



launch pad

This catalogue is your launch pad
for new product development of
corporate publicity projects.

the inspirational resource

fg
folders galore

launch pad?

launch pad. This catalogue is your launch pad for new product development.

As companies battle to retain customer loyalty, they demand corporate publicity that elevates their brands. Brand elevation is enhanced through new product development. That's why designers use *folders galore*.

The fun starts here. Jump into this inspirational resource.

engineering in special products	4	19
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fg
folders galore



ch Planner

Alfa
147



engineering in perspex and metallic silver

Alfa Romeo by Peter Tebay Ltd

engineering?

engineering. Special materials are at

the heart of new product development.

Make products an experience by combining

materials in a novel way. Talk to our talented

designers by phone, fax, e-mail or in the

showroom. Let's discuss the brief. See what

we can suggest. You will be surprised by our

options, technique and input. Contact us at

the start of your project. Raise your client's

profile through engineering new products

together.

Gold
awards
1

Silver
awards
36

Silver
nominations
54

Work
accepted
509

Work
submitted
17,107



British Design & Art Direction
Annual CD ROM DVD 1999



achieving?

Achieving. Achieving the most technically demanding printing on new materials such as aluminium and frosted, stretches the boundaries. Creates an impression.

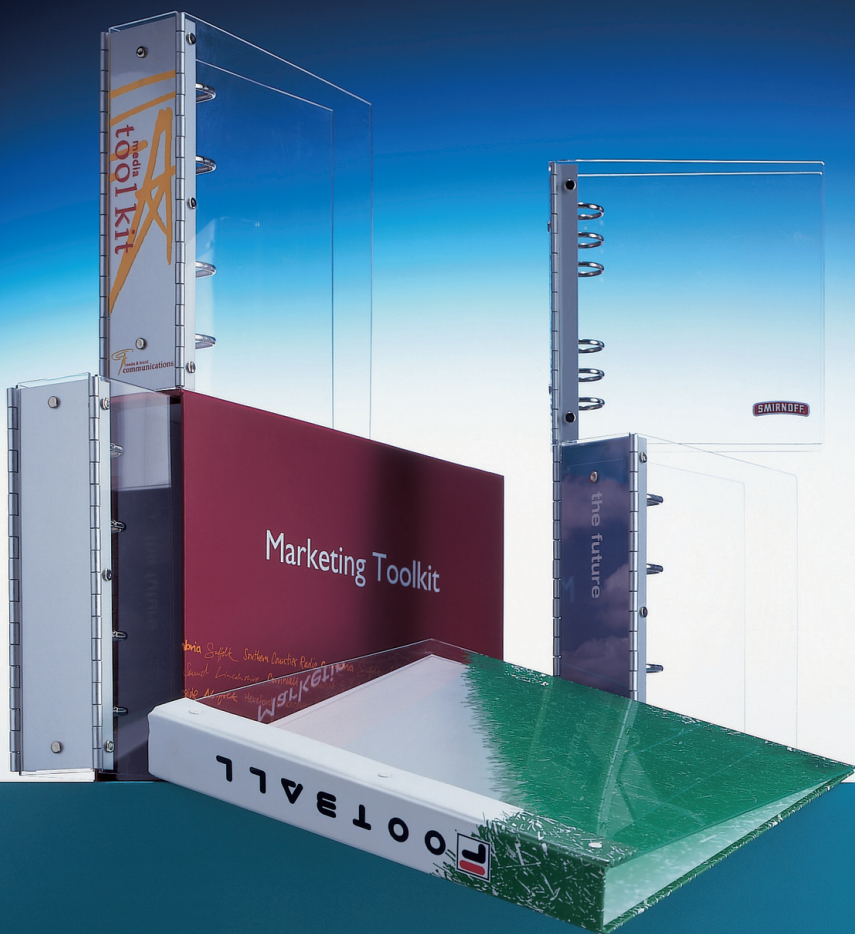
engineering in frosted and aluminium
Hewlett Packard by Write Image



innovation?

Design. Designing a product which meets the brief takes
the talent of a team. Join us in your journey.

engineering in metal and frosted
Oil of Olay by Oasis



approval?

Approval. Approval is not only for designs and branding, but for 3D technical performance too. Let's discuss it first.

engineering in aluminium and perspex



new shapes?

New shapes. How products are boxed and presented

makes the difference between keepsakes and throwaways.

What shape are you in today?

engineering in aluminium, foam and frosted

Anderson Consulting by Realtime, Compaq by APL



new wood?

New wooden styles. Not just boxes, but folders and binders too. Slim, natural beech can be produced in any colour and style. Plant any ideas?

engineering in wood

New wood by Folders Galore



wood binders?

