

YOUR BRANDING MANUFACTURER

# ARROW

*Branding*

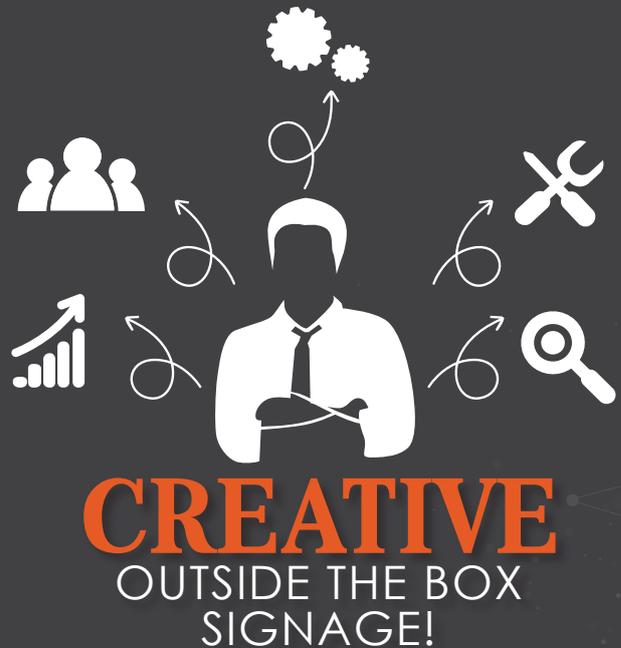
# COMPANY

*Profile*



# CHOOSE *us!*

**W**e are a full-service design, print and sign studio. Based in Alberton, Gauteng, we specialise in creating and producing vibrant eye-catching, quality commercial signage for businesses nationwide. Our selection of products includes everything from direct UV flat-bed printing, custom signs, banners and laser cutting to vehicle wraps, decals and even fully customized branding / signs. Unlike purchasing from a third party, when you choose signage from us, you are buying direct from the manufacturing creators. You get the best deals on great custom signs without sacrificing the quality or integrity of your company. We have the experience and knowledge necessary to provide you with beautiful, durable, and well-built custom signs for any of your branding needs.



## SKILLS AND KNOWLEDGE

### Top Market Suppliers

Preferred supplier arrangements ensure our clients are receiving the highest quality and best value materials and services the market has to offer.

### Digital Management Software

Our proprietary software electronically prices, schedules, tracks and monitors each individual order, from the various stages of production through to delivery and installation, ensuring everything flows according to plan.

### Guaranteed Delivery

We realise your order has to be there on time, and our reputation is built upon that promise. Guaranteed it will be ready on time!

### Colour Management Master

When a print head is replaced, colours can differ slightly. The printer calibration detects and adjusts for such differences to maintain colour consistency. Equalisation helps to create colour consistency between the same types of printers. It allows quick response to an urgent or bulk order by running several printers simultaneously. With Mimaki Profile Master II, making a high-quality ICC device profile is easy. ICC device profiles enhance and standardize printer output for all printing materials and inks.

# YOUR BRANDING MANUFACTURER Arrow Branding



## COMPANY INFORMATION

**NAME** Arrow Branding

**REG NO.** 2016/312634/07

**ADDRESS** 10 Evans Street  
Alrode South  
Alberton 1451

**WEBSITE** [www.arrowbranding.co.za](http://www.arrowbranding.co.za)

**EMAIL** [hello@arrowbranding.co.za](mailto:hello@arrowbranding.co.za)

**CALL** 011 900 3633 / 1064

VISIT OUR **SOCIAL PAGES**  
OR **WEBSITE**  
TO SEE MORE



## GET TO KNOW US?

### Customer Satisfaction Surveys

We at Arrow Branding are constantly looking for feedback on ways to improve our processes. Customers are surveyed regularly to ensure they are completely satisfied with our product and service offerings.

### Faster Turnarounds

With unprecedented high speed printers and a dedicated work force, we complete your jobs sooner rather than later, but understand, good work takes time, so does that 17 meter banner.

