

# Norwood.

**LET'S EXPLORE**

THE OPPORTUNITIES

**A NEW IMAGE  
TO THINK ABOUT**

**ONLINE PRESENCE  
SOCIAL MEDIA & BEYOND**

**TAPPING INTO  
LOCAL MARKET**

**EXCLUSIVE  
UNIQUE  
IDEAS**

**[www.norwood.com.au](http://www.norwood.com.au)**

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# About Us

Plant tags are the foundation of our business. We introduced UV plastic printed coloured plant tags in Australia and New Zealand in the 1970s and in 1995 were granted a patent for our world class Taglok® lock-in system. Add to this our expertise in branding and marketing, point of sale, merchandising and advertising with display stands, shelf strips, wobblers, floor decals, signage and you have a host of products and services at your disposal.

True partnerships with our customers are the foundation of our growth. As their business flourishes, so does ours. We listen, we innovate, we look for improvements and we are constantly curious. Our willingness to evolve is matched by our precision in production. We emphasise process, checking and double-checking, authorisations, meticulous and measured, sustained and scalable.

## Sparro Promotional Box





## Disney Promotional Box



## Printed Alucabond Snowboard









## Retail Display Units

Thanks to their unique shape, design and exceptional visual quality, retail display units are an extremely potent marketing tool for any product. Whether they're custom-built to display a product or simply used as a stand-alone advertising tool, they provide that coveted point of difference. They're also easy to wipe clean and thanks to our special UV offset printing process, won't fade over time. As durable as they are attractive, Norwood's retail display units are a safe bet for drawing attention to your brand.





evian

NATURAL MINERAL WATER

PURE AS NATURE INTENDS

evian  
NATURAL MINERAL WATER

FROM THE FRENCH ALPS



# A PRINT ODYSSEY

A N O R W O O D P R O D U C T I O N



**norwood**multimedia



WE CAN HELP  
**JUST CALL OR**  
**SCOOT ON IN**





Roland 700

**ROLAND 700**







MAN  
ROLAND

ROLAND 700



Elitron TAV



EFI HS100





# Sustainability



**Polypropylene**

Norwood's PP5 is a polypropylene compound that is non-toxic and 100% recyclable. Customers can return their unused tags and other poly materials to Norwood for processing by our recycling partner, Martogg LCM. By re-using this material, which would otherwise go to landfill, we're able to reduce our energy output. Combined with our own production off-cuts we shred, pellet and reform the waste into new products, which include car parts and building materials.



# Storage & Fulfillment







Norwood is the whole deal. From innovative graphic design, industrial design, printing and manufacture all the way to storage, pick'n'pack and distribution. We have an extensive area of over 5,500 square metres of clean storage, available for both pallet and shelving options. Our current dispatch functions include the daily packing and distribution from over 10,000 SKUs to thousands of customers located throughout Australia, New Zealand, USA, South Africa and Canada.

Norwood's business has grown in direct response to our customers' needs. We are flexible, innovative and responsive. You may be surprised to find we have 29 trademarks, 2 designs and 9 patents registered across four countries. At one stage, Norwood literally printed money. We invest in research, we look after our people, we value our customers.

A blue binder for Goodyear Industrial Hose is shown at an angle. The binder features the Goodyear logo and the text 'ENGINEERED PRODUCTS' and 'INDUSTRIAL HOSE'. It is placed on a surface with a tire tread pattern visible in the background.

**GOODYEAR**  
ENGINEERED PRODUCTS

**INDUSTRIAL  
HOSE**

## Binders

- Designed to meet your specifications
- Highly durable construction protects contents
- Professional and stylish way to store important document

Available in a wide range of substrates and varying thicknesses, our binders are an effective and long-lasting marketing tool. They can be produced in any shape or size with built-in ring holders that can be constructed to meet your requirements.

Highly customisable and tailored to meet your design specifications, these packaging solutions offer a professional and stylish way of presenting your company's brand and products.



# YOUR PROPER TRADE KIT



EMERGENCY HOME & HANDYMAN KIT

**MAZDA  
GENUINE  
ACCESSORIES**

MAZDA GENUINE ACCESSORIES



*zoom-zoom*



mazda



**STIHL®**



# Packaging

Choosing Norwood means packaging that's not just beautiful, but highly functional too and plastic packaging is an easy way to create a significant point of difference between you and your competitors.

