



PURVEYORS *of* FINE

**WEBSITES**

*&* CRAFTERS *of* QUALITY

**PRINTING**

*for discerning*  
BUSINESSES *like* YOURS



A vibrant butterfly with black, yellow, and blue wings is perched on a green leaf. The background is a soft, out-of-focus mix of purple and blue.

FLOAT *like a*  
**BUTTERFLY**  
STING *like a*  
**NETTL**

*(not) Muhammad Ali*

# Hello

*How can we help you?*



Nettl exists because business is hard. You have more choice than ever before. Does it feel like you need to keep learning just to stand still? Do people expect you to be a master of social marketing, a user interface guru and an advertising genius, all at once? And, all the time?

We're your secret weapon.

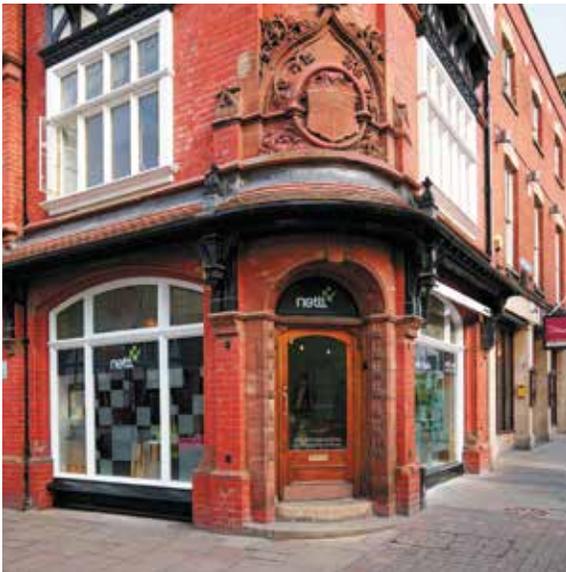
We've helped tens of thousands of businesses promote themselves better online and offline.

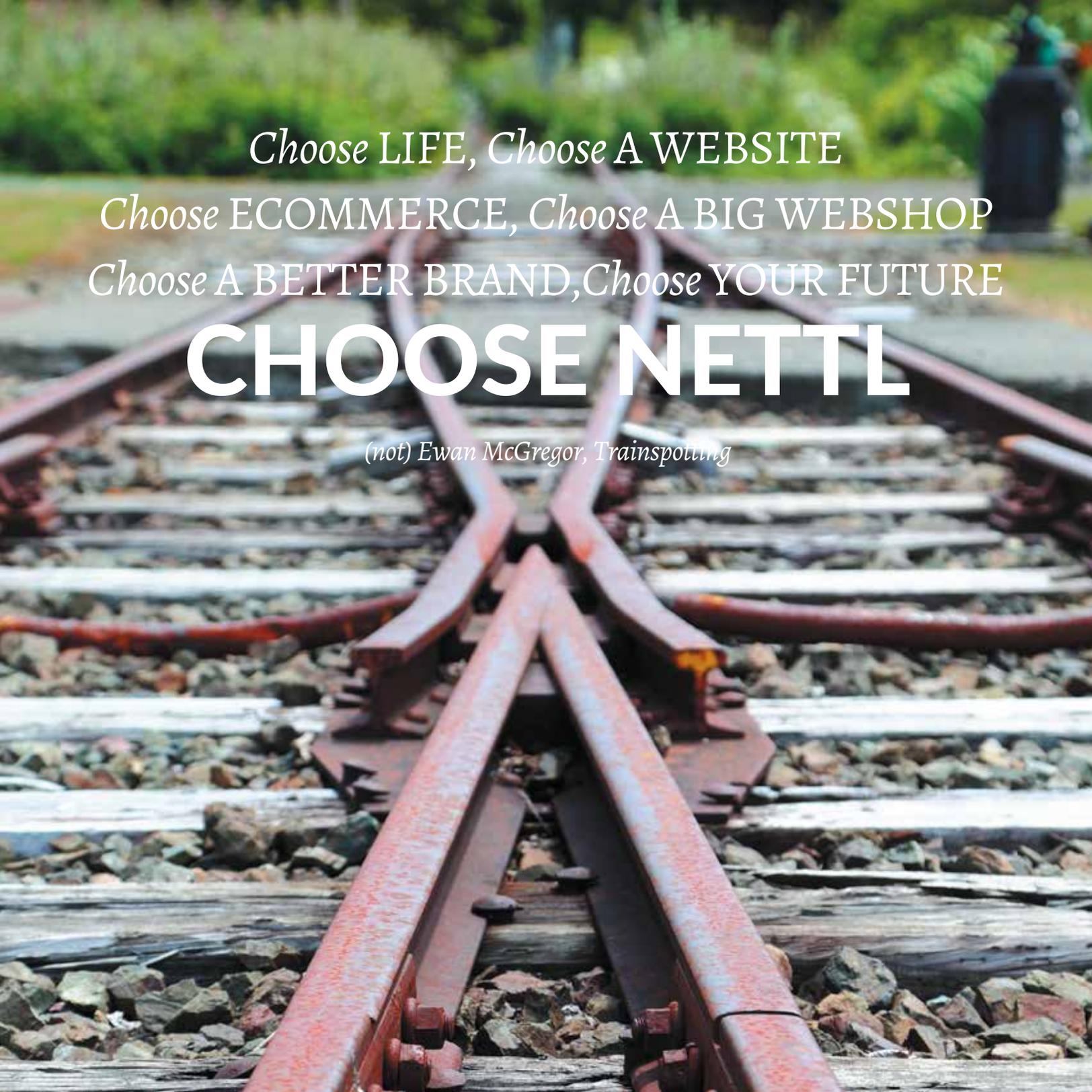
We want your business to grow. Nothing's more important to us. Think of us as your marketing department, your brand stylists and your technology team.