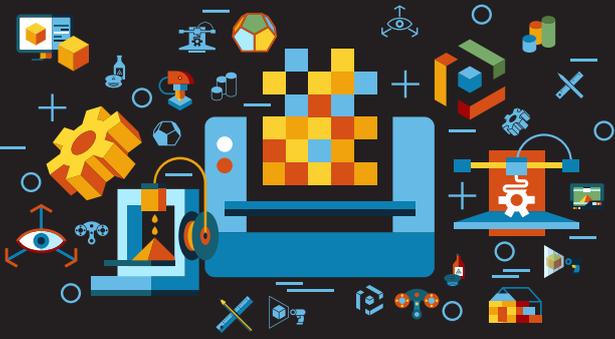
### Artwork & Sampling

Would you like to know what your print looks like before you place an order for thousands of m2? With digital printing you can. Simply send us a file and at a low cost we can print your artwork onto the media of your choice. Allow more flexibility in your advertising campaigns by having variable artworks in your print run. You can now change your promotional artwork to target different markets with a small additional set up cost of only R 350.00 per hour artwork.

### Print Quality

Available at real 720dpi, with CMYK colour inks for optimum colour accuracy across a comprehensive range of products.





## 3D PRINTING

Looking for something different? A bit more 3D in shape? Look no further as we do that too, from simple designs to complex details, our 3D Printer can do it all. From set designs to a client's custom artwork we can produce just about anything under the sun!

## CNC/LASER CUTTING & ENGRAVING

Need that unique gift to blow people away? Cut out lettering, fancy cut invites, custom boxes and packaging. We can just about do it all, and you ask what we can cut? Well just about anything, from wood to perspex, from paper to leather. If you can think it, we can probably cut it.



## DESIGN SERVICES

Not everyone is a qualified designer, some of us just think art is cool! Never fear for our team of designers will make it for you, they'll lead you through the process from start to end to ensure a design that communicates what you need while making it visually appealing.



# LARGE FORMAT PRINTING

## WHAT IS Large Format Printing?

Large format is anything that cannot be printed on your standard office printer. This encompasses but is not exclusive to, posters, banners, cardboard standees, tarpaulins, billboards & any other large signage needs.

## WHAT CAN you print?

- Posters
- Banners
- Canvas
- Vinyl Wraps
- Window Frosting
- Billboards
- Tarpaulins
- Wallpapers
- Point Of Sales Displays
- Flags

## SUBSTRATE OPTIONS?

We offer a wide range of different products to print on, to list a few.

- Wood
- PVC
- Foam board
- Metal
- Glass
- Corrugated Board

## EXAMPLES!



[www.arrowbranding.co.za](http://www.arrowbranding.co.za)

# TEXTILE (SUBLIMATION) PRINTING & EMBROIDERY

## WHAT IS Sublimation Printing?

Sublimation printing is for any textiles & clothing, but also can include normal substrates. It's a printing process for transferring motifs to a variety of materials using a carrier material. For this purpose, special printers and inks are used.

## WHAT CAN you print?

- Fabrics (Polyester )
- Caps
- Mugs
- Bottles
- & MORE
- Hoodies
- Shirts
- Plates
- Bags

## SUBSTRATE OPTIONS?

We offer a wide range of different products to print on, to list a few.

- Paper
- Fabrics
- Ceramics
- Metal
- Glass
- Plastic

## EXAMPLES!



# PHOTO/DOCUMENT PRINTING

## WHAT IS Photo/Document Printing?

Photo/document is anything that can be printed on your standard office printer. This encompasses but is not exclusive to, flyer's, business cards, small posters, brochures, catalogs & any other basic printing needs.