Norwood is able to help with all manner of plastic product packaging. We've created a range of plastic packaging for food packaging as well as non-perishable packaging. We take everything into consideration when designing your plastic packaging, including shelf life, visual appeal and cost.







**KINDY**NOW

A minimalist white rectangular block, possibly a book or a piece of art, is positioned on a dark, reflective surface. The block is oriented vertically, and its side face is visible. The text "CHARLES LEBRUN" is printed in a clean, sans-serif font on this side face. The background is a blurred city street scene, with a road and some indistinct structures visible. The lighting is soft, creating a subtle shadow on the surface below the block.

CHARLES LEBRUN





## Design & Branding









◀ OPEN

USE BY



CLASSIC

*Smooth & Creamy*

CHOCOLATE

600mL



CLASSIC

*Smooth & Creamy*

CHOCOLATE

600mL



# Point of Sale

If you're looking for a way to stand out from the crowd, then point of sale displays from Norwood could be exactly what you need.

We're professional, experienced and full service. We can help with everything from design through to creation and take great pride in creating truly head-turning point of sale displays that captivate and command attention from those in the vicinity.

We believe in creating an unforgettable experience and journey for your customers. We take your brand and ensure that anything we create incorporates and embodies your brand's beliefs and values, enabling you to communicate more effectively with your customers.

Counter Display Units and Tent cards are highly effective marketing tools. Whatever the product being promoted, they are able to catch the consumer's eye through unique shape designs and outstanding visual clarity. They can be crafted to display any of your products or can be used as stand-alone advertising tools. Our point of sale products are attractive as well as durable and are easy to wipe clean for added longevity.

- Unique designs, shapes and sizes that meet your specifications
- High quality durable finish promotes your product with crystal clarity
- UV offset printing process prevents fading

# Water Proof Fish Booklet









# Visual Merchandising

Whether it's a sign, poster, banner or promotional material, our point of sale products are designed to command attention at that crucial retail moment. Available in a wide range of shapes, colours and forms, these adaptable items can be placed just about anywhere in order to serve your unique advertising needs. Thanks to Norwood's special UV offset printing process, they'll be able to serve your needs even longer as they will not fade over time.



# CAD Design

Norwood uses absolutely state of the art digital design systems to achieve precise results for your product and packaging. Our computer aided design (CAD) software will help to bring your ideas to life. It turns concepts into vision and will help you see what your final product will look like. Computer aided design software can help to render both 2D and 3D models, ensuring that any design flaws are addressed as early in the process as possible, and the final product is created without error.







WE HELP **DRIVE**  
**YOUR BUSINESS**

**LITERALLY**







Norwood News



# Wobblers



- High grade plastic substrate for constant flexing
- Amazing level of colour depth and clarity
- Highly durable finish that is fade resistant
- Available in a wide range of shapes and sizes

Shelf wobblers are an extremely cost-effective advertising tool that can draw additional attention to your product, no matter where it's located on the shelf. Wandering eyes are commonplace in the shops, and our shelf wobblers grab those darting pupils and direct their focus to your product. We specialise in the production of plastic shelf wobblers as we believe they're infinitely more effective than their cardboard counterparts. They bounce and sway as people walk past and with the use of creative designs can add serious impact to the visual appeal of your product. We're able to fully customise the size and shape of your shelf wobblers and can assist with everything from design through to manufacture, storage and distribution.



- Temporary – Excellent for short term applications where easy removal is required
- Permanent – Resistant to external forces and ideal for long lasting signage
- Durable finish that is resistant to fading



## Stickers

Indoor/outdoor self-adhesives are a versatile way to promote your product, but Norwood's expand even further on that versatility. Capable of being applied to almost every surface, our stickers can be used for almost any purpose imaginable – on cars, on trucks and forklifts and even on your rubbish bin. Featuring weatherproof inks, they won't fade out in the elements and on the road. Additionally, our UV offset printing helps extend their lifetime, while also delivering vibrant, high quality images that catch the eye. Best of all, this durable option comes with an extensive range of shapes and styles at hand, all ready to be tailored to your specific design requirements.



