



By golly,  
what is this

**nettl**<sup>®</sup>

thing about?



1855



nettl  
OF PEOPLE  
WEBSITES  
DESIGN  
PRINT  
EXHIBITIONS  
nettl.com

nettl.com

and INSPIRATIONAL  
MEET  
COFFEE  
IDEAS  
nettl.com



## JUST WHAT IS A 'NETTL'?

It's not a fruit.

It's not a vegetable.

It's *not even* a plant.

It's a business system.

It's the largest network of neighborhood web,  
print and design studios in the UK.

And Nettl is coming to America.

We'd like *you* to be a part of it.

MAKE mere mortals

# FEEL

uncontrollable EMOTION with

# PRINTING

to **THINK** **WE**  
their **want** **DE**



# LET'S START WITH THE CLIENT

We always think that's a wise place to begin.  
In the old days, clients invested their marketing  
bucks on print-based advertising.  
Nowadays, the first thing a start-up business  
wants is their website.

*Business cards aren't first anymore.*

Then, that startup needs help with email  
marketing and search engine optimization.

So that's where Nettl starts too.

But it's certainly not where it ends.



final-final2-copy-  
final.jpg  
380 x 295

# IT STARTED WITH A JPEG

Don't get us wrong.

It's not that clients don't buy print anymore.

*Of course they do.*

It's just that the creative relationship starts with  
the person who designs the first *thing*.

Since that thing is often a website, the relationship  
now starts with their web designer.

Admit it. You've probably cursed the web guy who  
sent you a 72 dpi RGB logo to print.

Well, now those files are being uploaded every day  
to online printers.

netu

BUSINESS STORE

WEBSITES  
CRAFTERS of QUALITY  
PRINT & SIGNS  
for the discerning  
BUSINESSES of BIRMINGHAM



## **BTW, THIS IS A TRUE STORY**

You might be wondering how we know all this.

You see, we were once *the printer*.

Of course, we came up with clever creative.

And we made magical marketing.

But print was our DNA and we had a network of  
print stores, sprinkled all around the globe.

Gradually, clients stopped coming in.

Things got harder. Our margins eroded.

And so we changed.

We became Nettl.



YOU *had* ME at

# ONLINE BOOKING

and *Travel* Magazine  
and *Magazine*



## HOW DOES NETTL HELP CLIENTS?

Clients don't want multiple creative relationships.

They hate explaining their brand to a sign guy,  
a web girl, some expo dude and then a printer.

They want one person to take care of it all.

But life is complex. All of those things are hard.

Nettl makes it easy to navigate.

We simplify. We cut out the jargon.

We don't patronize people.

*(That means talking down to people. Just kidding.)*



# CLIENTS JUST WANT MORE

Ten years ago, a website was just a homepage,  
*about us* and a contact form.

Then clients started wanting to do more.

To take payments. To sell things online.

On the move. On mobile devices.

With stock sync'd to their back office system.

Put up online appointment booking forms.

With live availability of time slots.

They wanted clever systems.

And that's when things got more complex.

*Spoiler alert: Nettle does all this and more.*



## WHERE DO I COME IN?

Maybe you've done a little web.

Perhaps you've sold *absolutely* loads.

Or it might be you've done none at all.

It doesn't matter how experienced you are.

Nettl helps graphic professionals - like you - to

win and make profit from web projects.

It helps them deliver small projects, *profitably* too.

With classroom training and smart software.

And of course, *a little secret sauce*.





# BLESSED ARE THE GEEKS

Clients can be demanding.

They want to push the boundaries.

After all, they're entrepreneurs and want results.