## WHAT CAN you print?

- Posters
- Flyer's
- Photos
- Calendars
- & MORE
- Business Cards
- Brochures
- Catalogs
- Invites

## SUBSTRATE OPTIONS?

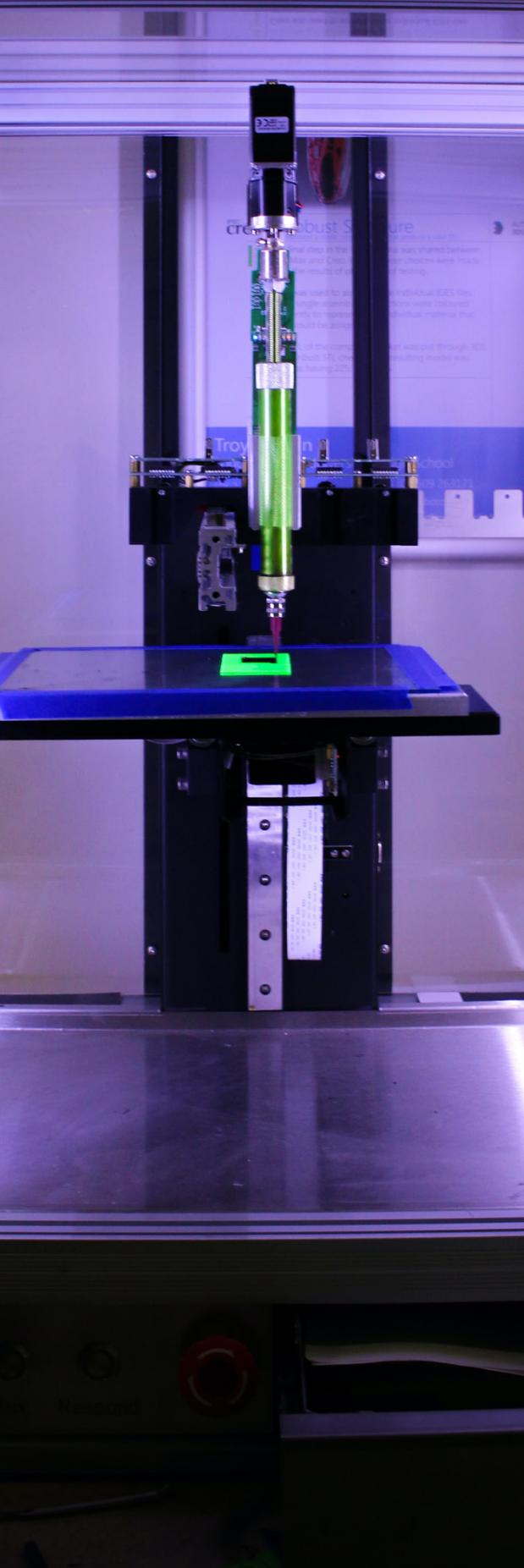
We offer a range of different products to print on, to list a few.

- Plastics
- Cardboards
- Paper

# EXAMPLES!



# 3D PRINTING



## WHAT IS 3D Printing?

3D printing is a process of making three dimensional solid objects from a digital file. This is achieved using additive processes. In an additive process an object is created by laying down successive layers of material until the object is created. Each of these layers can be seen as a thinly sliced cross-section of the object.

## WHAT CAN you print?

- Figurines
- Toys
- Boxes
- & MORE
- Gears
- Spacers
- Prosthetics

## SUBSTRATE OPTIONS?

We offer a wide range of different products to print on, to list a few.

- Paper
- Fabrics
- Ceramics
- Metal
- Glass
- Plastic

## EXAMPLES!



# CNC/LASER CUTTING & ENGRAVING

## WHAT IS CNC/Laser cutting & engraving?

Large format is anything that cannot be printed on your standard office printer. This encompasses but is not exclusive to, posters, banners, cardboard standees, tarpaulins, billboards & any other large signage needs.

## WHAT CAN you cut/engrave?

- Boxes
- Phone Stands
- Intricate Invites
- Sign boards
- & MORE
- Packaging
- Wallets
- Shapes
- Lettering

## SUBSTRATE OPTIONS?

We offer a wide range of different products available for cut outs, to list a few.

