

Simply,
Create You.

- .31" Wide
- 40' of dot pattern adhesive
- Easy to change cartridge
- Lightweight
- Permanent, acid-free & non-toxic adhesive

New & Improved!

► Adhesive Solutions



► create-a-sticker



► Everyday Stories

► Creatopia



HOW LATITUDE HELPED A WORLD LEADING
CRAFTS TECHNOLOGY PROVIDER
**LAUNCH ACROSS EUROPE & GENERATE
AN INITIAL 300,000 PRE-ORDERS.**



 **XYRON®**



PROJECT RESULTS

- 300,000 UNIT PRESALES FROM TWO EXHIBITIONS



"FROM DIRECT MARKETING & CRM TO BROCHURE DESIGN AND
CONVERSATION WITH A PHONE CALL TO LATITUDE!"

PETE STANSFIELD
EUROPEAN MARKETING DIRECTOR

AND HIGH LEVEL CREATIVE, I WOULD START OFF EVERY

PRODUCT BROCC

THE CLIENT

Xyron develops, manufactures and sells innovative adhesive application, laminate application and image transfer products designed to enhance and protect ordinary printer output, digital images, photographs and hand-generated items. They are a global organisation based in the US with operations in numerous countries such as Australia, Canada and the UK.

Their main markets are hobbyists, graphic designers, small offices and children. Voted the fastest growing company within their sector 3 years running they are seen as an innovator within their marketplace.

THE PROJECT

Latitude was briefed to create a new UK product brochure, give away hand-out mini brochures for two pre-arranged exhibitions and to help write new copy and descriptors for their products. This was to be done within just two weeks and over an extremely busy Christmas period.

THE SOLUTION

PHASE 1: Brochure design and exhibition collateral.

Latitude was supplied images, text descriptors and codes for all the 42 products Xyron were leading with across the UK and Europe.

We set about designing and laying out the new brochure to give us a good view of how many pages would be required and providing us with a look and feel for the marketing material at the same time.

Once the design was signed off Latitude reduced most of the text supplied, shot new product images and created illustrations for the brochures.

The end result was a 24 page product brochure and 3 four-fold brochures with tear strips along the base that separated the products into three categories.

PHASE 2:

Whilst we were designing the brochures the client mentioned that they were going to be giving away over 1000 X-shaped Sticker Machines to visitors at the shows. Having attended many trade shows we thought that we could potentially, at very little cost, create a process that would generate a lot more marketing uptake, recall and buzz at the show.

In light of this we devised a competition called 'The Hunt for the Golden X'. Xyron produced 2 Gold, 5 Silver and 10 Bronze X sticker-makers which were to be packaged in gold boxes that we designed.

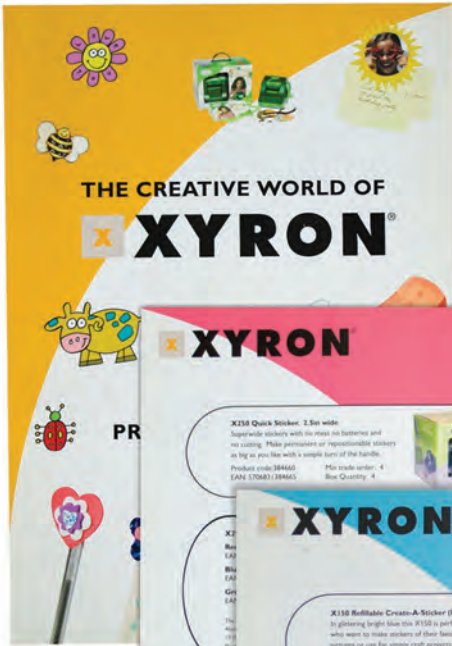
The idea was that a show visitor would provide their business card or contact details in return for a golden box. If the box contained a normal coloured sticker machine they would be able to keep it and walk away with a free gift, which at the same time doubled up as a marketing piece. If they found a bronze, silver or gold coloured X they had won a much bigger, more professional laminating machine.

