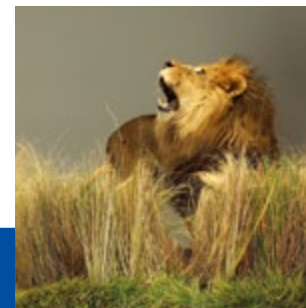


2012

Calcha

Keeping you close to your clients



CALENDARS • DIARIES • DESK PADS

4 of 4

Diaries & Notebooks

Corporate Calendars & Diaries

Keeping you close to your clients 365 days a year

Ensuring client loyalty in a competitive business arena is a crucial balancing act.

Imagine a marketing medium that is captivating enough to guarantee your visibility, has a shelf life far beyond that of other mediums yet is surprisingly cost-effective...

Diaries and calendars have proved their promotional power to such an extent that corporates need to start thinking beyond merely supplying their clients with a last-minute solution right before their year-end shut down.

Ensure you have the competitive edge this year by making it a Caleka diary and calendar.



Keeping you close to your clients

CALENDARS • DIARIES • DESK PADS

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**CUSTOMISED FOR YOUR CLIENTS.
YOUR MOST EFFECTIVE MARKETING TOOL EVERY DAY OF THE YEAR.**

DIARIES

Make your selection from a range of 6 different sizes of diaries. In addition to your company logo foiled on the cover, any of our diaries can incorporate these special features. Together we can make the perfect gift for your clients.



PUBLIC HOLIDAYS INCLUDED ARE:

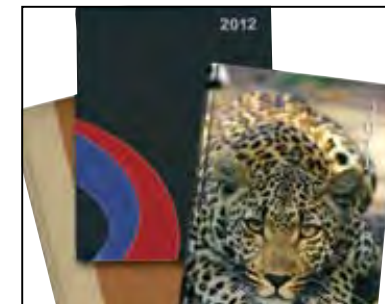
- | | | | |
|--------------|---------|-------------|----------------|
| Angola | Finland | Malawi | South Africa |
| Argentina | France | Mauritius | Spain |
| Australia | Germany | Mozambique | Switzerland |
| Austria | Greece | Namibia | Taiwan |
| Belgium | Hungary | Netherlands | Tanzania |
| Botswana | Israel | Nigeria | Uganda |
| Brazil | Italy | Norway | United Kingdom |
| Canada (Std) | Kenya | Portugal | United States |
| China | Japan | Seychelles | Zambia |
| Denmark | Lesotho | Singapore | Zimbabwe |

OPTIONS

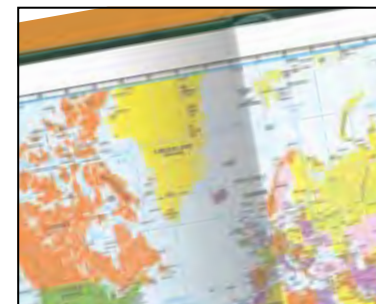
- Foiling
- Gold and silver corners
- Padded covers
- Ribbons
- Cover colour & texture options
- Laminated covers
- Two-tone covers
- Encapsulated covers



- Inside front & back covers
- End sheets



- Extra pages
- Wrap arounds
- Tip-ins

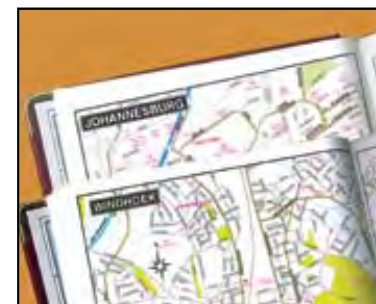


- 8 page RSA map section and / or 12 page Africa map section including street maps of all the major business centres.



- Thread-sewn
- Wire Binding

- Commercial Inserts supplied with specific industry-related information bound into the front of our standard A5 page-a-day diary.



**Our diary and gift brochures are available on request.
Email: info@caleka.co.za or phone: 27 (0) 12 843 7700**

Page-a-Day Diary

A5 Trim size: 205 x 137mm

A4 Trim size: 285 x 202mm

Management. Trim size: 236 x 170mm

Printed in black and burgundy ink on white paper with 16 pages of useful information bound into the front of the book and 5 pages of telephone index in the back.
Optional maps of Africa, RSA and major business centres available.

Customised inserts can be designed and inserted into the diary.

Quotes available on request.

The Management diary is also available printed on cream paper



Management week-to-view Diary

Printed in black and burgundy ink on white or cream paper with 16 pages of useful information bound into the front of the book and 5 pages of telephone index in the back.