We're local, because we know that helps us understand your business. Our web studio makes websites, ecommerce shops and helps businesses like yours with branding, exhibitions and printing.

We will keep things simple and we will keep our promises. We will treat you with respect and we won't bamboozle you with jargon.

Call us and let's talk about your next project.





*Choose LIFE, Choose A WEBSITE*  
*Choose ECOMMERCE, Choose A BIG WEBSHOP*  
*Choose A BETTER BRAND, Choose YOUR FUTURE*

**CHOOSE NETTL**

*(not) Ewan McGregor, Trainspotting*

# WHICH WAY DO YOU **nettl**?

## *Let's find your fast path*

We don't believe 'one size fits all'. Every business is different... and so is every website we create.

Our sites are built to last. They can grow as your business grows. You don't want to find your site is redundant next month just because you need to add a new feature.

Our modular approach means we get you online quickly with our proven paths and then upgrade your site in a structured way when you're ready.

It's useful if you know where you want to go – that helps us pick the right platform at the start. But you don't need to do everything at once. We find it's best to continuously develop your site, deploying small changes, frequently.

See our usual starting points on the right...



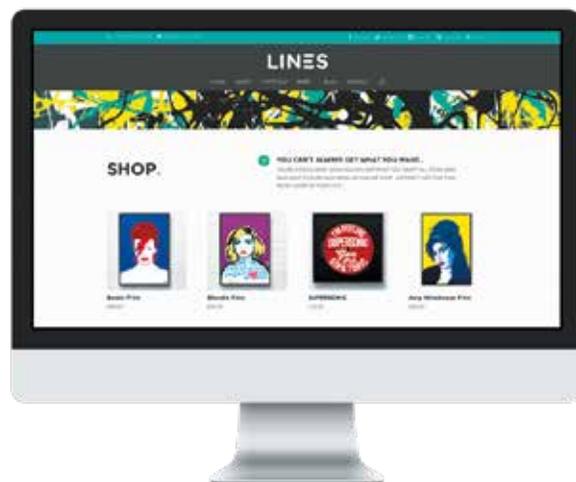
## **nettl**:one

Our most popular site – a mobile, tablet-friendly and desktop-optimised site all in one. Great if you want an online brochure, portfolio or team profile. Since your **:one** site is modular, we can upgrade to **:connect** or **:commerce** later.



## **nettl**:connect

Want to transact with clients online? Perhaps adding online booking, live appointments or room reservations? **Nettl :connect** adds these online elements to help you interact with new and existing clients the way they want to.



## **nettl**:commerce

Maybe you want to sell online? A **Nettl :commerce** site typically puts your product catalogue online and lets customers buy and pay online. You'll get a back-office to manage orders and we'll integrate it with your accounting system.

