

Designing a company flyer for European trade fairs

A GUIDELINE

FLYER AND ITS ADVANTAGES



Even in these digital times, flyers are ideal for:

- + presenting **your company and products** briefly and in a compact way.
- + formulating **your sales messages** accurately and spreading with pinpoint accuracy.

Especially during a trade fair, your company flyer provides potential business partners with the most important information.
Furthermore, a flyer is...

FLYER AND ITS ADVANTAGES

A flyer is ...

Flexible in use

A flyer is **easy** to distribute, e.g. at trade fairs.

Attractive

Attracts attention with **little texts** and **meaningful images**.

Cost effective

Production rather **cheap** and possible in **small editions**.



Production at short notice

Quick updates or adoption to different trade fairs in Europe possible

Simply designed

No need for a sound knowledge of graphic design and almost **no limits**.

FOLLOW THE AIDA FORMULA

This guide provides you with some recommendations for designing your company flyer. As a basic rule for any flyer design the **AIDA formula** can be considered:

Attention

Get the buyer's
attention

Interest

Gain the potential
customer's **interest** in
your offer

Desire

Create a **desire** for
your products /
your offer

Action

Finally ask your
potential customer
to **act**.

The recommendations following on the next slides are roughly based on these **AIDA** categories.

ATTRACTING ATTENTION WITH THE MOST SUITABLE FLYER FORMAT



- + As a rule, a flyer comprises **2 to 8 pages** and is folded before cutting. This means that the paper is folded once or several times after printing.
- + There are **many different types of folds**, such as parallel fold, spiral fold or gatefold.



- + In contrast: A brochure (8 to 120 pages) is also folded after printing, but consists of several sheets which are joined together after folding (wire comb, spiral).

ATTRACTING ATTENTION WITH THE MOST SUITABLE FLYER FORMAT



Burglary fold (4-pages)

- + This is a single folded sheet in DIN long or DIN A5.
- + It looks very simple and leaves little space for information.
- + Less recommended as a fold for a company flyer



Leporello (6- or multi-pages)

- + This DIN long flyer has a zigzag fold.
- + It presents the topics in a well structured way. But the individual pages stand a bit isolated next to each other.



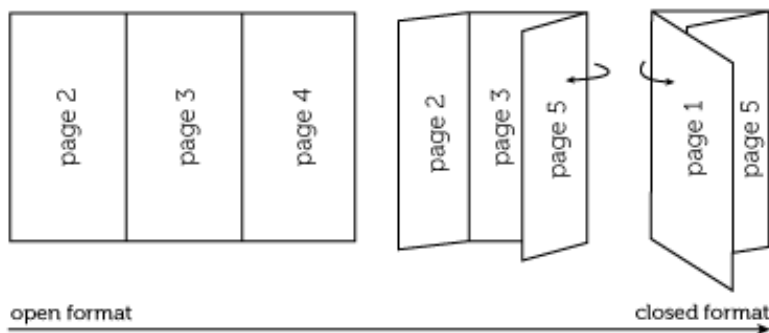
Gatefold (8-pages)

- + The interior parts can be opened up like a winged altar.
- + This means for the structure: the two inner pages which become visible on first opening form a unit. Here is generous space for illustration.