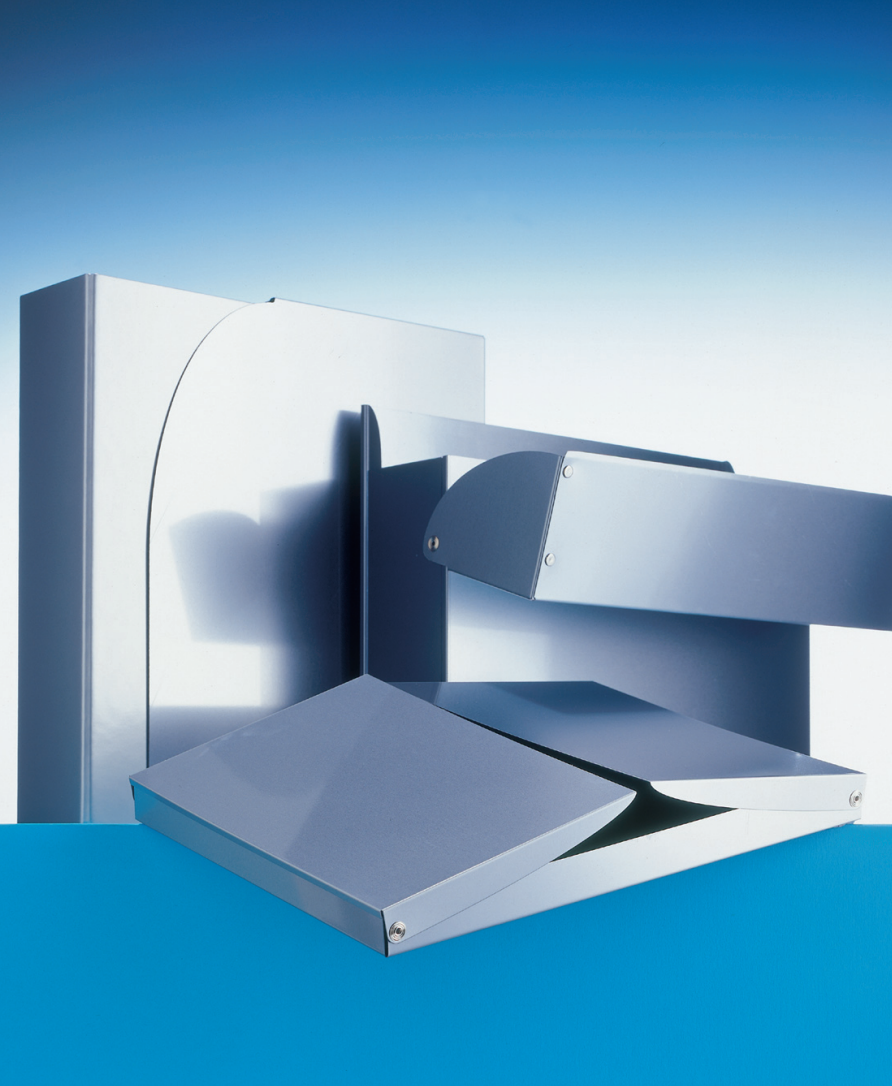
Wood binders. Grow your own design here. Any size, any capacity with backs that blend and contrast. Duotech with wood fronts. Definitely not a wooden look.

engineering in wood binders
Wood binders by Folders Galore



metal cases?

Metal cases carry the message. You will have fun thinking through the possibilities for your clients next project. When it's time to make a statement, these will speak volumes.



new metal?

New metal cases. Wallets, boxes, slipcuses. Create a range that is unique, secure, fun. Let us produce the whole outer, metal surface embedded with a 4-colour hologram of your logo.

engineering in new metal cases
Metal cases by Folders Galore



duotech?

Duotech new metal binders. Press studs and clasps.

Deboss and emboss. Etch and print. Car badges and rivets.

Back and front. Spine and foreedge. All kinds of finishes for
your next project.

engineering in new metal duotech

Y2K by Forest Design, L'Oreal by client,
Alfa Romeo by Peter Tebay, UDV by Sedley Place