But before you can quote for their web project, you

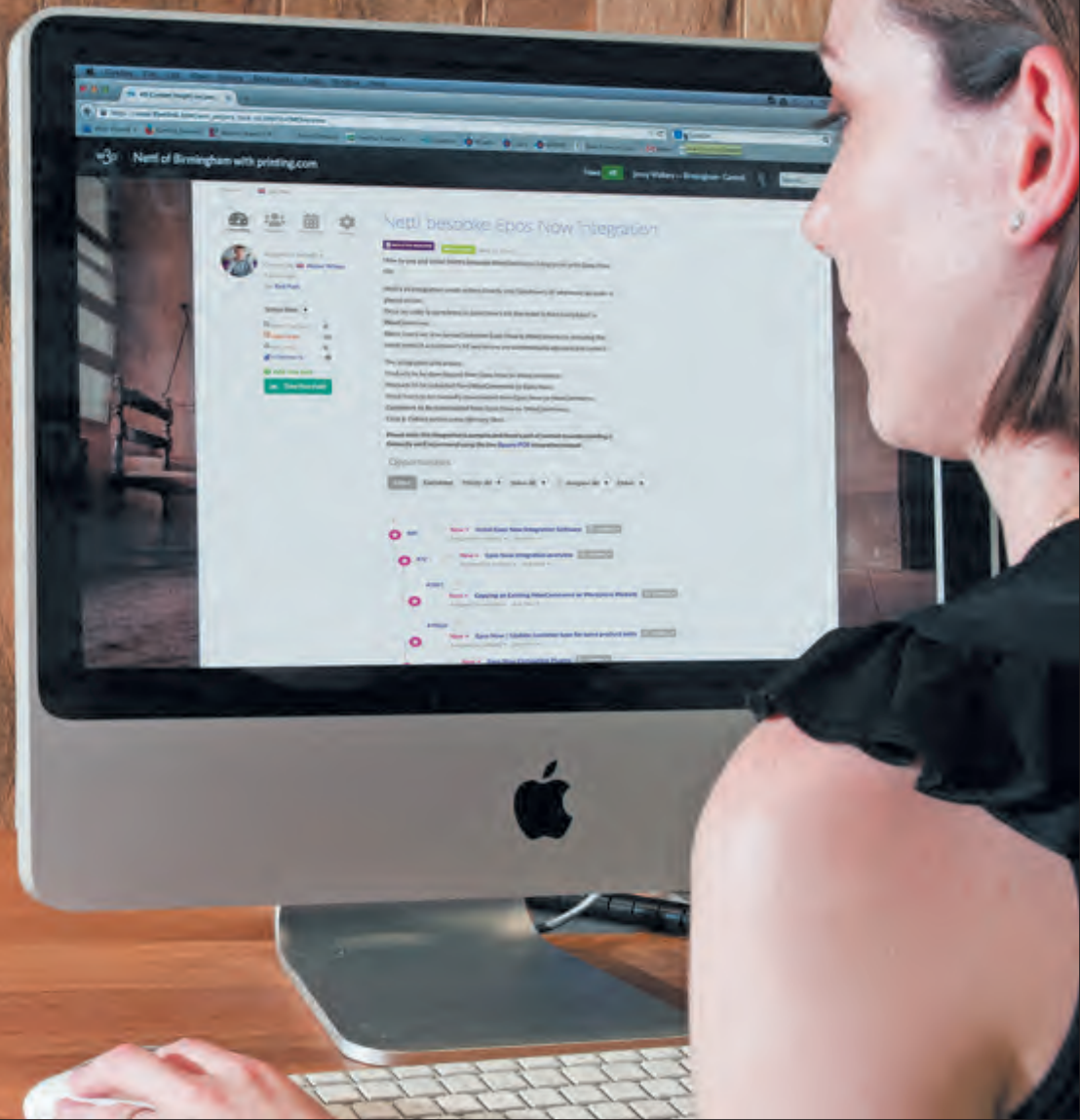
need to know *how to do it*.

Else it could take *days* more than you quoted.

And figuring *how to*, takes time.

Time that clients aren't paying for.

That's where the Nettle Geeks come in.



## Netli besöker Epos-Now Integration

How to you and what data between Epos-Now and Netli integration

Netli's integration with epos-Now and Netli's integration with epos-Now is a great solution. This is why it is important to understand the benefits of this integration. When you use the Epos-Now system you can see all your orders in the Netli system. This is a great way to manage your orders and to see the status of your orders.

The integration is easy to use. You can see all your orders in the Netli system. This is a great way to manage your orders and to see the status of your orders. You can also see the status of your orders in the Epos-Now system. This is a great way to manage your orders and to see the status of your orders.

Find out more about the integration and how it works. Contact us today for more information.

### Opportunities

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

Netli Epos-Now Integration Software

# TAKE THE FAST PATH

The Nettle Geeks build Fast Paths.

They're the blueprints for the *how tos*.

Because every business type has common needs.

Salons need appointment systems.

Stores want click + collect capability.

Financial advisers yearn for mortgage calculators.

Restaurants desire online reservations.

The Nettle Geeks work out *how to*.

And they create digital *recipes*, called Fast Paths.

Your team can follow and edit these recipes.

And get a known outcome for a known price.



# HANG OUT ON THE GEEK CHANNEL

Sometimes things don't always go to plan.

You get stuck. Something doesn't behave.

You need a bit of code to make that *thing* work.

Maybe you've found a new problem.

*Surely* someone has tackled the same thing?

That's where the Geek Channel comes in.

It's a private global community.

All our Nettl Geeks and partner network.

Ask a question on there and get help.

Friends don't let friends get stuck.



# SO IS THIS JUST A WEBSITE BUILDER?

Oh, my. *Oh no, it's not.*

Nettl is *so much* more than websites.