GENERAL INFORMATION: TYPES OF FOLD

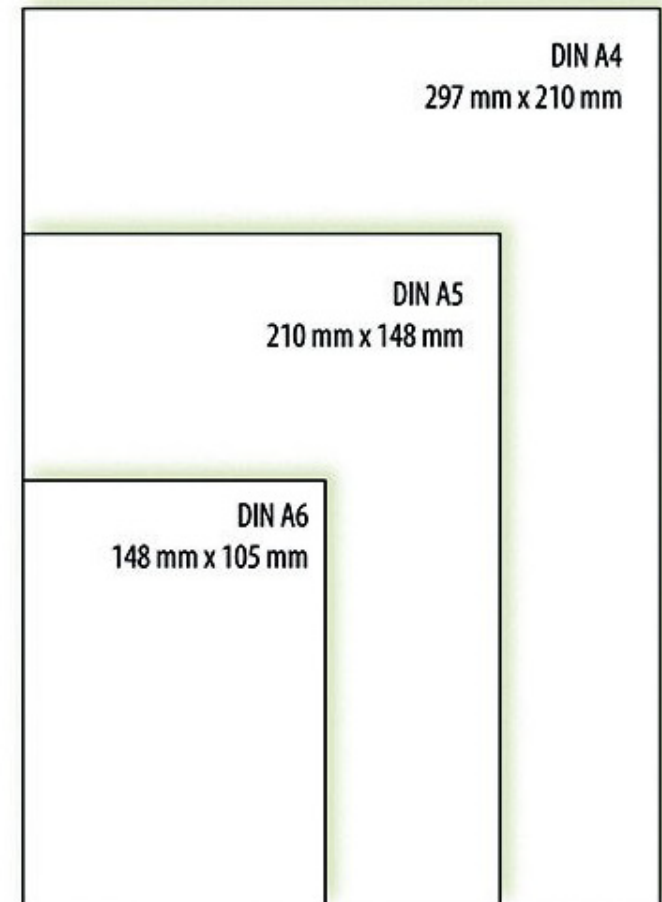
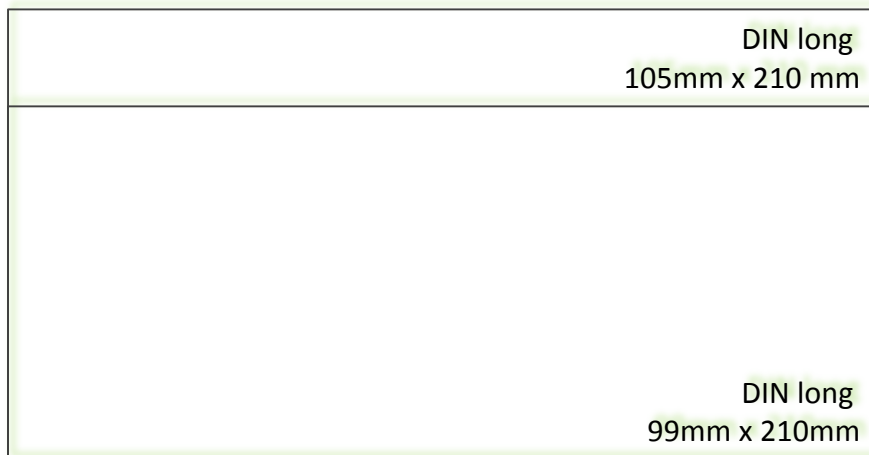
Spiral fold (6-pages) – the classic flyer format

- + The right side of this 6-pages paper is wrapped in.
- + This special technique has the consequence that after opening the view falls first on the **wrapped side** (page 5) as the first page. Therefore most important content should be placed here.
- + But you must draw the reader's attention to page two (e.g. a strong photo/headline) .
- + Note that the information on page five "disappears" when the flyer is opened further.



ATTRACTING ATTENTION WITH THE RIGHT FORMAT

- + For distributing at trade fairs, flyers should fit well in the hand and perfectly in each pocket. But the main rule is: All information should be clearly presented. Therefore, **do not save on the format**.
- + **DIN A5 is a very popular format** at trade fairs!



HOW TO CHOOSE THE RIGHT FORMAT



Before choosing the format of your flyer:

- 1. Collect the information** you want to provide (information relevant to your target group "importers" is mentioned below)
- 2. Make a page layout** and distribute the topics and contents.
- 3. Choose the suitable format** for your presentation.

