



Volume: 3

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Contact us

To be featured in this newsletter please contact:  
Lynne Rawlinson  
Tel: 01772 662956  
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email: lrawlinson@ccaoccasions.com

To change your account details or request marketing support please contact:  
Bex Bamber  
Tel: 01772 662961  
Fax: 01772 662906  
email: bbamber@ccaoccasions.com

To discuss an order or request a quote please contact:  
Customer Service  
Tel: 0870 774 2651  
Fax: 0870 774 2652  
(email addresses left)

To place Christmas orders online go to [www.ccaoccasions.co.uk](http://www.ccaoccasions.co.uk)

We are looking for e-mail addresses in order to keep you, our agents, in touch with all our special promotions and product updates.

Please complete this form if you are happy for us to contact you via e mail.

All completed forms will be entered into a prize draw and one lucky winner will receive £200.

- May we contact you with promotions and marketing updates? Yes/No
- Would you be interested in receiving your PS news via e mail? Yes/No
- Do you want the ability to download promotional materials? Yes/No

Company name: \_\_\_\_\_ Account No: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Signed: \_\_\_\_\_

Please reply by:  
Post: CCA Occasions Ltd, Marketing Dept., Eastway, Fulwood, Lancs., PR2 9WS  
Fax: 01772 662906  
Email: bbamber@ccaoccasions.com



*Snowy Bauble*

**First Allocation Free!**

We have again improved the quality of our Christmas brochures and included a glossy cover.

In addition we have also produced some lightweight mailers for those of you wishing to direct mail your customers. These can be sent out with your previous year proofs to make it easy for your customers to place repeat orders.

This year we have produced

the following Christmas marketing material to help you with your Christmas campaigns.

- 5 Albums
- 1 Compilation Album
- 48 page Glossy Brochure
- 8 page Leaflet

The first allocation will be sent to you free of charge.

If you would like to order additional items please contact Bex, however there may be a small charge.



*Message in the Snow*

**NEW**  
Social Stationery Album  
see page 2

*From the Editor*

For those of us in the Christmas business, here we go again! Our Christmas albums and brochures are ready earlier than ever and contain the best Christmas imagery in the business. New for this year we have included a special selection of cards taking personalisation to another level! (see Snowy Bauble and Message in the Snow).

At last, the long awaited social stationery album is now available. A little later than anticipated but well worth the wait. This fantastic new collection offers modern stationery for every special occasion (see page 2 for more details).

Our goal is to keep you better informed on special promotions and product updates. We would like to do this by email to ensure there is no delay, please take the time to complete the tear off section on page 4.

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# Personalised Stationery for all Occasions

## New Social Stationery

(SOPC Otherwise known as special occasions and personal correspondence).

What better way to revive the art of correspondence than an album offering simple notecards in a wide choice of modern colourways with co-ordinating envelopes.

This collection covers every occasion from birth, special birthdays and anniversaries, engagement and moving house.

There is also a selection of motifs, and personalised envelopes to enhance your stationery choices.

If you have stocked this album previously you will automatically receive your copy. Otherwise you can contact Bex to receive your copy.

## Venue Packs

Our venue pack promotion has been very well received. This is a great finishing touch to every order for personalised wedding stationery. With a choice of value table plans (mounted on board) or premium table plans (on canvas) we have something to suit every budget.

Every enquiry received by our marketing department will receive a wedding brochure along with a venue pack leaflet and details of

their nearest agent. If you have been recommended, we will provide you with a copy of the letter so you can follow up on the enquiry yourself.

## Wedding Fair NEC

We will be exhibiting at the NEC on

September and October this year. Furthermore we are also offering canvas table plan samples for £10 only during the same period. If you would like to take advantage of this special offer, please contact Bex Bamber.

## Web Site

Our agent wedding website will be revamped later in the year; in the meantime we have made some minor improvements to the existing site. These improvements include a new look making it easier for brides to find their nearest agent plus we have added the Classic album and venue packs. Following these improvements the Name the Day will also be added to the site.

## Product Update

White Wedding (Classic) will now be provided as a self assembly item. Each design will be supplied with the ribbons and full assembly instructions.