- Wood
- PVC
- Foam board
- Metal
- Glass
- Corrugated Board

## EXAMPLES!



# DESIGN SERVICES

## WHAT IS Design?

Most people think that design is about making things look pretty – a decoration. Art, but design is as much an art as it is a science. Cold and calculated process. Sometimes to the detriment of pretty, a design is not allowed to fail. Design in general, is a complex yet subtle process, it's more than making things pretty.

## WHAT CAN we design?

- Posters
- Banners
- Canvas
- Vinyl Wraps
- Window Frosting
- & MORE
- Billboards
- Tarpaulins
- Wallpapers
- Point Of Sales Displays
- Flags

## DESIGN OPTIONS?

We offer a full comprehensive design team capable of,

- Full Designs
- Editing
- Retracing

Our team will work you every step of the way assuring only the best in artwork & ability to communicating your message.

## EXAMPLES!



MAJESTIC  
MEDIUM



USHAKA  
PROTECTION



# OUR MACHINES



## UV FLATBED PRINTERS



## DIRECT UV PRINTING

We print on any substrate!

- Print on substrates up to 50mm thick
- Print size 2500mm x 1300mm
- Spot UV Printing or Partial Gloss with White!
- Instantly cured, affordable pricing
- Very high quality and colour
- 3D layer printing & block outs
- Long lasting ink with detailed printing

## DOUBLE LAYER PRINTING

- Layers of white ink under colour ink
- Increases vibrancy of graphics
- Ideal for transparent materials

## SECOND SURFACE PRINTING

- Printing on the back of a transparent material
- Gives the appearance of depth & added gloss
- Added durability longevity of graphics



## LARGE FORMAT PRINTERS

### HIGH QUALITY, HIGH SPEED & COLOUR ACCURATE!

Indoor & outdoor signage, exhibition, display, window graphics, retail P.o.S. PVC film, banner material, back-lit, (blueback) paper and most media currently used in our machines. Speed, quality and reliability in a grand format.

## LARGE FORMAT GRAPHICS

- 2500 mm X 1300 mm & 50 mm thick
- Compatible with both rigid and flexible materials
- Including Acrylic, Foam board, Metal, Wood etc.
- We print on the impossible



## WIDE FORMAT BANNERS

High strength pvc material!

- Super wide format printing (up to 3.2m)
- High speed printing up to 80 gsm/h
- Resolution of up to 1080 x 1200 dpi
- Colour accurate solvent inks

# CNC/LASER ENGRAVING & CUTTING

## CUTTING / ROUTING

### Bits and tips!

- 3000mm X 2000mm bed size with the thickness depending on the bit height
- Wood 3D Engraving and cutting, profiled edges and precise drilling
- Acrylic to Di-Bond Cutouts
- Print and Cut to customers needs

## LASER CUTTING

### Arts & crafts!

- Laser cutting & laser engraving are digital making methods
- Laser cutting uses a high power laser beam to cut flat sheet materials
- Laser engraving is similar, but instead of cutting through the material, it engraves the material surface.

# 3D PRINTING MACHINES

## HIGH SPEED & SHARP DETAILS

For all your needs from household gifts to mechanical parts for equipment, our 3D printers will insure the best quality out there. Not only will they print the finest of details but each piece can have adjusted density. This allows us to created refined pieces for all kinds of jobs!

## 3D PRINTING

### PLA for thought!

- With a bed size of 450mm(W) x 450mm(L) x 470(H), large sizes are no problem
- P.L.A - filament for sturdy and sharp prints
- Potential for everyone needs
- You can 3D print just about anything!



**NEW!**

# EMBROIDERY & SEWING

## TEXTILE FABRICATION

We manufacture & print clothing!

- Embroidery on several products
- Manufactured custom clothing
- High quality threads and fabrics
- Long lasting stitching

## EMBROIDERY BENEFITS

- Never fades
- Extremely durable
- Ideal for cooperate gift clothing
- Gives a professional look for your brand



# SUBLIMATION & HEAT PRESSES

**NEW!**

## SUBLIMATION PRINTING

We print on most materials!