ATTRACTING ATTENTION WITH THE LAYOUT

Appealing design

- + The customer's attention span is short. Your flyer must be eye-catching. A **clear structure** is very important.
- + Use your **corporate design** (company logo, colors, fonts etc.) to achieve a recognizing effect with every contact.
- + Keep your flyer **simple**. Sometimes it is tempting to make the design excessively complex. But a clear structure helps to hold the reader's gaze.



ATTRACTING ATTENTION WITH THE LAYOUT



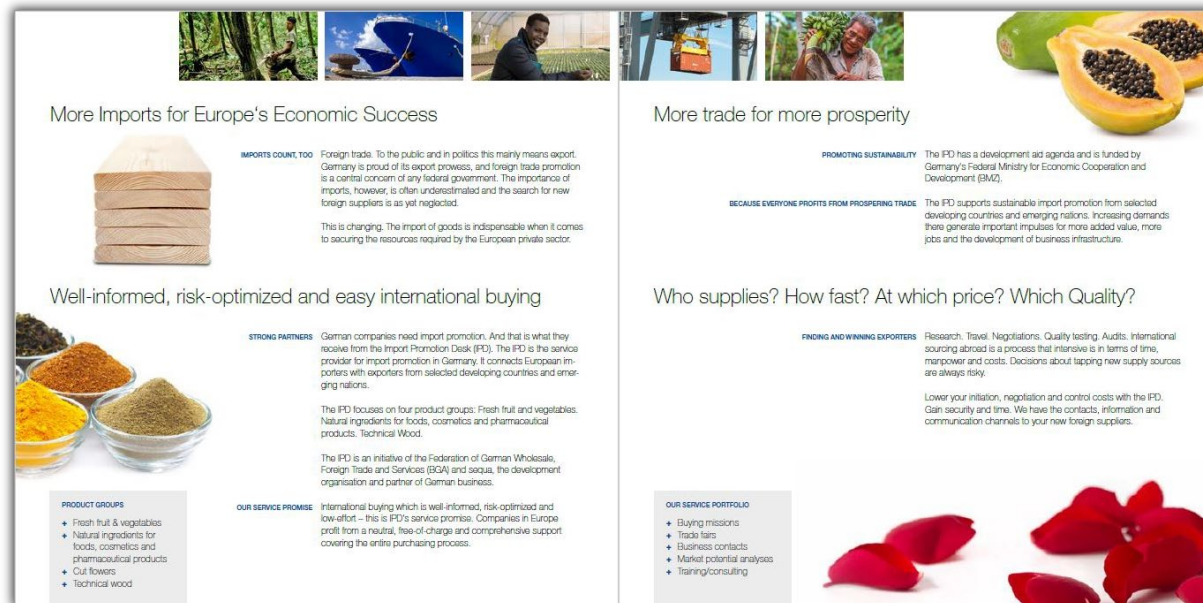
Front page

- + Pay particular attention to the design of the **front page**. It decides whether and with which expectations your flyer is picked up.
- + The target group should feel addressed.
 - **Awake curiosity**, e.g. placing an expressive photo on the title.
 - Place prominently your **company name** and your **logo** on the title, to identify your company as the sender.
 - Don't clutter the title. One strong eye-catcher rather than several small elements.

ATTRACTING ATTENTION WITH THE LAYOUT

Inner pages

- + All your important company information is placed here.
- + Which of the inner sides is most important depends on the fold.
- + Place the core statements where the gaze falls first.



More Imports for Europe's Economic Success

IMPORTS COUNT, TOO Foreign trade. To the public and in politics this mainly means export. Germany is proud of its export prowess, and foreign trade promotion is a central concern of any federal government. The importance of imports, however, is often underestimated and the search for new foreign suppliers is as yet neglected.

This is changing. The import of goods is indispensable when it comes to securing the resources required by the European private sector.

Well-informed, risk-optimized and easy international buying

STRONG PARTNERS German companies need import promotion. And that is what they receive from the Import Promotion Desk (IPD). The IPD is the service provider for import promotion in Germany. It connects European importers with exporters from selected developing countries and emerging nations.