*Talk to us and we'll help you find the right path*

A cobblestone path leads from the foreground towards a horizon line. The path is made of rectangular stones and is flanked by green grass. The sky is a mix of blue and green, suggesting a sunset or sunrise. The text is overlaid on the upper half of the image.

THERE'S *no place*  
**LIKE**  
*a* RESPONSIVE  
**HOMEPAGE**

*(not) Julie Garland, The Wizard of Oz*

# nettl:one

## for beautiful websites

*A mobile, tablet friendly and responsive website, all in one*

Your website is your shop window to the world. It's an essential element of your brand identity and provides a vital opportunity to create the right impression before customers have even spoken to you.

Our popular **Nettl:one** websites are 'responsive' – their 'liquid layout' adapts and reflows to suit any device. With more than half of visitors now browsing on their phone, a responsive mobile-friendly website will maximise the chances of engagement from potential clients.

We specialise in building creative, beautiful, functional websites to take your business to the next level. We're ready to build your next website and we're here to help keep it fresh and continue performing.



### Easy to edit

Your **Nettl:one** website has a built-in content management system. Easily edit text and update images yourself, at no cost, as often as you like.



### Search engine ready

Every **Nettl:one** site is search-engine-ready as standard. Moving up search engine rankings needs consistency, skill and effort. Talk to us about the options.



### Built to scale

**Nettl:one** is built on strong foundations. Our modular approach means we can scale your site and add functionality when you're ready. See **Nettl:connect** and **Nettl:commerce**.



*You HAD ME at*  
**ONLINE**  
*web*  
**BOOKING**

*(not) Renée Zellweger, Jerry Maguire*





## Online bookings

Integrated with your telephone booking system.



## Appointments

Show availability so customers can book online.

# nettl:connect for the service industry

*Add online tools to transact with your existing customers and interact with new clients*

If you're in the service industry, these days your clients expect to be able to interact with you online, in the same way they buy a cinema ticket or book an airline seat.

**Nettl:connect** adds the online elements to your website to connect your business to your clients. Whether it's online bookings, reservations or making appointments, we make it easy for you and easier for your customers.



## Reservations

Online reservations synced with your offline system.



## Reviews

Ask for feedback and publish reviews.