Optional maps of Africa, RSA and major business centres available.

Customised inserts can be designed and inserted into the diary.

Quotes available on request.



Management Organiser A5 Page-a-Day

Book block: 208 x 130mm
Trim size: 230 x 185mm

Luxury designed covers are padded with elegantly stitched PU that close with a flap and stud. Supplied complete with cover, paper inserts and PVC dividers, 6 Ring mechanism. Extra pockets on inside covers with pen holder.

Inserts only available.



Pocket Diaries

Week to view
Trim size: 105 x 74mm

Available: Thread-sewn hard cover
Thread-sewn PVC slip on cover
Wire-bound slip on cover



Portuguese Diaries

Available in Management page-a-day A5 page-a-day and Slimline.



Slimline Diaries

Week to view
Trim size: 158 x 85mm

Available with white paper with useful information and telephone index bound into the book.



Custom Laminated Diaries



Custom Designed Diaries



Carpe Diem Business Diary

Representing the upper class of corporate gifts, the Carpe Diem Business Diary features a range of monthly business motivational articles to inspire clients and colleagues alike. The 2012 diary features profiles of some of the world's most successful CEO's, highlighting the qualities that led to their achievements.

In addition, Carpe Diem offers a wealth of information and business tools. From a travel section, an international overview, metric conversion charts and religious holy days to a range of African public holidays.

Choose between a case- and wire-bound cover in classic leather-look or take full advantage of the promotional power of a custom-designed print.

Leather-look:

- Made from imported materials
- Case-bound cover in stitched duo-tone and texture
- Wire-bound cover in single-tone and texture
- Thermo-responsive covers for distinctive branding
- Pin-sharp heat de-bossing captures intricate logo detail

Various tip-in page options allow for additional company branding.

Available in A5 and Management size, this is the perfect marketing gem to represent you in boardrooms and briefcases around the country.



Management: 416 pages
W: 210mm H: 255mm



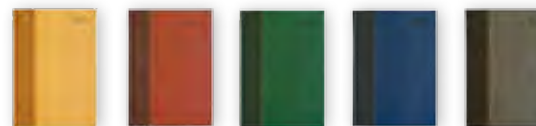
A5: 416 pages
W: 137mm H: 205mm



Carpe Diem case-bound diary



Carpe Diem wire-bound diary



Available in brown, burgundy, green, navy and black covers or a custom-designed print.

Motivational Notebook

With inspiring quotes on every page, the Motivational Notebook adds flair to a classic gift with immense marketing potential.

Its trendy wire-bound format allows for a custom-printed cover or a stylish leather-look. And remember to brand the inside of your gifts with tip-in pages featuring all your company information to heart's desire.

This notebook makes an excellent gift at any time of year, and since clients often use multiple notebooks for different occasions, your gift will always be welcome. They can even extend the shelf life of your branding as their use isn't time bound and clients often keep them handy for referencing purposes once they're filled.

Seeing its perpetual list of uses, why not keep a few on hand at all times? That way you'll always be ready with a gift to make an excellent impression on a new client, or a kind offering to motivate a new employee.

Available in A5 and Management size.

Cover printed with a custom design or available in a classic leather-look in black, navy, green, brown or burgundy.