The competition not only created a better reason for visitors to attend the stand where Xyron representatives could deliver their sales pitch, but it also meant that whoever won the machines would have to buy laminate refills when they ran out and would of course become long term customers.

Latitude also designed a card-drop which could be left at eating areas or could be given away around the exhibition to promote the idea and push people to the stand.

The concept was so well received when Xyron tested it in Frankfurt that they repeated the idea in Edinburgh again to great uptake and interest from the delegates.

The results were 300,000 pre-orders by WHSmith, ELC, Sainsburys, Mothercare and Toys-R-Us to mention a few.



XYRON STICKER MAKERS

X150 Quick Sticker 1.5in wide Superwide stickers with no mess no batteries and no cutting. Make permanent or repositionable stickers as big as you like with a simple turn of the handle.
 Product code: 38460 Min trade order: 4
 EAN: 570683109665 Box Quantity: 4

XYRON STICKER MAKERS

X150 Refillable Create-A-Sticker (Blue) 3.5cm wide In glowing bright blue this X150 is perfect for Super who needs to make stickers of their favourite football stars, guitars or cars, for simple craft projects.
 Product code: 38463 Min trade order: 4
 EAN: 570683109655 Box Quantity: 4

X150 Refillable Create-A-Sticker (Red) 3.5cm wide Red and red with silver with glitter this X150 is a big hit with the girls. Pop stars, flowers and badges will never be the same.
 Product code: 38464 Min trade order: 4
 EAN: 570683109654 Box Quantity: 4

X150 Permanent Adhesive Transfer Cartridge Simply insert the cartridge into the 'X' and it's ready to use. Scrapbooking, Rubber Stamping, etc.
 Product code: 38465 Min trade order: 4
 EAN: 570683109657 Box Quantity: 4

X150 Repositionable Adhesive Transfer Cartridge Simply insert the cartridge into the 'X' and it's ready to use. Kids stickers, Stenciling, Art & Science projects.
 Product code: 38466 Min trade order: 4
 EAN: 570683109658 Box Quantity: 4

XYRON

Self Adhesive Photo Corners Clear Matte
 The clear photo corner adds a touch of class to any scrapbook or craft project. It's easy peel action makes photo sticking easy.
 Product code: 38490 Min trade order: 6
 EAN: 570683100009 Box Quantity: 6

Self Adhesive Photo Corners Gold Matte
 If you want to make your photos stand out stick them with gold. Great on basic black backgrounds, they stick to almost anything. Keeping your most precious memories safe forever.
 Product code: 38490 Min trade order: 6
 EAN: 570683100016 Box Quantity: 6

Self Adhesive Photo Corners Black Matte
 Stylish and sharp these photo corners hold memories in place forever. Great on basic black backgrounds, they stick to almost anything.
 Product code: 38491 Min trade order: 6
 EAN: 570683100023 Box Quantity: 6

Adhesive Stampor 730 stamps 13 x 18mm
 With it's easy stamp action you can apply permanent adhesive. Possibly the easiest way to apply adhesive.
 Product code: 38492 Min trade order: 6
 EAN: 570683100078 Box Quantity: 6

Adhesive Runner 700 x 18mm
 Just roll away and you will add adhesive whenever you go. Sticking with our runner is easy and fun for everyone.
 Product code: 38493 Min trade order: 6
 EAN: 570683100085 Box Quantity: 6

Permanent Adhesive Roll Cartridge 700 x 9.5mm
 Sticky Rollers our roll cartridge fits both the Stampor and the Runner.
 Product code: 38493 Min trade order: 6
 EAN: 570683100092 Box Quantity: 6

XYRON

Sticky Spots Large 250 spots
 The bigger the job, the bigger the spots. Two hundred large permanent spots for you to stick anywhere. This is serious gluing.
 Product code: 38497 Min trade order: 6
 EAN: 570683100193 Box Quantity: 6

Double sided tape tabs 13mm x 750
 750 Individual tape tabs allow you to stick anything in any time anywhere. With it's easy peel action sticking has never been easier.
 Product code: 38497 Min trade order: 6
 EAN: 570683100192 Box Quantity: 6