- Print size 2500mm x 1300mm
- Sublimation dyes the material
- Instantly cured, affordable pricing
- Long lasting ink with detailed printing

## HEAT PRESSING

Feel the heat under the pressure

- Vinyl that bonds with material
- Cost efficient & effective
- Instantly cured, and transfered
- Sharp & clean designs
- Quick turn over times

## SILK SCREEN PRINTING

Screen just about anything!

- Perfect for clothing!
- Dyes the material.
- Long lasting ink with detailed printing
- Slower turnaround but sharpest detailing



# OUR WORK

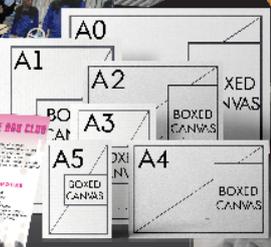
LARGE FORMAT



TEXTILE(SUBLIMATION)



# PHOTO/DOCUMENT



# 3D PRINTING



# LASER/CNC CUTS & ENGRAVING



# DESIGN PROJECTS



# VALUED CUSTOMERS

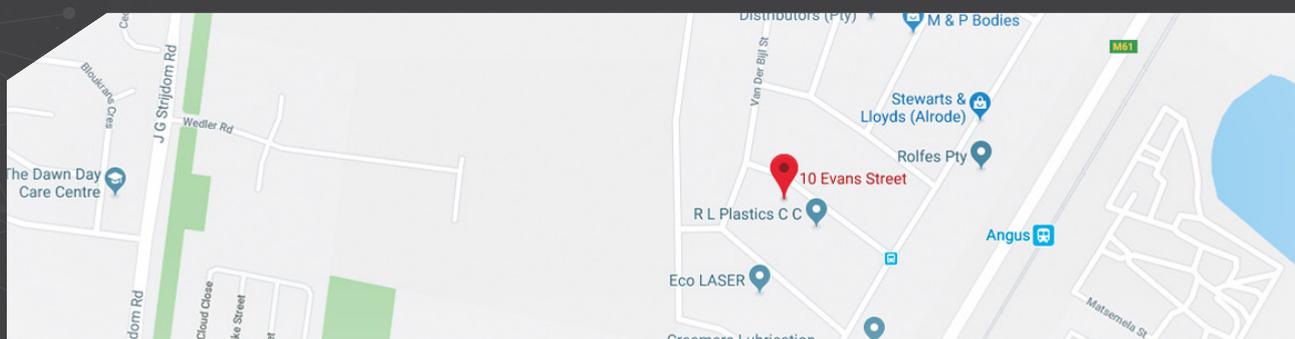


# OUR VISION

Our vision at Arrow Branding is to remain a competitive signage company & brand, renowned for its expertise in print, design & signage solutions, and valued for its professional services and quality.

## SOME KEY FEATURES :

- Customer Satisfaction
- Innovation and Creativity
- Determination and Hard Work
- Product Perfection
- High Quality and Service
- Great Turn-Around Time.



## Banking Details

Arrow Branding  
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The Glen 138537  
Acc. 1134781393

## Contact us

011 900 3633  
011 900 1064  
063 835 7802

## Web & Email

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sales@arrowsales.co.za  
www.arrowbranding.co.za

## Address

10 Evans Street  
Alrode South  
Alberton  
Gauteng  
1451

# FREQUENTLY ASKED QUESTIONS

## WHAT IS SOLVENT & DIRECT UV?

**SOLVENT PRINTING** is where the ink has a solvent that adheres the ink to the material below. Solvent creates a chemical bond between the ink and the material that it's being printed on. *Best for indoor use.*

**DIRECT UV PRINTING** is based on how the ink gets finished or cured, once the ink is printed onto the material, ultraviolet lights flash to rapidly cure the ink into place. Inks that are involved in UV printing are instantly dried before the printing operator has to handle them. *Best for outdoor use.*

## WHY SIGNAGE IS IMPORTANT?

**BRANDING AND VISIBILITY** - Customers are more likely to buy from a business they have heard of than one they haven't. Prominent, eye-catching signage exposes your business to people who over time may become customers and helps you build a strong brand.