PRODUCT  
TESTED  
FROM  
**15,000 FEET**  
**AT 200KPH**







**THAT'S  
QUALITY  
CONTROL**

# Hangsells



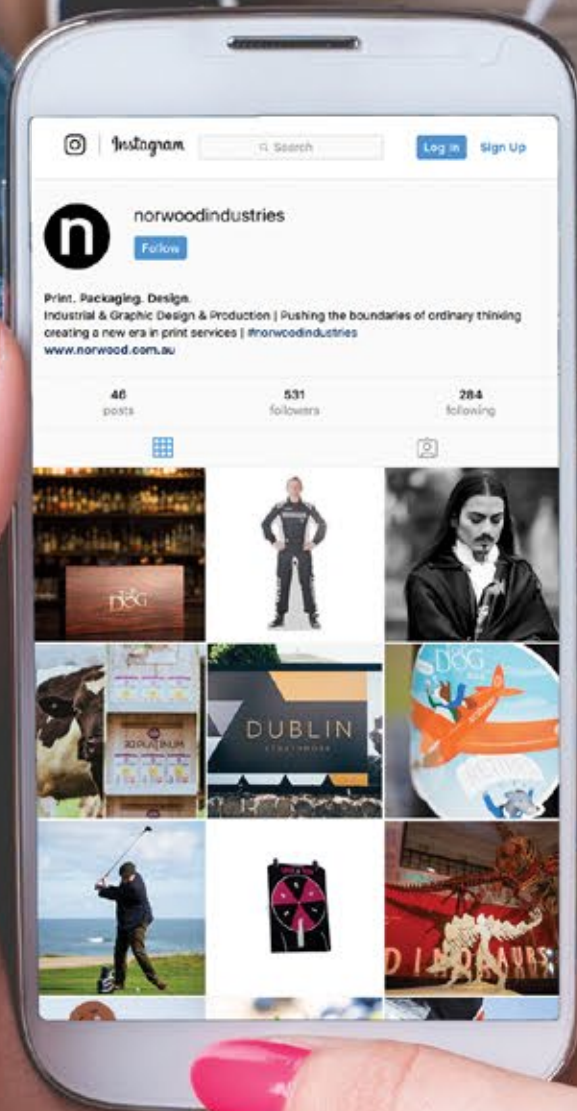
Instead of getting lost in the usual shelf clutter, our hangsells proudly stand out in front as an eye-catching and highly effective way of commanding attention. Available in clear or white plastic, they are produced with durability in mind to maintain a professional display. Our hangsells are strong enough to handle everyday knocks and bumps and they're fade resistant too.

If they get dirty, simply wipe clean with a wet cloth. The most important thing to consider about our hangsells is their customisation. We can make them in all shapes and sizes and they benefit from our specialised UV technology that ensures your brand design remains sharp and vibrant.

- Displays your product away from the usual shelf clutter
- Stands out from the competition
- Long-lasting good looks







INSTAGRAM US  
@norwoodindustries





# BRINGING **PRINT** TO LIFE



**norwood**multimedia







# Signage

Sometimes it pays to say it out loud. Catch people's attention with our selection of unique signage options, all custom designed with your choice of eye-catching shapes and colours. We have you covered for both indoor and outdoor applications with our highly durable polypropylene plastic and UV offset printing technology, which ensures long-lasting fade resistance even when exposed to adverse environmental conditions. Within the signage range we also offer a selection of substrates in variable gloss options and thicknesses including:

- **Self-adhesive vinyl** – Vibrant, long-lasting and perfect for outdoor use
- **Electrostatic materials** – Can be applied again and again to most smooth surfaces
- **Plastic sheeting** – Our polypropylene is non-toxic, durable and recyclable
- **Skybond** – An aluminium composite panel that is perfect for large outdoor signs
- **Plywood** – For unique signage that has a rustic look
- **Banners** – Suitable for billboards and large backdrops

A close-up photograph of a beekeeper wearing a dark protective suit and a white mesh veil. The beekeeper is holding a cylindrical metal smoker, which is emitting a thick, white plume of smoke. The smoker has a wire mesh cage around its middle. The background is dark and out of focus.

**LET'S  
BEE  
FRIENDS**



# FOLLOW OUR SOCIAL MEDIA



**norwoodmultimedia**



**norwoodind**



**norwoodindustries**





n o r w o o d<sup>®</sup>

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