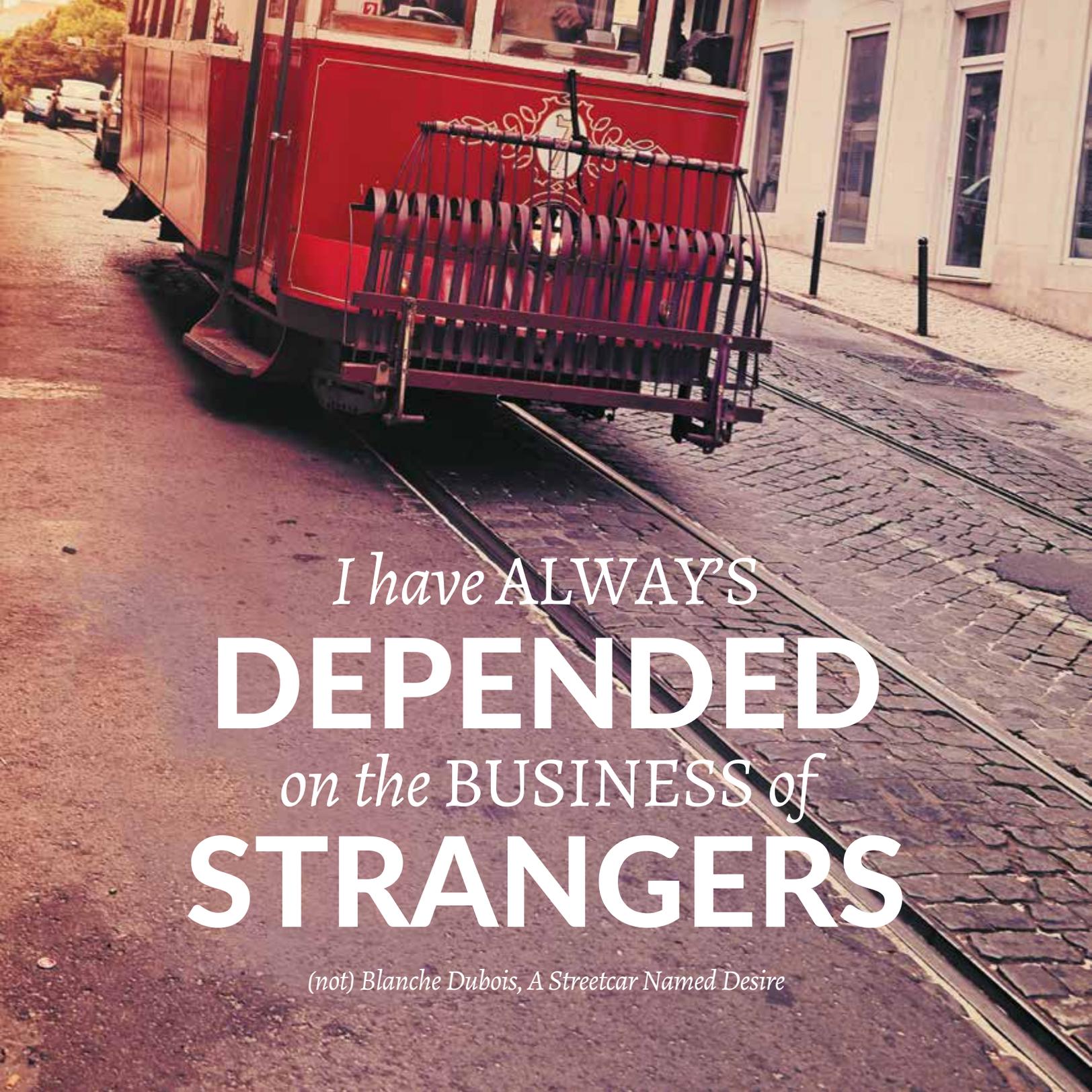
## No hassle admin

A **Nettl:connect** site gives you an online application to manage, edit and cancel appointments and bookings.



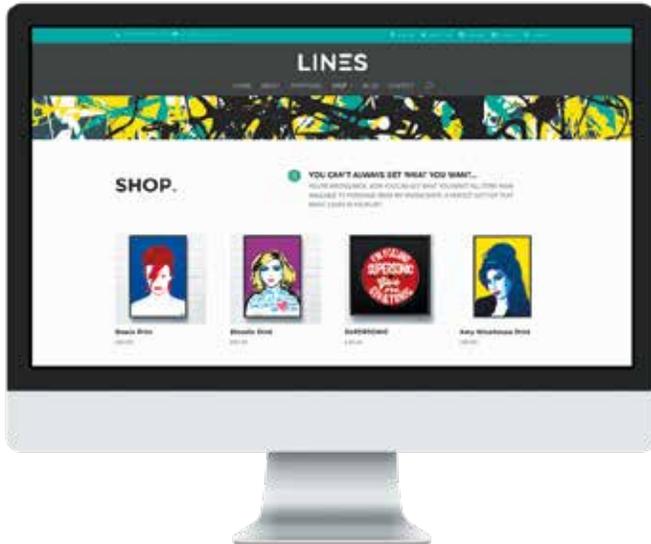
## System integration

Got an existing booking or reservation system? Talk to us about integrating it with your website.

A red streetcar is shown from a low angle, moving along a cobblestone street. The streetcar has a decorative white emblem on its side. The street is paved with dark cobblestones and has metal tracks for the streetcar. In the background, there is a light-colored building with several windows. The overall scene is bathed in a warm, golden light, suggesting late afternoon or early morning. The text is overlaid on the lower half of the image.

*I have ALWAYS*  
**DEPENDDED**  
*on the BUSINESS of*  
**STRANGERS**

*(not) Blanche Dubois, A Streetcar Named Desire*



## nettl:commerce for online retailers

*Our ecommerce systems help you sell online and integrate with your store or EPOS system*

Navigating ecommerce can be tricky and expensive. Get it right and the rewards can be enormous. Get it wrong and you can blow a fortune

For maximum flexibility, we could build a totally custom ecommerce site for you. Some of our sister brands run multi-million online businesses with sites we've built from scratch. You should budget £50,000 and up to get going and expect sizeable ongoing commitment.

The fastest route – chosen by lots of businesses – is to start from an existing ecommerce platform, customise it and extend it for your needs. That's a proven path and will get you trading online in a fraction of the time, for a fraction of the cost.