Double sided tape tabs 13mm x 500
 500 Perfect for crafting, scrapbooks and around the office. Peel and stick and change things around you whenever you like however you like.
 Product code: 38498 Min trade order: 6
 EAN: 570683100179 Box Quantity: 6

Double sided tape tabs 13mm x 250
 This simple to hold 250 dispenser makes sticking fun. Great for Posters, Exhibitions around the office or in the children's bedroom.
 Product code: 38498 Min trade order: 6
 EAN: 570683100196 Box Quantity: 6

500 Double sided tape slivers 13 x 6mm
 Apply a tiny portion of adhesive to those difficult little stick areas simply remove the protective paper & whenever you wanted stick it really is that easy.
 Product code: 38499 Min trade order: 6
 EAN: 570683100193 Box Quantity: 6



XYRON
 www.xyron.com

WELCOME TO THE CREATIVE WORLD OF XYRON

Create with Xyron.
 There's only one thing better than making something, and that's receiving it.

The Xyron range allows the creative mind to play, design, create and preserve any moment. Laminates, Stickers, Magnetics and transform any environment with ease and no mess. From the X150 sticker maker to the X900 Multi-finisher there are no batteries and no limits to what you can do. Make something for yourself or create something for somebody else. The possibilities are endless with Xyron.

XYRON

X510 & X900 CREATIVE STATIONS

INSPIRE . CREATE . INNOVATE

THE XYRON 510
Great things come in small packages.

The Xyron 510 is the smallest in our range of multi-purpose work stations. With a simple change of cartridge you can laminate, magnify and apply permanent or re-positionable adhesive to almost anything.

Perfect for Crafting, Scrapbooks, Photo Albums and fun with the kids. The X510 works beautifully with digital camera's & PC's transforming your print into photo fringe magnets, magnetic memo pads, pens, book covers and so much more.

Your imagination can take it. The X510 is three times the fun and twice the size of the X900. The X510 is three times the fun and twice the size of the X900. The X510 is three times the fun and twice the size of the X900.

XYRON X900 A4 MULTI-FINISHER
Does everything except make the tea.

The all in one X900 is perfect for the creative household. The X900 will laminate, magnify or apply permanent or re-positionable adhesive to documents up to A4 by simply replacing the cartridge.

Perfect for presentations and brochures, protect your print or improve their homework - the list goes on and on. The X900 is also something to cherish that will last forever. The X900 is also something to cherish that will last forever. The X900 is also something to cherish that will last forever.

XYRON in Euro
Esselte UK L
Waterside 1
Cowley Bu
High Street
Uxbridge
United Kingdom

INSPIRE . CREATE . INNOVATE

XYRON

X150 & X250 STICKER MAKERS

INSPIRE . CREATE . INNOVATE

THE X150 CREATE-A-STICKER
Hours of fun and enjoyment for the family.

The X150 turns almost anything into a sticker. Cut out pictures, draw your own, make labels for around the house or use it for memory crafting. With no batteries, no heat and no electricity the X150 is great for adults and children. Simply place your chosen design over the X150, pull it through, tear and peel and you have a perfect sticker.

The X150 applies a uniform acid-free permanent or re-positionable adhesive to anything, whatever the shape. With no cutting, no mess & no end to the super simple fun the X150 is for the whole family and a just stickers!

THE X250 STICKER MAKER
Bigger stickers, bigger fun.

The fantastic X250 with easy feed handle makes sticker making fun, fast and easy. With no batteries, no heat and no mess the X250 is perfect and great for around the house or office. Simply place your artwork into the X250, turn the handle and you're done. You'll also find our X250 inside our X250 for children with complete kits for great design projects.

XYRON in Euro
Esselte UK L
Waterside 1
Cowley Bu
High Street
Uxbridge
United Kingdom

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XYRON

SOLUTIONS MULTI-PURPOSE RANGE

INSPIRE . CREATE . INNOVATE

THE XYRON SOLUTIONS RANGE
Ready to play!