**DIFFERENTIATION** - Your signage can help to differentiate you from the competition and build a truly unique brand. The more distinctive your signage, the more your business will stand out in the eyes of your potential customers and as long as your signage reinforces your unique point of difference, promoting your business 24/7.

**FUNCTIONALITY** - As well as having a promotional purpose, your signage also has a functional role to play in helping direct people to your business and merchandise as well as informing them when you are having a sale or promotion. This can help you raise awareness of your marketing activities and improve your customers' experience.

## WHAT ARE PANTONE COLOURS?

Pantone colors refer to the Pantone Matching System (PMS), a color matching system used by the printing industry whereby printing colors are identified by a unique name or number (as opposed to just a visual reference). This helps make sure that colors turn out the same from system to system, and print run to print run.

## WHY IS **ARTWORK** IMPORTANT?

### Artwork Key Points:

- Artwork is the step we take to prepare design files and layout for print.
- It is as important as the design phase if we are to optimize the printed results.
- The artwork phase most importantly includes ensuring photos and text are in the right colour space (CMYK or Spot colours), resolution of min. 300 dpi and setting up trim and bleed lines.
- At this stage we also make any final checks and amendments to the layout as per customers request.
- All artwork will be confirmed by a customer before printing, therefore we will send a Design Proof with requested artwork to customer for a sign off.

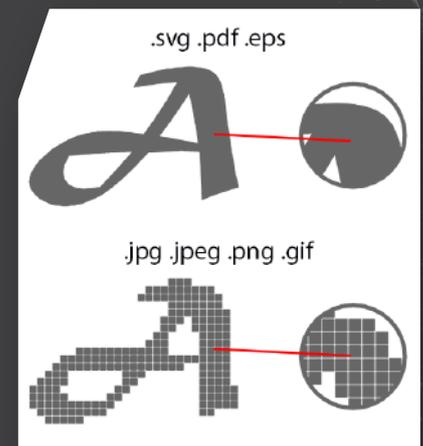
## WHAT IS **VECTOR & RASTER GRAPHICS**?

**VECTOR** - Vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. Paths can be used to create simple drawings or complex diagrams, which can be scaled to larger sizes without losing image quality. When you resize a vector graphic, the edges of each object within the graphic stay smooth and clean. Common types of vector graphics include .AI, .SVG, and .EPS files.

**RASTER** - Raster graphics are made of pixels, or tiny dots that use color and tone to produce the image. Pixels appear like little squares on graph paper when the image is zoomed in or enlarged. Each image can only contain a fixed number of pixels, the amount of pixels determines the quality of the image. More pixels results in better quality at the same or larger sizes of the original, the lower the number of pixels, the lower the quality. This limits the size the image can be scaled up without being able to see pixels, make it larger or smaller and the image could appear blocky, or "pixelated". Common types of vector graphics include .JPEGs, .PNG, and .BMP

## WHY WE NEED VECTOR?

We need you to provide artwork in the correct format to stop errors creeping into artworks. Vectors are important because they include lots of information within the file – including fonts, images, text and layout which can provide you with the best final result after print.



## WHAT IS **RGB & CMYK**?

**RGB** - RGB refers to the primary colors of light, Red, Green and Blue, that are used in monitors, television screens, digital cameras and scanners

**CMYK** - CMYK refers to the primary colors of pigment: Cyan, Magenta, Yellow, and Black. These are the inks used on the press in "4-color process printing".

The combination of RGB light creates white, while the combination of CMYK inks creates black. Therefore, it is physically impossible for the printing press to exactly reproduce colors as we see them on our monitors.

YOUR BRANDING MANUFACTURER

# ARROW

*Branding*

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“YOU THINK IT, WE BRAND IT!”