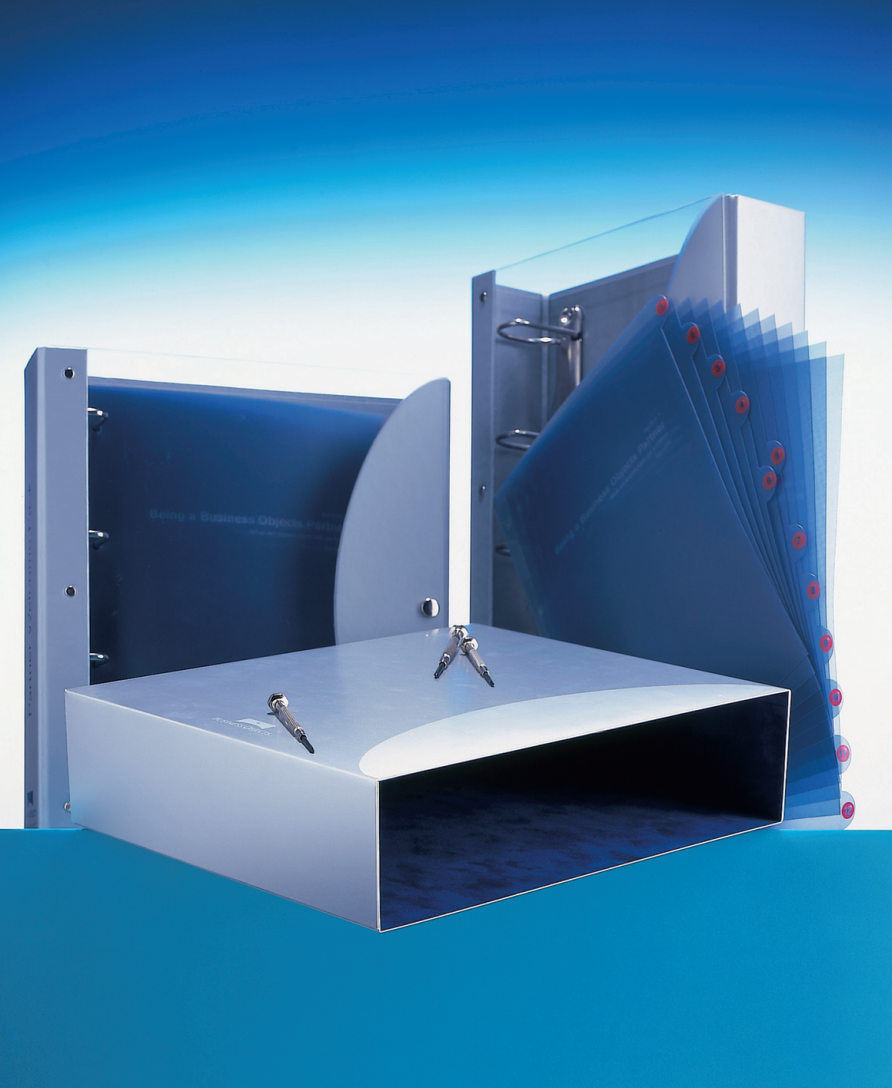
engineering?

Engineering. Engineers build bridges, cars and trucks.

With metals and tooling. In plastics and carbon fibre. Hinged to perform. Let's hear your ideas.

engineering in engineering materials

Carbon fibre by Oakwood Design, Nissan by Vernon Oakley



innovation?

Innovation. Silver and perspex. Nickel and chrome.

Aluminium and velvet. Plastics and perspex. Litho print and

etching. Deep breath, let's do it together.

engineering in frosted, perspex, metal and velvet

Business objects by client



forming?

Forming. Shaping and forming. Bending and fixing, riveting and screwing, leather and metals to create the menu, binder or shape. Make the approach.

engineering in leather, metal, brass
52° North by client



polish?

Polish. Some presentations demand it. To work with metal you need sound product design, that is engineering based. We provide you with both.

engineering in metal



new micro?

New micro-corrugated fashion range. Combine it with frosted plastic, aluminium and colour-coded fittings, mechanisms and fastenings. With striking litho print, it's new, it's unobvious. What's your design?

engineering in micro-corrugated
Micro corrugated by Folders Galore

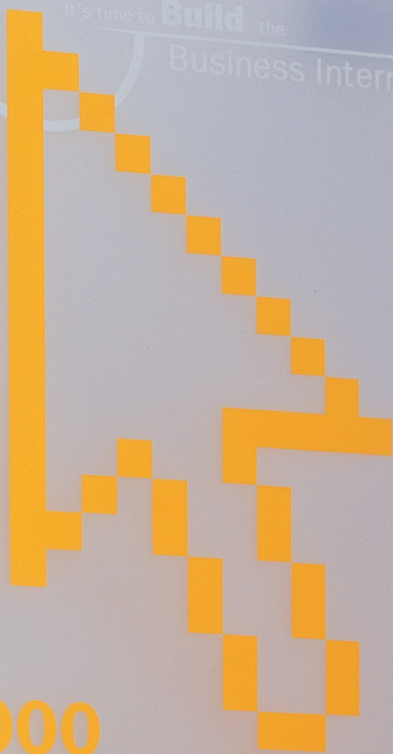
vision?

vision. Frosted enhances designs like no other material you've used. In these pages, you will find leading-edge printing techniques waiting for the right design. See the samples at first-hand. Consider both sides of the material. Call for prototypes to confirm the brief. Do not be limited to one material. Mix materials, combine them, join them, line them, blend and contrast them. Call for the options at proof stage. Test us. Push the boundaries further. Ask us to style your designs with a degree of finesse. This can make all the difference. Watch it happen. Create the vision.