Choosing the right platform is critical. To help us find the right one for you, we'll need to understand what else you're doing. What accounting package do you use? Does your site need to connect with an in-store EPOS system? Which carrier do you ship products with?

Talk to us about your plans and we'll put together a proposal.



IT'S  
**EASY**  
*being*  
**GREEN**

*(not) Kermit the Frog*





# nettl:print

*Psst. Want to know a secret? We have something we need to tell you...*

Your local Nettle studio is connected to some of the most sophisticated printing hubs in Europe – the [printing.com](http://printing.com) manufacturing network.

We know print remains a large part of the marketing mix for many businesses. There's nothing like a physically-produced brochure to persuade and influence potential clients. And we know that some agencies charge a fortune for managing small ad-hoc orders.

With Nettle, you get access to the full [printing.com](http://printing.com) range of over a million low-cost deals across a massive range of print and promotional items. From business cards to booklets. From flyers to folders – all fixed price and backed by an industry-leading service level agreement. Ask for our free, gorgeous samples and see how we can enhance your online promotion, offline.



## Low fixed pricing

Over a million options are already priced, and priced to sell. Choose your options and get an instant price.



## HD reproduction

We print your order in Hi-Definition meaning that text is razor-sharp and photos have eye-popping clarity.



## On time, or it's on us

We won't let you down. We despatch 99.9% of orders on time or early. If we don't, your order is free.



## Super fast turnaround

We can despatch same day if you're in a rush, or save even more money if you've been uber-organised.



I THINK *this is the*  
**BEGINNING**  
*of a* BEAUTIFUL  
**BRAND**

*(not) Humphrey Bogart, Casablanca*





## nettl:brand

*Our brand stylists and designers will enhance your identity to take your business to the next level*

Great design needn't cost the earth.  
But bad design costs more than you might think.

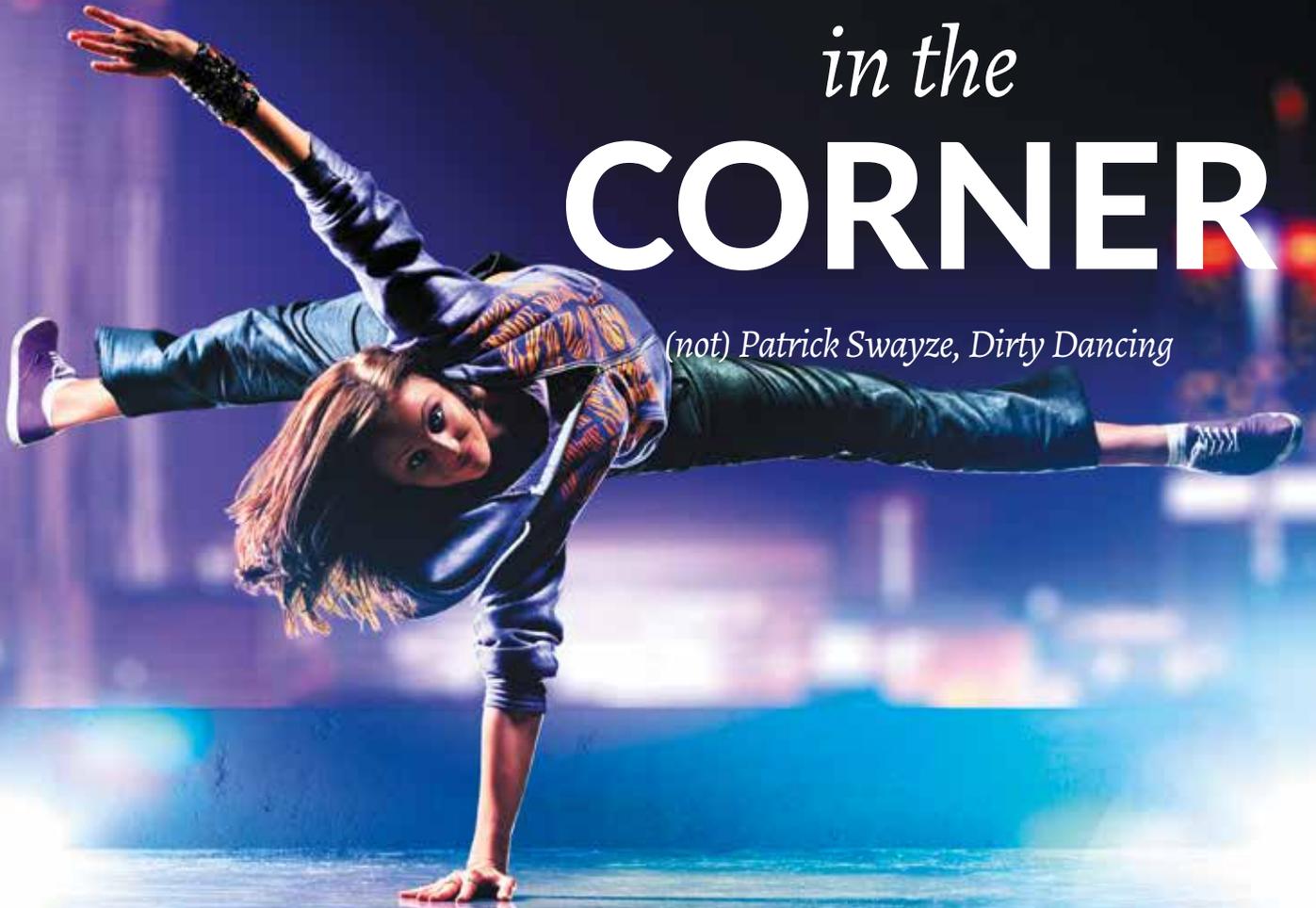
Our graphic designers and brand stylists work on hundreds of projects every year for local businesses. We design elegant stationery and powerful promotional material. From a business card to a brochure. From a little logo, right through to a full brand identity and joined-up campaign.