The IPD focuses on four product groups: Fresh fruit and vegetables, Natural ingredients for foods, cosmetics and pharmaceutical products, Technical Wood.

The IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGW) and seque, the development organisation and partner of German business.

OUR SERVICE PROMISE International buying which is well-informed, risk-optimized and low effort – this is IPD's service promise. Companies in Europe profit from a neutral, free-of-charge and comprehensive support covering the entire purchasing process.

PRODUCT GROUPS

- Fresh fruit & vegetables
- Natural ingredients for foods, cosmetics and pharmaceutical products
- Cut flowers
- Technical wood

More trade for more prosperity

PROMOTING SUSTAINABILITY The IPD has a development aid agenda and is funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ).

BECAUSE EVERYONE PROFITS FROM PROSPERING TRADE The IPD supports sustainable import promotion from selected developing countries and emerging nations. Increasing demands there generate important impulses for more added value, more jobs and the development of business infrastructure.

Who supplies? How fast? At which price? Which Quality?

FINDING AND WINNING EXPORTERS Research, Travel, Negotiations, Quality testing, Audits, international sourcing abroad is a process that intensive in terms of time, manpower and costs. Decisions about tapping new supply sources are always risky.

Lower your initiation, negotiation and control costs with the IPD. Gain security and time. We have the contacts, information and communication channels to your new foreign suppliers.

OUR SERVICE PORTFOLIO

- Buying missions
- Trade fairs
- Business contacts
- Market potential analyses
- Training/consulting

ATTRACTING ATTENTION WITH THE LAYOUT

Inner pages

- + All your important company information is placed here.
- + Which of the inner sides is most important depends on the fold.
- + Place the core statements where the gaze falls first.



More Imports for Europe's Economic Success



IMPORTS COUNT, TOO Foreign trade. To the public and in politics this mainly means export. Germany is proud of its export prowess, and foreign trade promotion is a central concern of any federal government. The importance of imports, however, is often underestimated and the search for new foreign suppliers is as yet neglected.

This is changing. The import of goods is indispensable when it comes to securing the resources required by the European private sector.

Well-informed, risk-optimized and easy international buying



STRONG PARTNERS German companies need import promotion. And that is what they receive from the Import Promotion Desk (IPD). The IPD is the service provider for import promotion in Germany. It connects European importers with exporters from selected developing countries and emerging nations.

The IPD focuses on four product groups: Fresh fruit and vegetables, Natural ingredients for foods, cosmetics and pharmaceutical products, Technical Wood.

The IPD is an initiative of the Federation of German Wholesale, Foreign Trade and Services (BGA) and sequa, the development organisation and partner of German business.

PRODUCT GROUPS

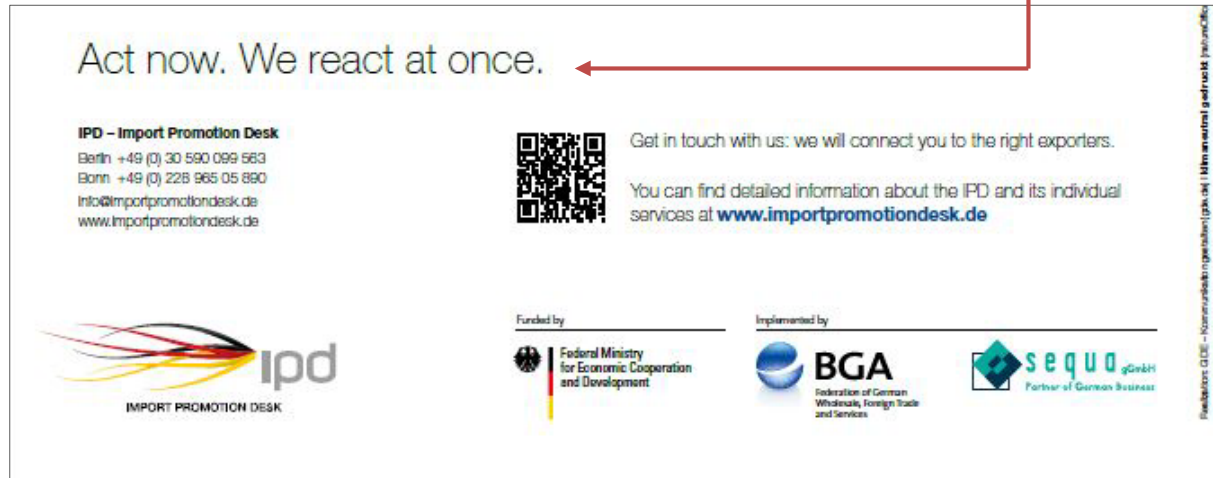
- + Fresh fruit & vegetables
- + Natural ingredients for foods, cosmetics and pharmaceutical products
- + Cut flowers
- + Technical wood