Microsoft®
Tech·Ed 2000

It's time to **Build** the
Business Internet



4-7 July 2000

Amsterdam, The Netherlands

Co-sponsored by



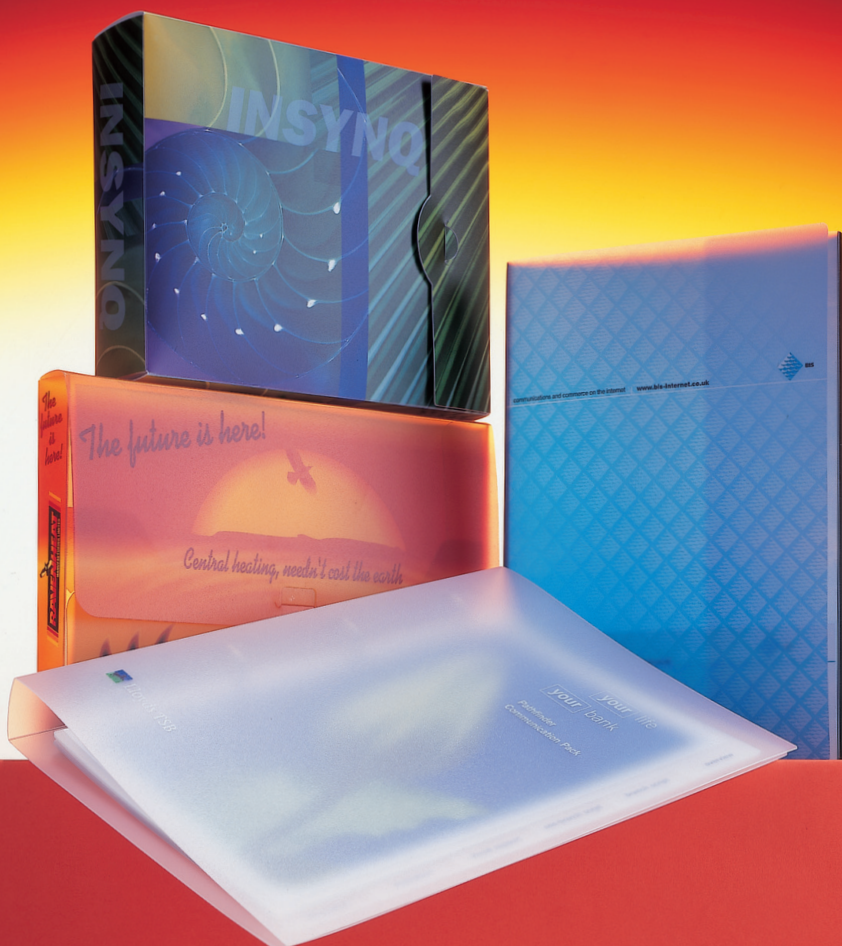
netiq

mission critical software for e-business

Microsoft®

Where do you want to go today?®

vision in screen on frosted
Microsoft by Ultimate Events

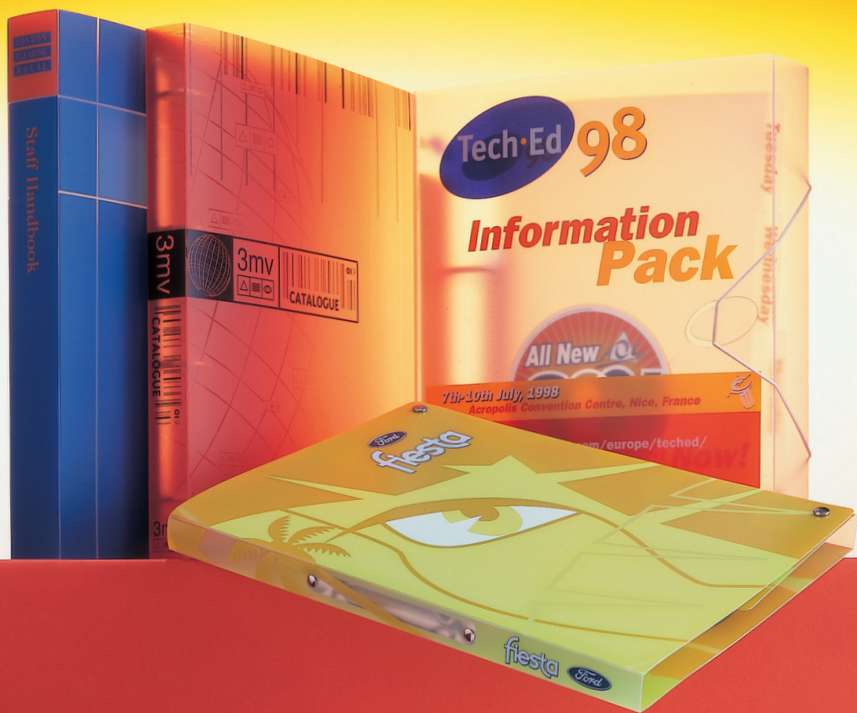


frosted?

