

Abacadabra

News from TheMagicTouch®

Welcome to our latest edition of Abacadabra. We hope the new unique applications and products are of interest especially with Christmas now on the horizon. We also thank you for your continued support.

WINTER 2018 / 2019

Have you got the bottle ?

With the current global surge to banish and replace plastic bottles from our daily lives TheMagicTouch introduce "Bottles for Life". Using the latest in white-toner transfer technology together with the established CPM transfer paper, full colour designs can be applied using a traditional mug press. Offering customers a choice of colours, with a minimum order of one, creates great opportunities in many markets.

The blank aluminium and stainless steel bottles are widely available from most major promotional product suppliers and TheMagicTouch have nominated Fluid Branding as the preferred supplier as the stock is available in the UK at very competitive prices with low minimum order quantities. The average cost for the full colour decoration is less than 30p per bottle and takes less than 2 minutes to produce. The company also recently introduced a range of coloured enamel mugs printed using the same CPM process with the same traditional mug press.

Jim Nicol, Managing Director, commented "Until now the choice to decorate different colours of mugs and drinks bottles was restricted to traditional screen print methods or more recently using UV printers. However, what we offer is an affordable solution assisting users to increase the range of products possible using the TMT/OKi white-toner technology".



To order bottles direct from Fluid Branding, or for further information contact: Aaron Loveridge Email: plymouth@fluidbranding.com
Quote Code: #MAGICFLU01

Aluminium water bottles
Minimum Order 100 units. Orders can be mixed colours.
400ml @ £1.80 each plus VAT.
750ml @ £2.68 each plus VAT.
The price includes delivery to one UK mainland address.

Process instructions available on the website



More Hip, Hip, Hooray!!!

The traditional Hip Flask has for many years been popular within the established B2B markets with personalisation normally being fulfilled using engraving or single colour pad printing both of which involve a set-up cost and are not viable for full colour or photographic images and certainly not for personalised or individual designs.

However, today the product is given a new lease of life and can be produced with full colour personalised images, logos and messages. Using a transfer that takes less than 2 minutes to complete, the process is clean, easy and very durable. The company now introduce an additional option with the premium version of the Hip Flask complete with presentation gift box and stainless steel funnel for easy filling of your favourite tippie.

Using the established CPM transfer paper and white-toner technology, full colour images and logos can be applied to almost any type of PU/leatherette materials using a traditional heat transfer press. Jim Nicol, Managing Director, explained "The personalised Hip Flasks and similar products decorated using this technology have been very well received by our customers and offer a great business opportunity across many markets including most outdoor sports, hen and stag events and of course the existing B2B market".



Hip Flask – 7oz Stainless Steel
Including Funnel & Gift Box
1-99 - £4.50 each
100+ - £4.25 each



Hip Flask – 7oz Stainless Steel
In a plain white box
1-99 - £3.50 each
100+ - £3.00 each

Process
instructions
available on
the website

Enamel mugs - Satin coated in 9 colours

We are excited to reveal a new range of coloured satin coated enamel mugs.

The range is available in 9 colours; black, red, royal blue, yellow, green, cyan, pink, grey and white.

Enamel mugs are ideal for everyday use and appeal to those craving nostalgia with its rustic inspired design and timeless style. In a changing world that's moving away from disposable cups the almost indestructible enamel mug has a great and growing future. Available in 12's.



Process
instructions
available on
the website

£2.75 each - box of 12
£2.65 each - box of 36

Natural Slate Coaster & Placemats

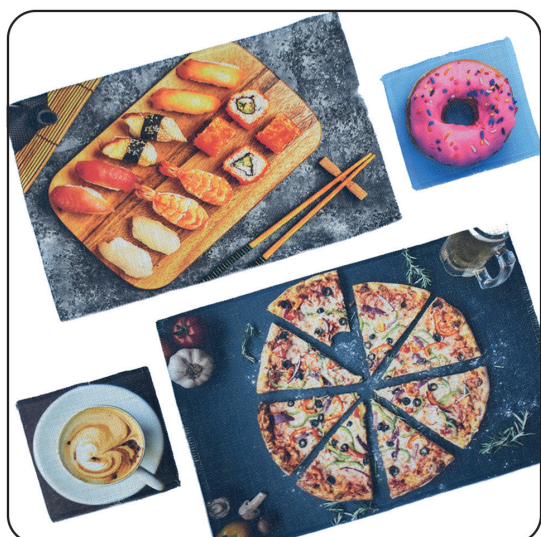
Add some natural style and quality to your personalised tableware options. The use of slate in many top restaurants continues to grow in popularity due to the look, feel and insulating properties in protecting table surfaces from intense heat. Both new products are certified as food safe including LFGB, FDA, 84/500/EEC&2005/31/EC.