OUR SERVICE PROMISE International buying which is well-informed, risk-optimized and low-effort – this is IPD's service promise. Companies in Europe profit from a neutral, free-of-charge and comprehensive support covering the entire purchasing process.

ATTRACTING ATTENTION WITH THE LAYOUT


The back

- + If the flyer is "upside down", it must still be visible that the flyer is from your company.
- + Hence, the back must contain at least company name and logo.
- + Here you can place a "Call to action", contact details, QR code etc.




Act now. We react at once.


IPD – Import Promotion Desk
 Berlin +49 (0) 30 590 099 563
 Bonn +49 (0) 228 965 05 890
 info@importpromotiondesk.de
 www.importpromotiondesk.de



Get in touch with us: we will connect you to the right exporters.
 You can find detailed information about the IPD and its individual services at www.importpromotiondesk.de

 **ipd**
 IMPORT PROMOTION DESK

Funded by
 Federal Ministry for Economic Cooperation and Development

Implemented by
 **BGA**
 Federation of German Wholesaling, Foreign Trade and Services


 **sequa gmbh**
 Partner of German Business

Illustration: G. D. - Kommunikationssysteme (gmbh) | www.wirtschaftswelt.de

ATTRACTING ATTENTION WITH READABILITY



Clear structure

It is particularly reader-friendly if the reader receives central information at a glance.

Structure the text with:

- + Clear and meaningful (sub)headlines
- + Paragraphs
- + Information boxes
- + Diagrams
- + Bullets etc.

Keep in mind: The reader can only capture
5 statements at a glance.

This magic limit should not be exceeded.

HAPTICS ALSO ATTRACT ATTENTION



High quality haptics

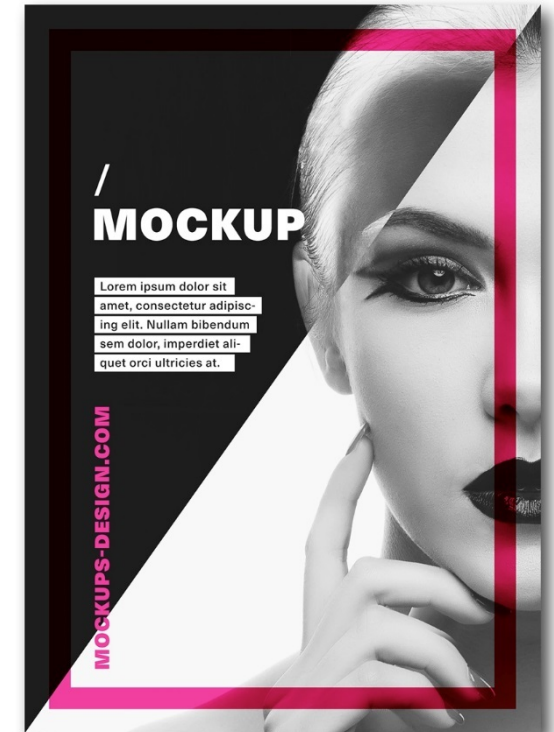
- + The right **paper thickness** makes a flyer look high-quality.
- + Firm and stable paper, e.g. 250-300g/qm paper weight is recommended when the flyer only contains a few pages.
- + Flyers printed on **natural papers** have a special feel and are suitable when you offer organic products.
- + The printing result on uncoated paper is exceptionally colour-intensive in digital printing.