Frosted. Frosted enhances designs like no other material you've used. On frosted clear use colour to create the mood. Let's see what can be achieved.

Vision in litho on frosted

Insynq by Finex, Ravenheat by Modern Binding,
BIS by Anderson Norton Design, Lloyds TSB by Interfocus



art?

Art. Be creative in everything you do. Employ opaque and transparent inks and varnishes. Even forms, folds, holds, locks and cuts. Could a sample make it clear?

Vision in screenprint and litho

3NV by Dale Taylor, London Clearing House by client, Microsoft by Deckard Sourcing, Ford by Evolve Design



zones?

Zones. Divide your sections. Divide the document.

Divide your details. Divide your time between the brief

and creative fulfillment. Let's help.



colours?

Colours. Created not by smoke and mirrors, but by design and print, screen and litho, UV varnish. Mix it with know-how. Colour the whole project.

Vision in duobinders and dividers

Datrix by Crafty Fish, Gucci by John Field & Co, Lloyds by Interfocus, Canon by Canon, Richards Group by Fitch

twistlok?

Twistlok. Packs that twist and lock continue the theme of subtlety and elegance, laidback or obvious, curved or straight, pack flat or made up. No glue needed to make the message stick.



chunky?

Chunky. When chunkiness rules. When budgets

decide. Don't despair. The solution is obvious – you can probably

see through it. Ask our R & D.

Vision in multi-styles

Multi-styles by various designers



pilars and newclips?

Pilar stud folders clip pages together with ease, like sturdy backs to frosted fronts. And newclip frosted folders fasten documents with a permanent bind.



document binding?

Document binding folders for wire, thermal and loose-leaf. In wood, metal, felt, rubber, foam, micro-corrugated, cork, plastic, board. That's our list. Now let's hear yours.

Vision in wirebind
Wirebind by Folders Galore in-house



mix it?

Mix it. Frosted, mixed with curves for Volvo and Dell.

Colours mixed with metal. Label holders, press studs, straps, returns and rivets. Create your own styles.

Vision in duotech

FG in-house, Tony Stone by Fathom Design,
Volvo by the Communications Agency, Dell by Much Ado

new media?

New media. CDs and DVDs of any shape and size continue your branding, compete with others, and need that precious pack to stand out! Test drive our patented Slipadisk.

Vision in slipadisk

Blueprint by SDG, Irish News by Navigator Blue,
Ford by Evolve Design, Eolis by First Track Communications



folios?

Folios. When the cherry blossom comes out, it's time to take your folio under your arm, personalise it with a sheet slipped into the front cover and walk this way.



strap-packs?

Strap-packs bundle together any group of items.

Monthly magazines, collections, or part-works combine shelf displays into a concise branded, accessible image.

Vision in strap-packs
Strap-packs by Les Paine

fingers?

Finger dividers. Separate your organisers, folders, binders with a brave new product that's never seen the light of day before.

Sections, dividers, tabs, approached in a minimalist way. Samples?

Vision in finger dividers

PK+MB by client, Pasteur Mereiux by Money
Syner Communications, Fingers by Folders Galore



wavy wallets?

Wavy wallets create the distinction. Either wavy on tops, wavy on bottoms, wavy on flaps. Surely you wouldn't order all three wavy areas on one wallet? Would you?

Vision in wavy wallets
Wavy wallets by Biggles

hot stuff?

hot stuff. Traditional bindery techniques can set your project on fire. Make it hot, hot, hot! Modern print, materials and methods set the scene. Don't make it warm, make it hot. Lost for ideas? You soon won't be. Turn the page on some of the most daring designs attempted in a bindery. Tap our know-how. Ask our advice. The bindery is considered to be a dying art. But hey, not here! See how modern the products look. Consider their shape and form. They function well. It is an eye for detail that makes the difference. Let us know what you want to achieve. See what we can suggest.



hot stuff in speciality papers over board with shaped die cuts

Voodoo by Pure Design



magnetic?

Magnetic. Attracts attention. Holds your logo
and your game plan. Creates play at work. A play on words.
A game of pool. Ready to break?