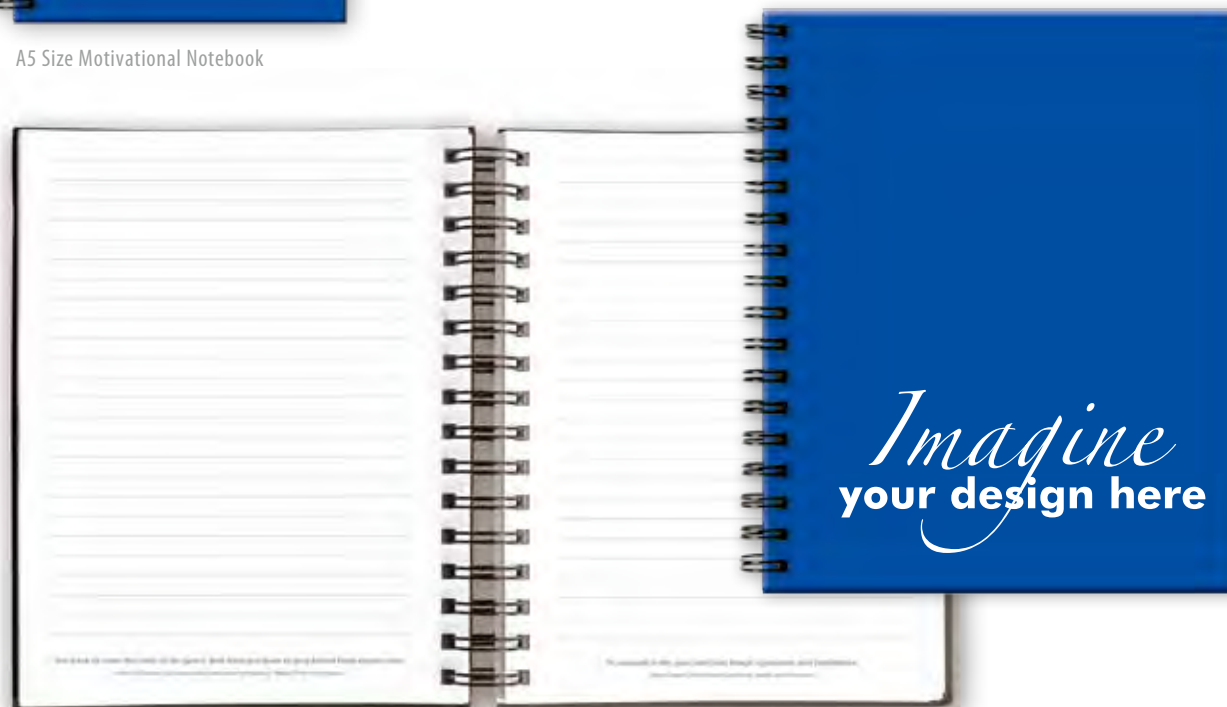
Management Size Motivational Notebook
MANMNH/S - W: 210mm H: 255mm



A5 Size Motivational Notebook
A5MNH/S - W: 137mm H: 205mm



A5 Size Motivational Notebook



Management Size Motivational Notebook

- **Dedicated account executives**
- **In-house design team**
- **Exclusive contracts with top artists**
- **Expertise in picture research**
- **Expertise in art direction**

The combined expertise of our printing, publishing and design divisions represent a unique resource and the ability to deliver exceptional results.

Each year we publish custom designed calendars and diaries for many of southern Africa's leading companies. Investment in an exclusively commissioned calendar or diary reflects not only the image but the imagination of the donating company and the status of the recipient.

Our dedicated in-house design team has the creative ability to develop cost-effective promotional calendar and diary campaigns from as few as 500 up to 500 000 copies or more.



• What must I supply?

We need all the information that will appear in your advert from you. Our artists will then typeset and design the advert to suit the space relevant to the calendar you have ordered.

• What format should I use and how should I supply the artwork?

Any logos required in the advert must, if possible, be supplied by email or on disk. We can open Quark Xpress, InDesign, Illustrator, Freehand, PageMaker, Corel Draw and Photoshop. Artwork needs to be sent in .eps or .pdf (1.3) format. Please supply the fonts as well, when working in Freehand, Illustrator, Quark Xpress, PageMaker, Corel Draw and InDesign.

• How can I be sure that there will be no mistakes?

All adverts are faxed, e-mailed or posted to the client to sign off before overprinting on the calendars.

• How can I be sure the colours will be accurate?

We need a Pantone colour reference or a printed sample for all colours except black. Please bear in mind that hues of specified Pantone colours will vary on different paper e.g. glossy as opposed to matt or embossed. We try as far as possible to match printed samples supplied.

• What size is the advert space?

The print area of the advert is shown with every product in this catalogue.

• What about delivery charges?

Delivery: South Africa - We deliver free of charge in the Gauteng and Durban areas. Orders to be sent outside of Gauteng are sent by road freight for the client's account. Contact us to obtain weight and dimensions of your consignment. This is normally a 3 day service to major centres in South Africa.

Delivery: Cross border - We can obtain quotations on your behalf from local courier companies or you can instruct your own courier to collect from our Johannesburg factory.

• What are our terms and conditions?

South Africa - Goods are invoiced after dispatch and our terms are 30 days nett. We offer a generous discount for payment with order.

Cross border - We require a prepayment to be made via bank transfer with order or a Letter of Credit to be established.

Note: Full copies of our terms and conditions are available on request.

• How many colours are there in my advert? Note: The paper is white and not an extra colour



1 colour overprint



2 colour overprint



3 colour overprint



4 or Full colour overprint



Caleka

Keeping you close to your clients

318 Derdepoort Road | Silverton | 0184 | Pretoria

Tel: +27 12 843 7700 | Fax: +27 86 687 0664 | info@caleka.co.za

www.caleka.co.za

