


Key features and benefits:


- Drive sales in vertical markets with this brand-new mailer for 2018
- January – Legal, April – Education, July – Healthcare, October – Hospitality
- Perfect for existing or prospective customers
- Professionally designed cover options tailored for each vertical market
- Available as a VOWdigimailer to enable you to drive sales online
- A vast range of marketing materials on myMarketing for you to drive further sales

Quantity	Black Overprint	
	GBP Price	Euro Price
300	£0.62	€0.86
500	£0.60	€0.83
1000	£0.56	€0.79
2000+	£0.54	€0.76




A4

Size



12

Page Count



Sale

Pricing Options

Publication - January 2018, Deadline - 6th October 2017
 Publication - April 2018, Deadline - 2nd February 2018
 Publication - July 2018, Deadline - 4th May 2018
 Publication - October 2018, Deadline - 3rd August 2018

Lifestyle images on each spread that match the quarterly vertical market

New page layout to allow the product images to become the focal point

Page numbers clearly visible at the base of each page



Notebooks

1. Matt Casebound Hardback Notebooks
 Sturdy hardback covers and seven pages for life-long protection of notes. Casebound with seven pages permanently inserted for notes.

- Bound in cloth
- Durable hardback covers for long-life protection
- Choice of design finishing and edge refinement of cover
- 90gsm Optima paper

Code	Description	Pack	Price
Q1000	A4 Grey Hardback	5	£0.62
Q1001	Red Hardback 140 gsm	5	£0.62
Q1002	Red Hardback 140 gsm	5	£0.62
Q1003	A4 Grey Hardback	5	£0.62
Q1004	Red Hardback 140 gsm	5	£0.62
Q1005	Red Hardback 140 gsm	5	£0.62
Q1006	A4 Matt Casebound	5	£0.62
Q1007	Red Hardback 140 gsm	5	£0.62
Q1008	A4 Matt Casebound	5	£0.62
Q1009	Red Hardback 140 gsm	5	£0.62

2. Moleskine Classic Notebook
 • Black hard cover
 • Elastic band cover fastener
 • Large 130 x 210mm
 • Large 100 x 210mm

Code	Description	Pack	Price
Q1010	Large Hard	Each	£2.00
Q1011	X Large Hard	Each	£3.00

3. Polypropylene Notebooks
 Handwriting notebooks with rigid polypropylene covers. • Durable and resistant to water damage. • Full size pages with micro-perforations for filing. • Front cover for easy re-opening. • 140 pages of 90gsm paper.

Code	Description	Pack	Price
Q1012	A4	Each	£3.20
Q1013	A5	Each	£2.00
Q1014	A6	Each	£1.50

Wallets & Pocket Files

1. Double Pocket Legal Wallets
 Two pockets each with 100mm gusset. Each holds up to 300 sheets. Premium quality materials for durability. Durable and resistant to water damage. Some for extra strength. • Holds A4 and Foolscap size paper.

Code	Description	Pack	Price
Q1015	Buff	25	£0.12
Q1016	Blue	25	£0.12
Q1017	Green	25	£0.12
Q1018	Orange	25	£0.12
Q1019	Pink	25	£0.12
Q1020	Red	25	£0.12
Q1021	Yellow	25	£0.12
Q1022	White	25	£0.12
Q1023	Black	25	£0.12
Q1024	Blue	25	£0.12

2. 14 x 10" Brief Size Pocket Wallets
 Brief size wallet with full flap for document protection made from premium quality materials. • Full length Zipper flap for convenient opening. • 30mm gusset holds up to 150 sheets. • Holds A4 and Foolscap size paper.

Code	Description	Pack	Price
Q1025	Buff	50	£0.09
Q1026	Blue	50	£0.09
Q1027	Green	50	£0.09
Q1028	Orange	50	£0.09
Q1029	Pink	50	£0.09
Q1030	Red	50	£0.09
Q1031	Yellow	50	£0.09
Q1032	White	50	£0.09
Q1033	Black	50	£0.09

3. Transfer Spiral Pocket Files
 Premium quality materials for durability. • File holds up to 250 sheets, with pocket on inside front cover with 10mm flap for additional papers. • Spring mechanism allows easy insertion and removal of sheets and Foolscap size paper.

Code	Description	Pack	Price
Q1034	Buff	25	£0.05
Q1035	Blue	25	£0.05
Q1036	Green	25	£0.05
Q1037	Orange	25	£0.05
Q1038	Pink	25	£0.05
Q1039	Red	25	£0.05
Q1040	Yellow	25	£0.05
Q1041	White	25	£0.05
Q1042	Black	25	£0.05
Q1043	Blue	25	£0.05
Q1044	Green	25	£0.05
Q1045	Orange	25	£0.05
Q1046	Pink	25	£0.05
Q1047	Red	25	£0.05
Q1048	Yellow	25	£0.05
Q1049	White	25	£0.05
Q1050	Black	25	£0.05

4. Open Top Wallets
 Large open top wallets made from premium quality materials. • 30mm gusset holds up to 150 sheets. • Full length front and zippered back for easy access to documents. • Holds A4 and Foolscap size paper.

Code	Description	Pack	Price
Q1051	Buff	50	£0.08
Q1052	Blue	50	£0.08

Page title stands out in the header

Detailed product information allows your customers to make an informed buying decision

Product USPs clearly visible

Product detail icons consistent with the 2018 Main Catalogue

i Keep an eye on myMarketing for more end user marketing materials aimed at specific vertical markets throughout the year

i Utilise the Office Products mailer as part of a prospecting campaign to expand your customer base in new vertical markets

let's talk legal

From only **£80.25**
See Page 7

From only **£17.97**
See Page 6

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Email: sales@onecall.co.uk Browse our website: www.onecall.co.uk

Cover

Each quarterly cover will focus heavily on the specific vertical market for that quarter. This example focuses on the legal sector, with a professional look and feel utilising lifestyle images.

The Office Products Mailer is available as a VOWdigimailer - Contact your VOW Account Manager for more information



To further drive quarterly office products sales, utilise the Seasonal Savers mailer which includes added value promotions.

myMarketing

To help you drive sales throughout the year, VOW has created a vast range of professional quality end user marketing materials for you to utilise. myMarketing offers an innovative email tool, a high-quality print module and web banners allowing you to opt for what best suits your requirements. Just some of the great campaigns available free of charge that will enable you to effectively promote Office Products in 2018 are:

- End of Tax Year
- National Stationery Week
- Green Office Week
- Back to School
- Diaries and Planners
- ID Fraud and Protection



Order the Office Products Mailer online via the VOW Publications Manager