Hot stuff in velvets, magnets and metals
Lucent Technologies by WDPA



inspired?

Inspired. Within a few pages you will be. Cancel that holiday, infect your co-workers with enthusiasm. Start those visionary projects today!

Hot stuff with fluted card

Smiley Filofax by Folders Galore, Oracle by Publicis
Keaycord by Wiggins Teape, Barclays by Barclays



stars?

Stars. Reach for them. Others have. Subtle, special, cuts, curves, shapes and styles. Capacities and nil. Unique folding and slipcase. Ask for a sample.

Hot stuff in all shapes

Various designers featured,
Sappi Paper box by Westerham Press and Siegelgale



open?

Open. Brushed, cut and formed. Hand made, inlaid.

Slipcases that perform. Slim or bulky. High value 3D.

Shelf presence that's noticed.

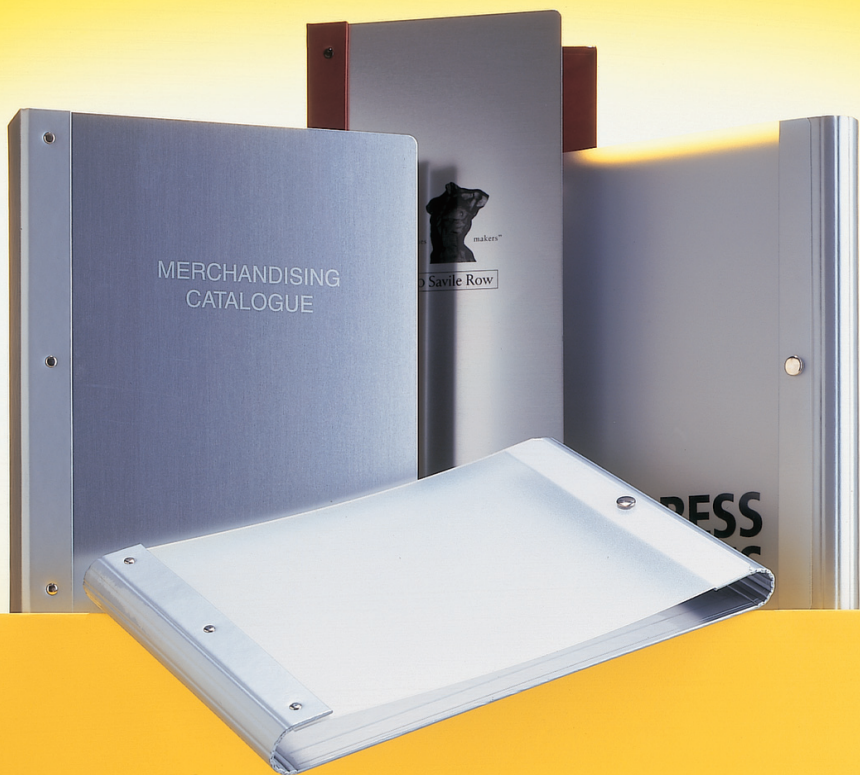


mirror?

Mirror. Silver and mirror. Reflective and matt. Colours for scale. Bright or reserved. Binders that make the difference. Day in, day out. Look no further!

Hot stuff in mirror

Birds Eye by client, Enid Blyton by Ulkutay, Carlton by Zero Two, United Distillers by client



out of sight?

Out of sight. Leather and metal. Silver and aluminium. Silver and frosted. Perspex and silver. Curves and squares. Press studs and magnetics. Screen etch and print. Look no further.

Hot stuff in duotech

AMS by client, Saville Row by client, FG in-house



out of mind?

Out of mind. Add a new dimension. Curve it, colour it, print it, bulge it. Bind the design together. For Tweenies merchandising binder and other projects. Get our R & D involved. Note the magnetic returns.

Hot stuff in bulges and magnets
Tweenies by The Big Group



promotion?

Promotion. 3 different styles. One household look.

Subtle or obvious. Sales or business. Prospects or customers.

Here's to your next promotion. Cheers.



showtime?

Showtime. Displays for all through 3-fold, and binder mats for different styles, functions and costs. Head-up display mats turn any binder into a presentation. It's clever. It's new. Sample?

Hot stuff in display styles

Rover by APL, FG in-house, National Britannia by VW Design



modern?

Modern. A modern bindery doesn't rest on its laurels.

The know-how is used in mixed materials. Perspex, metals, leather, silvers, frosted and more. Curved spines, square spines and print that enhances the brief.

Hot stuff in duotech

Saville Row by Saville Row, Dell by Much Ado,
IAMS by client, Fila by Fila



elevation?

Elevation. Brand elevation through product design.