ACHIEVING INTEREST WITH GRAPHICS & IMAGES

Pictures say more than a thousand words

- + Pay attention to a well balanced relationship between text and graphics.
- + Visual elements can capture viewers faster than text. But too many photos are confusing.
- + Use only graphics that correspond to the text.
- + Use only **high-quality images**, not blurred, not pixelated
- + Professional images don't need to be expensive, e.g. image databases like shutterstock or fotolia offer high-quality photos (www.shutterstock.com; <https://en.fotolia.com/>)
- + Logos of certifications should be clear und not pixelated (respect the rights of use – see next slide)



USE OF LOGOS

In case you use **logos of your certifications**, respect the rules regarding the use of the logo. For example, in the case of the EU organic logo, a [user manual](#) exists that defines the rules, such as:

+ Original



+ Do not apply any visual effects

+ Do not change the shape of the logo



+ Do not distort the logo

+ Do not add any text or graphics

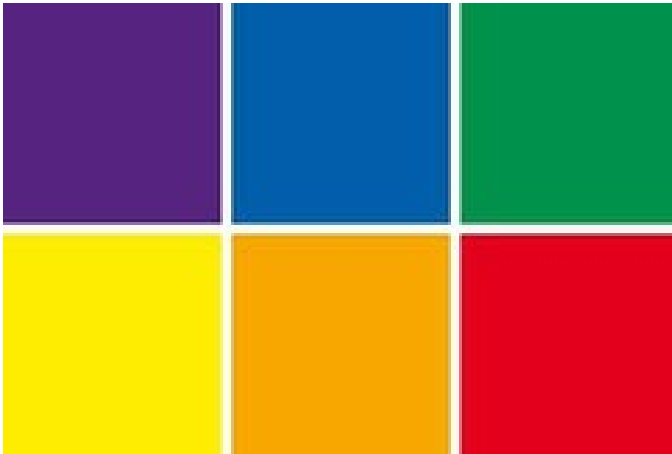


+ Do not change the colour of the logo

CREATE INTEREST WITH COLOURS

- + Choose **bright colours** and strong contrasts to make your flyer stand out.
- + In the best case you use your corporate colours
- + But don't use too many different colours to avoid overwhelming the viewer.

Strong contrast colours



Bright colours



CREATE INTEREST WITH FONTS

- + Use **clear, sans-serif fonts**, e.g. Helvetica, Franklin or Univers.
- + Use two, maximum three fonts, everything else becomes confusing.
- + Pay attention to **good legibility** - appropriate font size (at least 8 points).

Helvetica

Aa Ee Rr

Aa Ee Rr

a

Kunsthalle

abcdefghijklm
nopqrstuvwxyz
0123456789

Franklin Gothic

Aa Ee Rr

Aa Ee Rr

a

Wigglesworth

abcdefghijklm
nopqrstuvwxyz
0123456789

Univers

Aa Ee Rr

Aa Ee Rr

a

Ausstellung

abcdefghijklm
nopqrstuvwxyz
0123456789

GAIN CUSTOMER'S INTEREST WITH INFORMATION

Less is more

- + Each type of flyer has a specific structure with its folds.
This structure must be considered when writing the text.
- + The text should be suitable for the layout.
- + Write **short and compact**. Reduce to the most **relevant information**.
- + The text composition and the order in which information is provided must be **coherent and logical**.
- + Use **professional language** and stick to set terminologies

GAIN INTEREST BY TARGET- GROUP-ORIENTED APPROACH

Focus on **your target group**, the European importers:

- + What is most interesting for your potential customers in Europe?
- + What are the most important information?
- + Why should an importer do business with your company?