Presentations, Memo's, Labelling, Sticking, Cutting, Decorations, Laminating, Brochures, Wipe Boards, the list goes on and on. Xyron has over 10 solutions range. Anything you need for the office or home or job we've got it covered.

Perfect Paper. Sometimes literally! From our best and brightest Xyron Tapes the Xyron Solutions range makes hard work, easy. Choose from our range of dispensers, laminating sheets, solutions accessories and other practical ways to use adhesive applications. With Xyron there's no problem, just solutions.

Mounting Tape 1m x 12mm
This mounting tape is perfect for presentations, photo and card projects. The acid free adhesive makes mounting light work.

Product code: 28850 No. in pack: 1000m
Product code: 28851 No. in pack: 1000m

Mounting Tape 7m x 8mm
The mounting tape is perfect for presentations, photo and card projects. The acid free adhesive makes mounting light work.

Product code: 28852 No. in pack: 1000m

Permanent Adhesive Yellow/Glue Tape
Change your mind, change a sign and then some. Leaves no mess and no residue, where you can stick things and then peel them right off.

Product code: 28853 No. in pack: 1000m

Repositionable Adhesive Yellow/Glue Tape
Change your mind, change a sign and then some. Leaves no mess and no residue, where you can stick things and then peel them right off.

Product code: 28854 No. in pack: 1000m

XYRON in Europe
Esselte UK Ltd
Waterside House
Cowley Business Park
High Street, Cowley
Uxbridge UB8 3HP
United Kingdom

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VARIOUS LANDING PAGES

THE X150 STICKER MAKER
Hours of fun and enjoyment for the family. The X150 turns almost anything into a sticker. Cut out pictures, draw your own, make labels for around the house or use it for memory crafting. With no batteries the X150 is great for adults and children. The X150 applies a uniform acid free adhesive or re-positionable adhesive to anything whatever the shape leaving no cutting out, and no mess.

THE X250 STICKER MAKER
Bigger stickers, bigger fun. The fantastic X250 with easy feed handle makes sticker making fun, fast and easy. With no batteries, no heat and no mess the X250 is perfect for around the house or office. Simply place your artwork, label etc into the X250, turn the handle and you have a perfect sticker. It's that easy. The X250 also comes inside the 'No limits' package range for children with complete kits for great design projects.

THE XYRON SOLUTIONS RANGE
Ready to play! Presentations, Memo's, Labelling, Sticking, Cutting, Decorations, Laminating, brochures, wipe boards the list goes on and on. Over 10 products with millions of possibilities in our multi-purpose solutions range, anything you need for the office, or home, we've got it covered. Sometimes literally! From hand held dispensers to our patented glue stamps, the Xyron Solutions range makes hard work, easy. With Xyron there's no problems, just solutions.

THE XYRON 510
Great things come in small packages. The Xyron 510 is the smallest in our range of multi-purpose work stations. With a simple change of cartridge you can laminate, magnify and apply permanent or re-positionable adhesive to almost anything. Perfect for Crafting, Scrapbooks, Photo Albums and fun with the kids. With our patented magnetic tape you can make photo fringe magnets, magnetic memo pads or pens. The X510 is three times the fun and twice the size of the X900. The X510 is three times the fun and twice the size of the X900.

THE XYRON 900 A4 MULTI-FINISHER
Does everything except make the tea. The all in one X900 is perfect for the creative household. The X900 will laminate, magnify or apply adhesive (permanent or re-positionable) to any size artwork or document up to A4 by simply replacing the cartridge. Create fantastic presentations, brochures, demonstrations and exhibitions for your business or use it to protect your child's artwork or improve their homework the list goes on and on.

INSPIRE . CREATE . INNOVATE

WILLKOMMEN IN DER KREATIVEN WELT VON XYRON

www.xyron.com

IF YOU WOULD LIKE MORE INFORMATION ON THIS CASE STUDY OR
IF YOU HAVE A PARTICULAR ISSUE THAT YOU'D LIKE TO DISCUSS,
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latitudesolutions
building business. creating brands