Everyone at Folders Galore is here to inspire, inform and develop your project.

Hot stuff in elevation
Oracle binders, wallet and boxes by Publicis



leaning binders?

Leaning binders. Like the famous tower of Pisa, not all designs need be upright to attract visitors. Should the lean be forwards or backwards? Note that we can't do sideways...yet.

Hot stuff in leaning binders
Leaning binders by Biggles



rollover style?

Rollover folders can be fitted with clasps and binding mechanisms. The sheets are gripped and roll-out surprisingly flat due to the way the folder is made. Handles and straps complete the picture.

Hot stuff in rollover binders
Rollover style by Folders Galore

leading edge?

Create an edge. A leading edge.

Discover the wealth of materials that

can be welded into products. You can

form, join, stitch, mix, print and emboss.

Think 3D. Inflate them with foam, liquid,

gel, beads, air. finish them with zippers,

ties, clasps. Let's talk about your next

project. Discuss the brief. See how it

can be achieved. Present options and

prototypes. Something new for the client.

Blend your creative mind and our

know-how to create that edge.



leading edge in rubberised foam
Playboy by Blok Design



zipper?

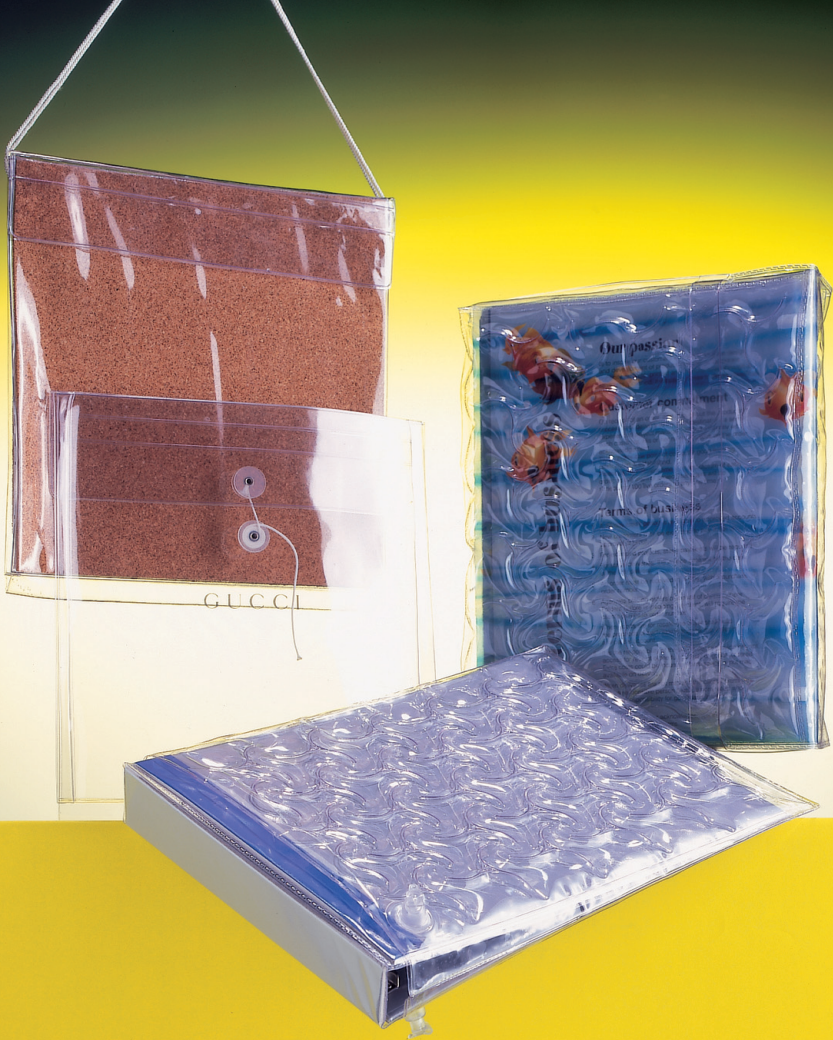
Zipper. Nice when it's fastened. Butt of jokes

when it's not. Printed, punched, sized, pocketed.

Keep your options open.

Leading edge in clear and frosted

Academy Design by client, Lotus by The Partners,



inflate?

Inflate. With air or liquid, beads or objects. Change the norm and challenge expectations. Better to overinflate than undersell.

Leading edge in bubbles and air
Gucci by John Field & Co, Folders Galore in-house design



soft?

Soft. Soft to touch. Form your logo. Make your mark.

Stamp your authority. Feel how it will look. Touch us with
your ideas.

Leading edge in rubberised

Corney & Barrow by MRA, Burtons by client,
Yo Sushi by client, Granada by Harland design



cool/?