When writing the text

- + Stress that you are a reliable business partner.
- + Emphasize the benefits for your customers working with you.
- + **But don't promise what you can't keep!**
- + Not all corporate information you can provide will be of the same value to an importer.
- + Provide facts & figures in a compact way.

CREATE DESIRE BY PRESENTING YOUR COMPANY AND OFFER

Present your company and focus on the core information:

The following content should be included in your company flyer.
The information that is most important for the importer should be presented centrally.

1. Short company profile
2. Product portfolio:
3. Raw material information
4. Delivery capacities and packaging
5. Special features and engagement of your company
6. Other information

Please check out the next slides for more information and examples...

1. SHORT COMPANY PROFILE

Focus!

- + Put it in a nutshell
- + Stress your USP, e.g. organic products



2. PRODUCT PORTFOLIO

Potential information to include:

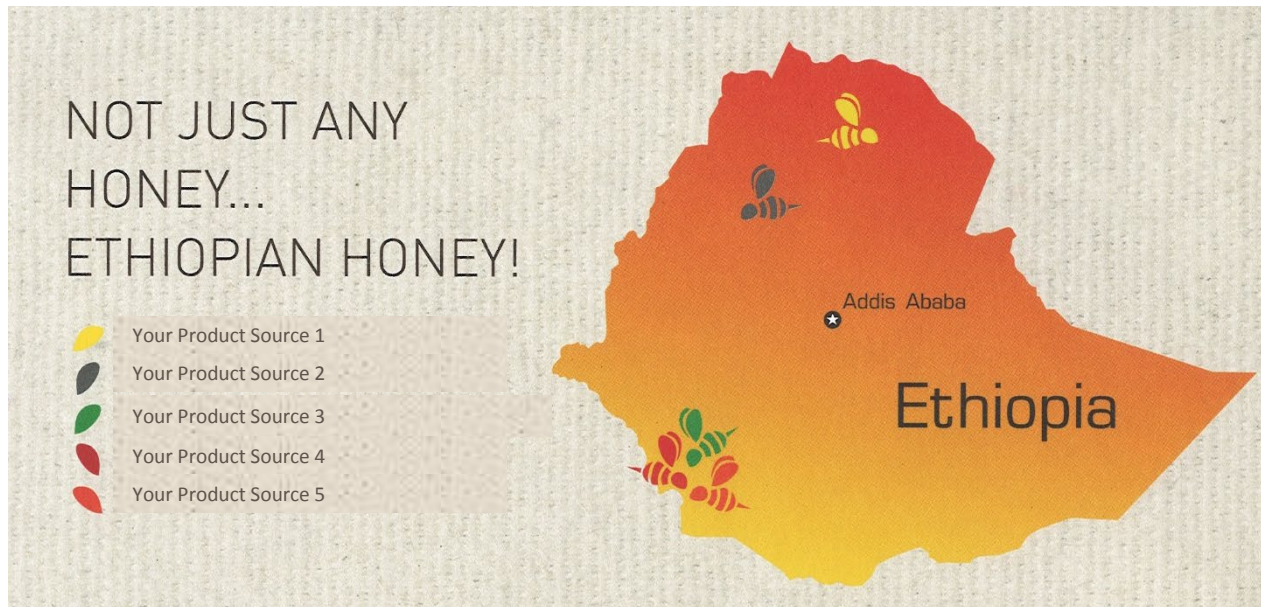
- + Varieties, specialties, the most demanded products on the EU-market
- + Certifications, eventually incl. official logo
- + More product information, e.g. product description, application suggestions
- + Test results, e.g. from accredited laboratories



3. RAW MATERIAL INFORMATION

Potential information to include:

- + Characteristics and/or source of raw material
- + Botanical names (where applicable)



4. DELIVERY CAPACITIES AND PACKAGING

Potential information to include:

- + Available sizes
- + Material
- + Private labelling options



5. SPECIAL FEATURES AND ENGAGEMENT OF YOUR COMPANY

Potential information to include:

- + CSR activities
- + Sustainability aspects
- + Information on farmers
- + Traceability measures

→ Your personal/individual note

Your Company's philosophy

			
natural ingredients	sustainable farming	support local farmers	respect the produce
We use the best quality natural and organic ingredients to make our products. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy	We believe in the importance of environmentally sustainable farming. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eimod tempor invidunt ut	We work directly with local farmers to source our ingredients. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy	We make good simple products using traditional farmhouse recipes and methods. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy

6. OTHER INFORMATION

Potential information to include:

(necessity to include them depends on your business):

- + Type of machinery
- + Processing details/grades
- + Quality control mechanism
- + Company history and values
- + Staff number
- + Number of farmers



**HIGH
PRODUCTION
QUALITY**

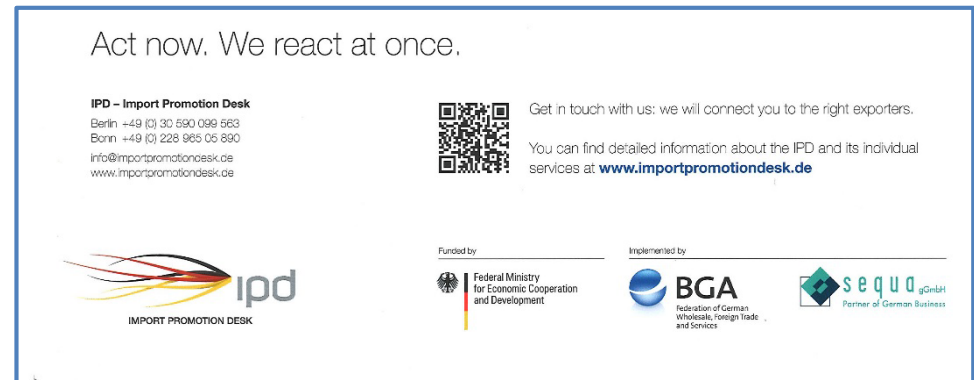
For us, we prize your confidence in the safety and quality of our products. The production process complies with the most stringent European quality standards IFS and BRC. We are meticulous in ensuring the safety of production through our GMP, integrated control system: this safeguards that the production procedure's integrity is maintained throughout the different stages of the process. We also have HACCP certification and standards for food safety ISO 22000. The quality of our dried samples is regularly validated in the plant laboratory, as well as by an external, independently certified laboratory. Moreover, we can readily provide KOSHER and HALAL certificates.



ASK YOUR POTENTIAL CUSTOMER TO ACT

The flyer provides all necessary information about your offer and company.
Now the reader should contact you. Call on him to act.

- + Include a "**Call to Action**". →
- + Just one lettering that clearly says: "Contact us!" – short and crisp
- + The language should be active. "Contact us now for your non-binding offer"



Of course, **all contact data** must be provided.

- + Website, phone, e-mail, fax, facebook
- + Insert a QR code that links directly to a page on your website (landing page) that contains for example a request or order form. The reader can contact you directly via smartphone or tablet.



FINALLY, QUALITY CONTROL

Before printing the flyer, check:

- + Is the spelling correct?
- + Are all core statements presented?
- + Is the text set properly?
- + Are the images and graphics correct and perfectly positioned?
- + Is a legible font size chosen?

Have fun in creating your company flyer!

Note: These recommendations summarise the most important formal criteria, but do not claim to be exhaustive.

IPD – Import Promotion Desk

Project Office Bonn

c/o sequa gGmbH

Alexanderstraße 10

53111 Bonn

Fon: +49 (0) 228 965 05 890

Fax: +49 (0) 228 926 37 989

info@importpromotiondesk.de

www.importpromotiondesk.com