchandise.

CAN YOU PRODUCE PACKAGING AND TAGS FOR PRODUCTS?

Yes. Tags, labels, stickers and printed packaging can be designed and produced in the quantities you need. Tell Phil the product and he will recommend a size and stock.

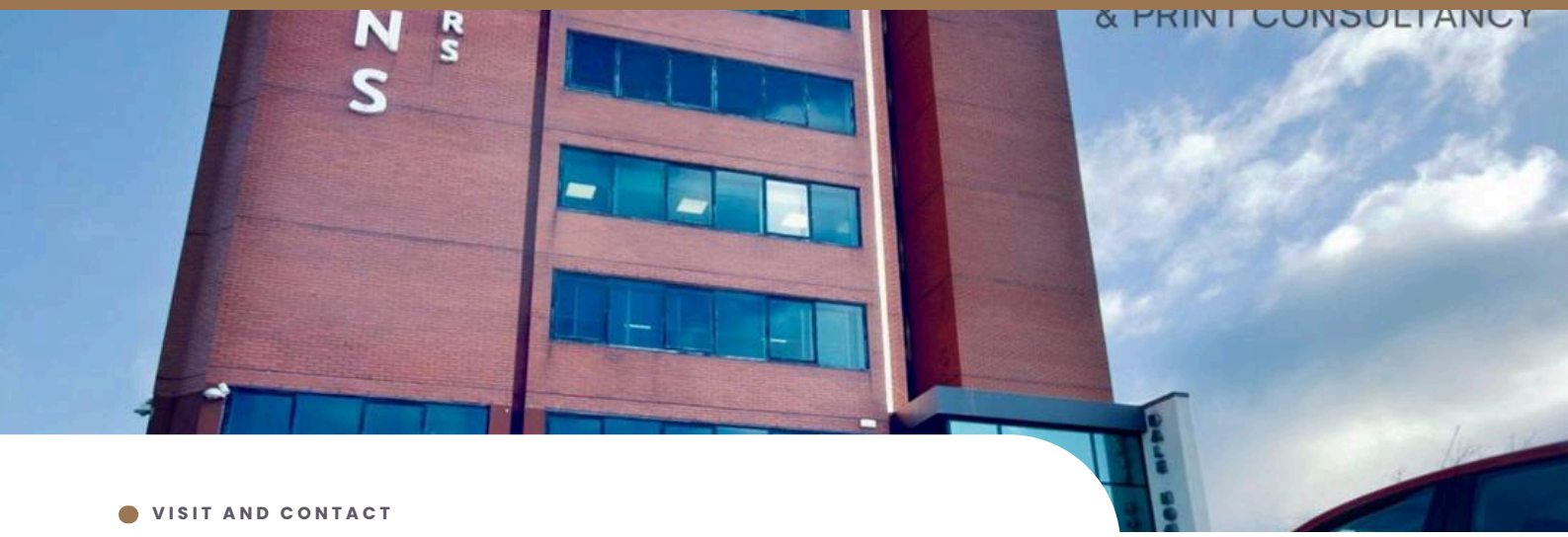
CAN YOU PRODUCE IN-STORE SIGNAGE AND COUNTER CARDS?

Yes. Counter cards, point-of-sale, posters and rigid signs are available, as we produced for Adidas Stores UK.

CAN YOU PRODUCE PATIENT AND CUSTOMER INFORMATION LEAFLETS?

Yes. We have produced information leaflets for Specsavers. Phil will advise on size, fold and stock for your message.

More questions? See our online FAQ.
For a quote ring **0161 442 4439** or visit
designandprint.studio/sectors/retail-and-e-commerce-brands



VISIT AND CONTACT

COME AND SAY HELLO

Design & Print is based at Dale House in the centre of Stockport, close to the train station, and Phil is always happy to talk about your project in person.

FIND US

Suite 13, Ground Floor, Dale House, Tiviot Dale, Stockport SK1 1TA

CONTACT

Landline 0161 442 4439
Mobile and WhatsApp 0772 678 4439
hello@designandprint.studio

OPENING HOURS

Monday 6am to 3pm
Tuesday and Wednesday 8.30am to 5pm
Thursday 11am to 3pm
Friday 8.30am to 5pm
Second Saturday of the month 10am to 4pm
Sunday by appointment only

Thursday mornings, 6.30am to 10am, are with BNI Royal. Walk-ins are welcome, but an appointment is recommended as Phil may be on a site visit or in a meeting.

Book a visit or ask for a quote.
For a quote ring **0161 442 4439** or visit
designandprint.studio/contact

SCAN TO SEE MORE ONLINE

Point your phone camera at any code to open that page. The web address is printed under each one so you can also type it in.

Retail and e-commerce brands
designandprint.studio/sectors/retail-and-e-commerce-brands

All sectors
designandprint.studio/sectors

Printed products
designandprint.studio/products

Downloads
designandprint.studio/downloads

Our work
designandprint.studio/work

Graphic design
designandprint.studio/graphic-design

Print consultancy
designandprint.studio/print

Branding
designandprint.studio/branding

FAQs
designandprint.studio/faq

About Phil
designandprint.studio/about-phil

Contact and quote
designandprint.studio/contact

Help guides
designandprint.studio/help

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READY WHEN YOU ARE

TALK TO PHIL ABOUT PRINT FOR **RETAIL**

For a quote ring 0161 442 4439, send a message on WhatsApp on 0772 678 4439, or visit the studio at Dale House in Stockport town centre.

SCAN FOR MORE ONLINE

hello@designandprint.studio
Suite 13, Ground Floor, Dale House
Tiviot Dale, Stockport SK1 1TA



