



XEROX IS DELIGHTED TO SUPPORT
CREATIVE SOLUTIONS



CREATIVE CHAMPION 1: INKLING PRINT SOLUTIONS



THIS IS INKLING PRINT!

One of the best examples of companies that strive for creative perfection is our first champion – Inking Print Solutions.

Inspirational, exciting, fun, friendly and above all, a true passion for this industry and what it can provide to customers. Great ideas, great print, and above all great service.

Based in Edenbridge, Kent, Inking was formed at the beginning of 2017; this is still a young company, but one where bright ideas abound. It offers everything from creative digital print, offset, wide format, garment printing, laser cutting, and even digital foiling, which means that clients can benefit from the inclusion of personalised foil for a range of exciting and eye catching projects.

The company can also help with a range of fulfilment ideas – from producing and managing direct mail marketing to handling complex pick and pack multinational campaigns – all carried out with that service that offers something special to each and every client.

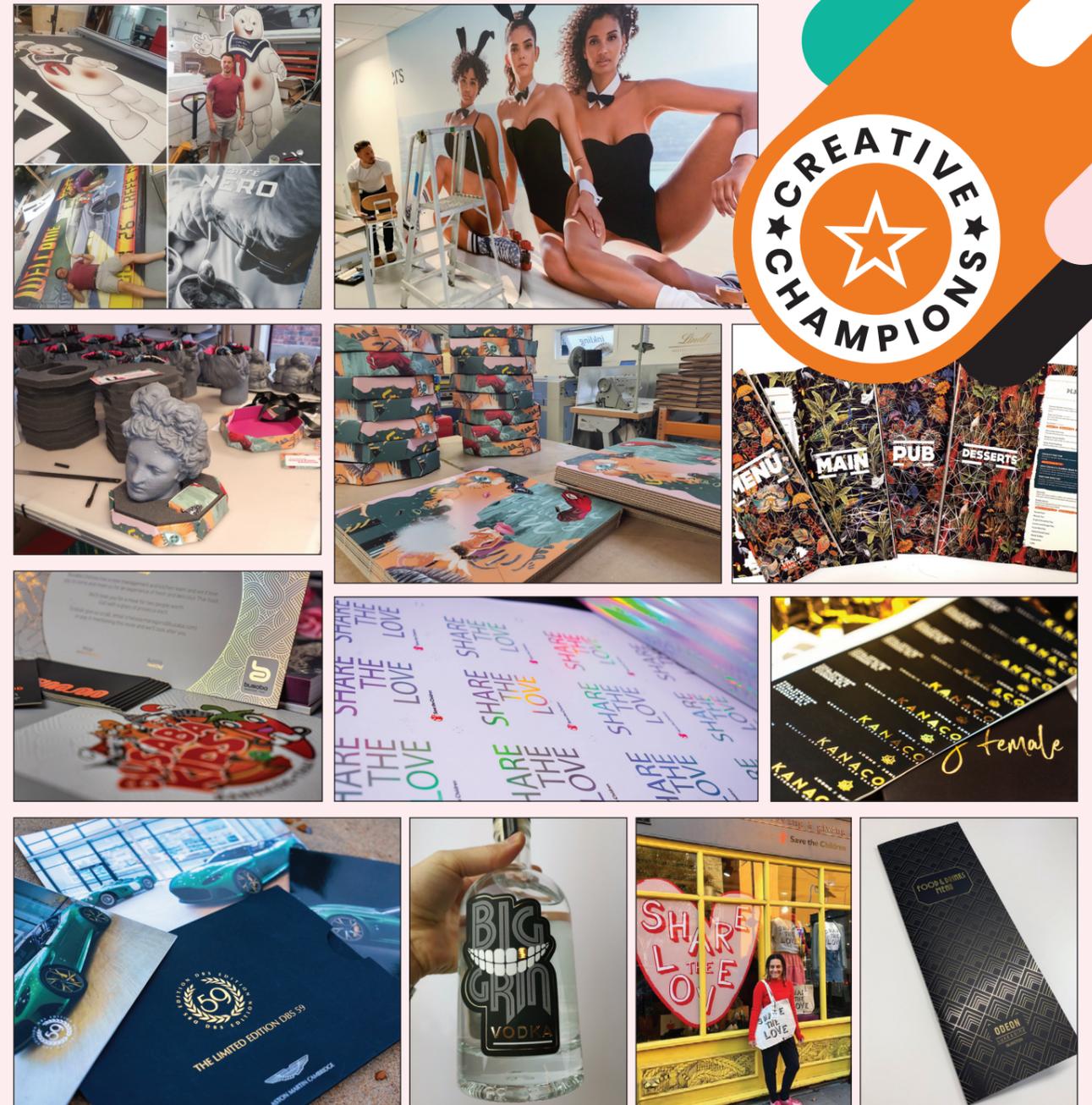
Inking Print Solutions also has a strong environmental ethic within its business. The company is proud to be involved in

the Woodland Trust's Carbon Capture Scheme, through Premier Paper. The scheme mitigates the CO₂ emissions generated by the production, storage, and distribution of the paper that Inking purchases, with new trees being planted in native woodland owned by the Woodland Trust.

Luke Garbutt, managing director of Inking Print Solutions, said: 'We, as print companies, should be talking to our clients and the agencies too at the concept stage of design that then allows the inclusion of embellishments and maximises the impact of print.'

'We do this already. We talk to clients about the different special effects we can do for instance, and from that they are now coming to us and saying 'I want to print this. What else can we do?'. From having those proactive conversations and providing consultancy, our customers are becoming more creative. It is the collaborative relationship that really works.'

'We show them exactly what the options are: these are the traditional routes, these are the added impact routes, and these are ideas that we can include with our more innovative capabilities.'



Luke added, 'We have to make the print capability part of the creative thought process for designers, so that they are thinking from the very beginning about how they can incorporate different things such as variable data, personalisation, digital foiling, special effects into what they do.'

'As a printer the most important thing we can do is build relationships and get out there and talk to designers and agencies. This is essential if you want to really be creative in what you do.'

So, if you want to work with a real champion of print – one that promises to make the most of every project, to make each customer feel special, and to come up with innovative ideas for your marketing and print needs, then look no further than Inking Print Solutions.



For further information on the Creative Champions at Inking Print Solutions, please go to www.inking.solutions, call 01452 497301, or e-mail info@inking.solutions

You can also check out some of its creative projects on video at www.facebook.com/inkingltd