Does your brand need a refresh? We think you'll find our approach, er, refreshing. Drop by, tell us what you're thinking and we'll unleash our creative beast.

If you operate a multi-site business or want your team to adhere to your brand guidelines, we'll even set up an intuitive template-based online system for frequent reorders. Order a few items a month and we might even waive our fees. Ask us for a demo.

NOBODY *puts your*  
**BRAND**  
*in the*  
**CORNER**

*(not) Patrick Swayze, Dirty Dancing*



# nettl:exhibit

*We'll help you make a proper exhibition of yourself*

Sometimes it's not just what you say, it's how you look when you're saying it. Our new Exhibit range gives you the tools to emphasise your message. For the first time, create enormous eye-catching displays... without the eye-watering price tag.



We've invested in the very latest, high-end, direct-to-fabric printing technology. Our production hub employs talented seamstresses and technicians, ready and skilled to turn your ideas into a fabric reality.

Seeing is believing. Drop by your local Nettl studio to goggle at the samples and talk through options. Make the most of your next exhibition.

Let's go!



## Exhibitions

Events vary in size, so our exhibition options do too. Got a sales meeting and need a backdrop to set the scene? Fabric Displays are made up of two main components – a strong, lightweight, tubular aluminium frame and a printed fabric cover.

These 'next generation' displays deliver maximum impact and completely eliminate the problem of visible join lines on larger displays. If you need assistance planning something bigger, just ask.



## Signage

We make big outdoor banners, pavement A-boards and massive feather flags for external attraction. Do you like the sign and window graphics on our studio? Our installation partners could do something equally impressive for your store or offices.



## Point-of-sale

We print big posters, fast and on a range of materials from shiny gloss to Egyptian cotton. Mounted, laminated, whatever you need. Ask for low prices on poster frames, window rails and light boxes to display your gorgeous posters in.



YOU'RE *gonna*

**NEED**

*a* BIGGER

**HOST**

*(not) Roy Scheider, Jaws*

# nettl:cloud

*Cloud-based hosting is industrial-grade, so your site can scale as your business grows*

Your Nettle website, web shop or application will be deployed into our cloud platform powered by AWS. This uses the same proven infrastructure that runs famous names like Netflix, Pinterest, Expedia and Amazon.

We believe in keeping things simple, so depending on what type of website we build for you, we'll suggest a suitable hosting package. This makes it easy to budget what you'll be spending each month, with no unexpected surprises.



## Scales With You

As your business grows and you gain more traffic to your site, we'll work with you to scale your computing power. Maybe you'll expand internationally and want additional hosting in a country closer to your customers. Your Nettle hosting is built to scale with you.