Cool. Cool as ice on a hot summer's day. Up to the minute. Latest. Creating the future. Let's hear your ideas.

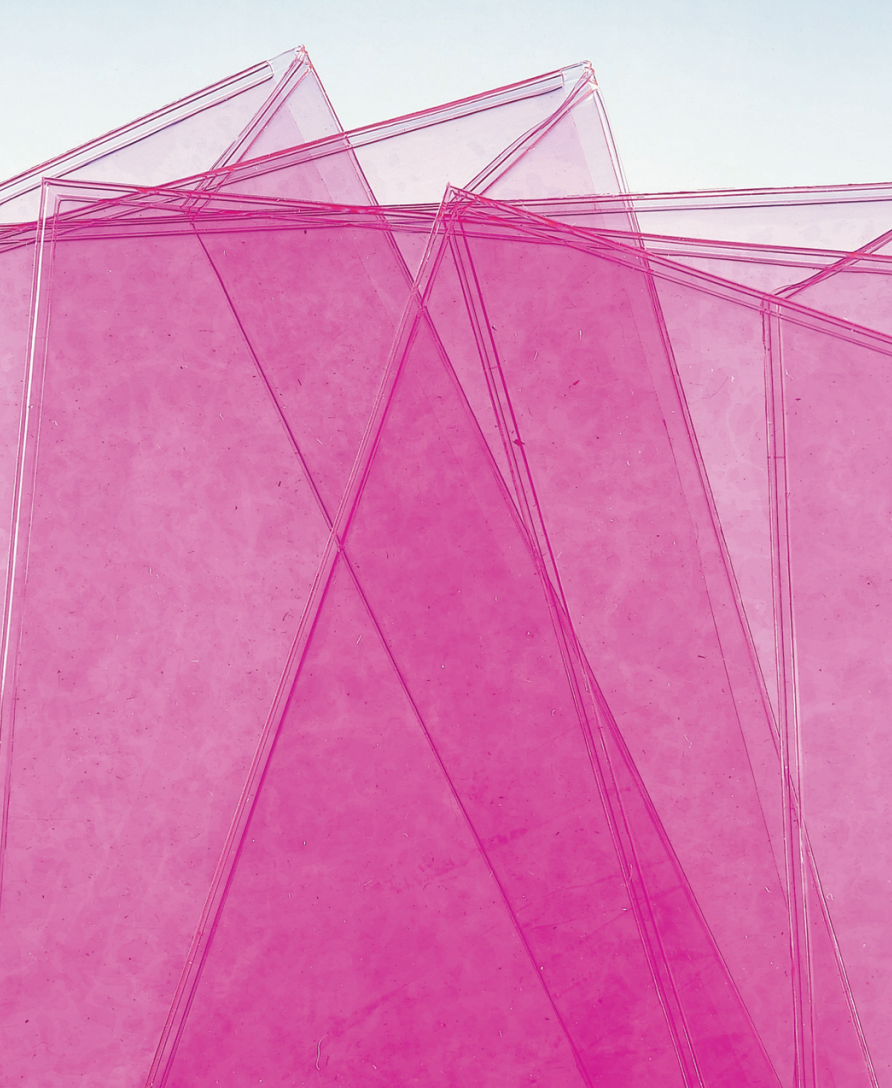
Leading edge in zippers and beads
ICO by Pure Design, Folders Galore in-house design



liquid?

Liquid. Medicine. Beer. Foam. Gel. Sauce. Jam. Oil.

Water. Honey. Tar. Coffee. Tea...and bubbles. What's yours?



lights on?

Lights on. All lit up along the edge. Adds an eyecatching feature to this colourful material. Comes in lemon as well as raspberry. What size for your prototype? Light up our phone line.

Leading edge in lit

Folders Galore in-house design



new media?

New media. Discs, videos, CDs and DVDs held in a variety of ways in weldable format. Can they be customised?

By any printing method? Just ask.

Leading edge in encapsulation

Gardner Merchant by client, Commidea by client



stitching?

Stitching enhances folders when special materials come into play. Stitching kicks the project forward and finds the net. Could stitching shape your next design?

Leading edge in stitched
Adidas by Bedrock Graphics



elevate?

Elevate. Folios and wallets. Boxes and expandables.

Locks and fittings. Printed, embossed and labelled.

Classic or fashionable. Prototypes will prove the value.

Leading edge in one piece wallets
Folders Galore in-house design



curved?

Curved. Not square on the spine. Not welded on the front. The future is unobvious. Be daring in your spec.

Let's help you mix it. Start your sketches now.

Leading edge in duotech
Folders Galore in-house design



launch pad



inspiration



engineering



new product development

brand elevation™

Contact us to develop your project.

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