The journey might well start with a website.

But it could also start with exhibition displays.

Or a request for some business decor.

Nettl covers a full range of marketing collateral.

With product supply chain hooked-in.

Fancy print. Fabric displays. Promo stuff.

And a smart cloud-based, management system to

handle multiple projects going on at one time.





# WORKFLOW IS DULL

Yeh, we think so too.

You just want to get the job done.

We've developed our software over two decades.

So we've learned a thing or two about how to save

*a few minutes here and a few hours there.*

The Nettle back office connects you to clients.

Online payments. File uploads. Proof approvals.

All the self-service things they want to do.

It intelligently automates lots of little tasks.

Like billing. Subscriptions. File preflighting.

It makes your team work more effectively.



*Spectacular*

# SPACES

DESIGN IDEAS  
LOOK BOOK

nettl

## SELL IT TO ME, BABY

You spend your day working up ideas for clients.

Do you promote yourself as much as you'd like to?

It's like the builder's own unfinished house.

Clients always take priority. *Of course they do.*

Sometimes that means we don't do all the things

we wake up with the best intentions of doing.

Nettl is a full suite of marketing, to help you sell.

Online and offline. E-blasts and Brochures.

In-store, direct mail and for exhibitions.

In a friendly voice, saying new stuff each time.

A reason to contact clients *and win new ones.*



Can I get my ATTITUDE  
**COFFEE?**  
TEAM M1  
**ECOMMERCE?**

COFFEE

ONLINE  
BOOKING

## TALK ABOUT ME NOW

So, we know you're famous in your town.

Your business was built on your reputation.

We wouldn't want to work with you if it wasn't

So *how* do we work together?

Nettl is a bolt-on franchise.

That means you keep your existing brand.

And you co-brand Nettle with it.

Use as much of our funky brand as you like.

But please know this. The Nettle system and marketing is *not available* as white-label.



WE WRAP  
VEHICLES

nettl  
BUSINESS STORE

WEBSITES  
PRINT  
SIGNS



## **BUT I'LL SURELY NEED MORE RESOURCES**

It's a reasonable thought. Growth needs resources.

But throwing people at a problem isn't the answer.

*Nine ladies can't make a baby in one month.*

Sometimes it's about being smarter.

A cheetah is the fastest animal on the planet.

*Until you give a human a bicycle.*

And that's the thing, you see.

Nettl helps you get more from your team.

It uses your designer's existing skill set.

And amplifies it. *Turns it to eleven.*



WHO will you  
**MEET**  
IN our PARADES  
**TODAY?**

VENTURE IN and  
**MOISTEN**  
your  
**SAUCE-BOX**



nettl



WHO is SAFFOR  
**COFFEE**  
and how is POLLY OLD  
**CHINWAG?**

COME INSIDE and  
**REBOOT**  
your  
**GIGGLEMUC**



nettl



## WHAT DOES IT COST?

Much less than you might think.

And far less than hiring a new person.

Nettl partners pay from \$299 per month,  
depending on the size of their territory.

There's a one time set-up fee of \$4,995  
*(Founder franchisees will pay up to 80% less).*

The set-up fee grants geographic exclusivity.

It includes classroom training and your  
marketing starter pack.

Everything you need to get going.

To be more Nettle.

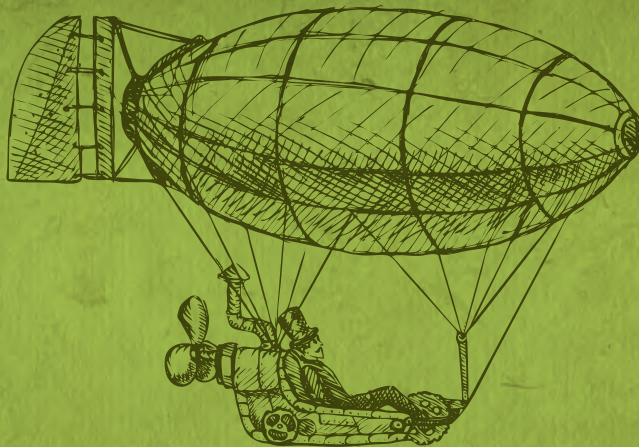


## WHAT NEXT?

We'd like to show you the Nettl system in person.

We can do that face-to-face, or by webex.

Please email [uspartners@nettl.com](mailto:uspartners@nettl.com) to arrange.



be  
more  
nettl®

1-800-78-NETTl

1-800-786-3885

[uspartners@nettl.com](mailto:uspartners@nettl.com)

Nettl of America LLC, SM Building,  
6685 Beta Drive, Mayfield Village, Ohio 44143