## High Availability

It's vital your site is always online so we've built high availability into our infrastructure, keeping downtime to a minimum. If your site absolutely must be online 100% of the time, talk to us about simultaneously hosting in multiple locations with elastic load-balancing.



## Avoid Disasters

You don't need to worry about disaster recovery. With Nettle, it's built-in and automatic. In the unlikely event of hardware failure, another server or data centre will take over. Backups are all part of the service too, so you can rollback if you need to, when you need to.

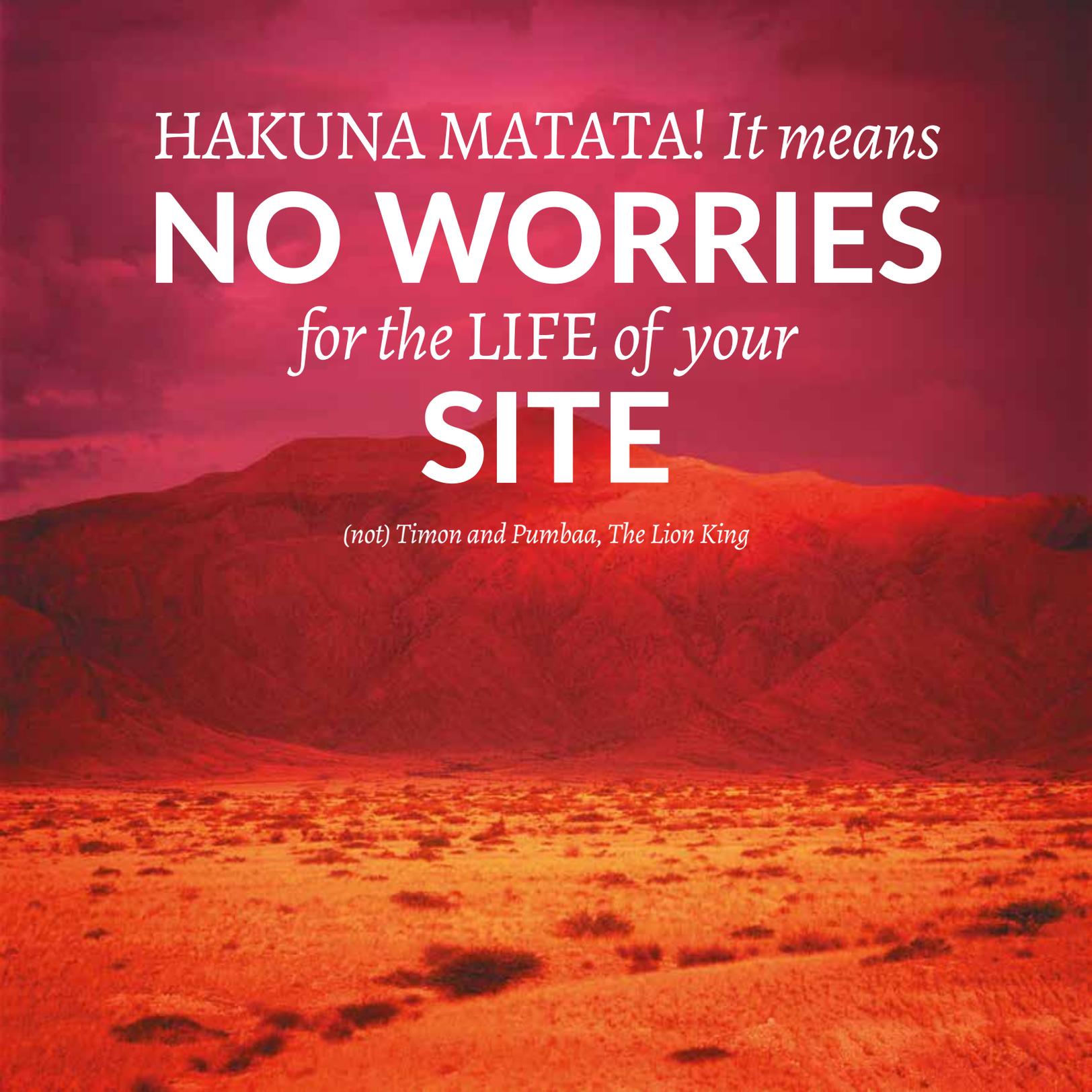
## nettl:one & nettl:connect

		Recommended	
	Starter	Business	Commercial
Suitable for	Light user	Moderate user	Heavy user
Disk Space (GB)	5	25	100
Fire power (DB)	0.05	0.2	0.5
Fire power (MEM)	401	1025	3072
Bandwidth (GB)	100	200	750
Backup Frequency	Weekly	Daily	Hourly
Response Time	Next day	4 hours	2 hours
Availability	99%	99.5%	99.9%
Hot Swap	No	Yes	Yes
Monthly charge	£10	£22	£42