Slate is a natural piece of rock so variations in color and texture are completely normal. Like porcelain, slate is very strong and thin, but can break or chip if dropped. We suggest hand-washing as slate is not oven or microwave safe. Treat slate like you would any ceramic or glass. Each slate product has EVA feet to level it which makes it flat for use.

The coasters are 10 x 10cm
Pack of 12 - £11.88 (99p each)

The Placemats are 25 x 19cm
Pack of 6 - £13.50 (£2.25 each)

Process
instructions
available on
the website



Linen Style Placemats & Coasters

A new range of lifestyle linen tableware products suitable for both sublimation and toner-based transfer decoration. The new double layered linen blend of 95% polyester and 5% cotton offer a quality feel and look that enhances the high level of image quality now available. These hardwearing durable products are suitable for machine washing at 40°C and perfect for the gift, domestic and catering markets.

All products are suitable for single or double-sided decoration.

Sizes available:

Placemats: 190 x 270mm @ £ 1.95 each

270 x 390mm @ £ 2.45 each

Coasters: 100 x 100mm @ £ 0.50 each

Process
instructions
available on
the website

Have you seen the light?

TheMagicTouch once again continue to bring new and innovative products and applications to market designed to make the life of the garment decorator easier and more profitable.

Introducing the new "Weed&Shine" weeding tool with a unique built-in LED light making the process of weeding garment vinyl, flock and flex products easier and quicker.

Nathan Newbury, Head of Technical, explained "With the ever-growing number of customers using flex and similar products for all types of workwear, sportswear and leisurewear we wanted something that really helped the user whilst doing what is considered the most labourious part of the process. We found during our initial trials and market research with existing customers the "Weed&Shine" tool dramatically reduces labour time making both simple and intricate designs easier to weed more accurately therefore helping to increase productivity and reduce costs and user fatigue".

The product with its long-life battery installed is available from stock for only £20 plus VAT and is a small investment for a big return.



Cork Notebooks

As part of our on-going crusade to develop affordable B2B and personalised gift products and applications we introduce a new eco-friendly natural cork covered notebook that is both recyclable and biodegradable. The A5 cork notebook has quality 70gsm acid free paper, 80 lined sheets, dark brown ribbon bookmark and elastic band closer. This product will sit alongside the existing black PU notebooks which continue to grow in popularity.

The personalisation process for the cork versions in full colour is quick, clean and very affordable using the RST9.1 transfer paper. The image quality gives each book a very distinctive and expensive feel and is considered very fashionable in many different markets.

Jim Nicol, Managing Director, commented "Since we introduced the personalised notebook and diary application using the white toner transfer some years ago we have always compared the printed book to costing less than a cappuccino from high street coffee vendors..... now it's even cheaper".

The ease with which to personalise combined with the low unit cost makes this the perfect product to use when targeting potential clients and gaining attention of existing customers to your other products and services.



Available from stock at £2.00 each plus VAT
25 per box

Cork Coasters

With the increasing demand for more natural products we are pleased to introduce a new low cost option for promotional coasters. Made from natural cork and available in 5mm thick in both round (95mm dia.) and square (95mm) they offer a great opportunity into many markets.

Printed using the existing RST paper and a traditional heat press produces fantastic full colour results.



Available: Pack of 50 round or 50 square at only
£12.50 per pack. (Equivalent to only 25p each)
All prices exclusive of VAT and delivery.



Future Roadshows & Exhibitions

Getting to see our customers face to face has always been a priority for TheMagicTouch so we would be delighted to see you at one of the Roadshows or Trade Shows we are attending this year...

NOVEMBER 2018

14 - 15 Nov - Newtech Leicester - Roadshow event with select number of exhibitors.

22 Nov - Print & Stitch Newcastle - Roadshow event with select number of exhibitors.

JANUARY 2019

13 - 14 Jan - Trophex Sandown Park, Surrey
Trade Show concentrating on the trophy & awards sector.

20 - 22 Jan - Printwear & Promotion NEC Birmingham
Trade Show concentrating on the promotions market.

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