Please note we are not able to provide menus and order of the day for Celtic Knot (Love Is).

## Wedding Extras

We have a wonderful range of additional wedding products available including Table Plans, venue packs, save the date cards and personalised envelopes.

Additional pages will be available at the end of October.



SAVE OVER £50 OVER RECOMMENDED retail price

- TABLE PLAN - PRINTED ON HIGH QUALITY BOARD.
- 10 PERSONALISED TABLE CARDS.
- 100 FOILED PLACE CARDS.

12-14 October (Hall 12, stand L59) so why not stop by for a chat. We will be running a daily prize draw offering brides the opportunity of winning a free venue pack each day of the show. All the names captured during the show will be made available to an agent.

## Show Support

We are offering 100 free wedding brochures to any agent exhibiting at a local wedding fair during

## Christmas Roll Out

Are we on the ball this year!

Christmas information packs, albums, brochures, previous year proofs and order pads have started despatching already. In fact we have never been earlier.

Not only are we early but what a fantastic selection we have for you this year.

## Direct Smile

Check out pages 6 and 7 of your Christmas brochures for our brand new selection of Direct Smile cards. Moving on from our previous bespoke cards, these designs offer the customer the opportunity of creating their own cards using company names (please note company logo's are not available on the front of these cards).

## New Website

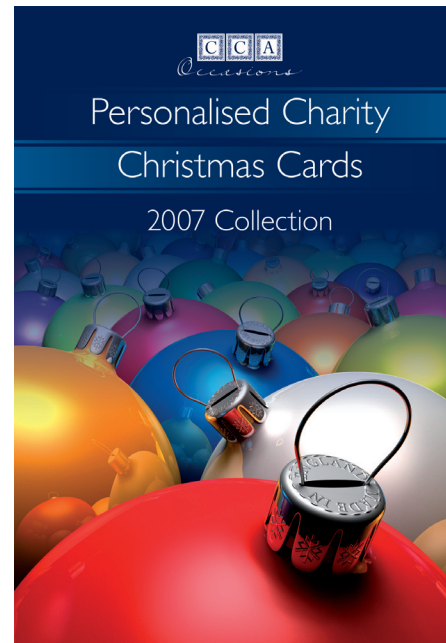
If you haven't tried ordering on our agent website before, why not give it a try this year.

We have a brand new agent website available for you from mid September.

All you need to order is your CCA account number and your postcode (lower case with space) which is your password.

Our new website enables you to take full control of all your orders by using our new slick on line proofing system. All orders placed on line, even orders with logo's can be viewed and proofed on line. Once you have approved and committed your order, it will go directly into production without any manual intervention. What a great improvement from the website last year.

Ordering couldn't be easier, with the online proofing and status reports, you will be able to see the progress of your orders without having to telephone customer service for your daily updates.



CCA Occasions  
Personalised Charity  
Christmas Cards  
2007 Collection

## Email Us

**DIGITAL ARTWORK** please ensure you quote your agent and order reference in the subject field. [artwork@ccaoccasions.com](mailto:artwork@ccaoccasions.com)

**SAMPLE REQUEST** if you require samples [samples@ccaoccasions.com](mailto:samples@ccaoccasions.com)

**QUERIES** if you have a query regarding an order you have placed or if you want advice about something you would like to order. [queries@ccaoccasions.com](mailto:queries@ccaoccasions.com)

**PLACING ORDERS** if you are placing an order please ensure all the relevant information is provided along with a contact telephone number. [orders@ccaoccasions.com](mailto:orders@ccaoccasions.com)

**ORDERING ONLINE** if you would like to order your christmas cards online. [www.ccaoccasions.co.uk](http://www.ccaoccasions.co.uk)

**RE-ORDER FORMS** To prevent queries when using Christmas re-order forms, the following fields MUST be completed:

Design | Quantity | Typeface  
Ink | Charity | Greeting

All our cards are eco-friendly from sustainable forests.



## New Emails

In the last PS we informed you about the new email addresses.

We have introduced these new emails to enable your queries, sample requests and artwork to be dealt with more efficiently. By using the correct email addresses will ensure that your queries are dealt with promptly thus freeing up our telephone lines when a phone call is the only option.