## nettl:commerce

		Recommended	
	Starter	Business	Commercial
Suitable for	Light user	Moderate user	Heavy user
Disk Space (GB)	6	30	150
Fire power (DB)	0.1	0.3	0.75
Fire power (MEM)	500	2049	4097
Bandwidth (GB)	100	250	1000
Backup Frequency	Weekly	Daily	Hourly
Response Time	Next day	4 hours	2 hours
Availability	99%	99.5%	99.9%
Hot Swap	No	Yes	Yes
Monthly charge	£18	£27	£47

Prices exclude VAT. Hosting subject to our terms and conditions.



HAKUNA MATATA! *It means*  
**NO WORRIES**  
*for the LIFE of your*  
**SITE**

*(not) Timon and Pumbaa, The Lion King*

# nettl:concierge

*Whatever you need, whenever you need it, we're here for you*

Getting your site launched is just the beginning. To generate traffic, make the most from analytic tools and keep your site fresh requires commitment and a range of different skills. If you prefer, you can pay-as-you-go when you need us – ask for our rate card.

Or, with **Nettl:concierge**, our team is your team. Rather than paying by the hour to make small changes, or per incident for support, **Nettl:concierge** gives you priority access when you need us, for a low flat monthly retainer.

Tell us what you'd like assistance with and we'll tailor a plan to suit. **Nettl:concierge** plans start at just £99/€125 per month and scale with you, as you need us. We'll review your plan periodically to ensure we continue to deliver value.



Prices are for indicative purposes only, exclude VAT and are subject to our terms and conditions. Please ask for a full written quotation.



## **:concierge** [CARE

Maintaining, changing and updating your website is a key part of future proofing. We can help manage your site on an ongoing basis to make sure that it stays relevant and moves with the technological advances online.



## **:concierge** [OPTIMISER

Everyone wants to be number one on Google. The starting point is all about having a well-structured site, with relevant content. With [OPTIMISER, our marketers will help identify keywords and assess your content to maximise your chances of being ranked.



## **:concierge** [MENTOR

Your site will be built on a popular platform and come with an admin area to manage it. We're happy to recommend tutorials or books if you'd like to learn how to get the most from it yourself. Or, with [MENTOR, our trainers can provide one-to-one or group training, either at your premises or ours.



## **:concierge** [SOCIALISER

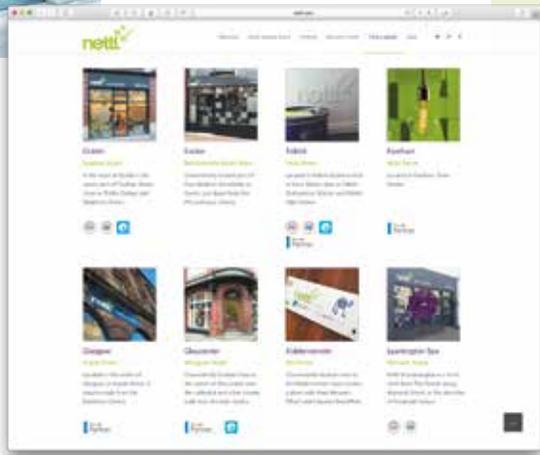
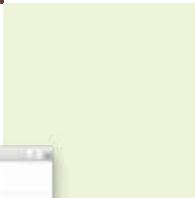
Need help setting up a Facebook page, Twitter profile or LinkedIn account? Let us do it or show you how. With [SOCIALISER, our copywriters can tweet and post regular status updates throughout the month to drive traffic to your site.



## **:concierge** [PROMOTER

Increasingly for transactional websites and local searches Google Adwords campaigns are used to push traffic. As Google Partners we are an approved agency that help tailor and manage these online advertising campaigns.





*Find your nearest studio to book  
a free consultation*

**nettl.com**



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