SEASONAL
PRINT PRODUCT CATALOG

YOUR GUIDE TO SEASONAL PRINT OPPORTUNITIES

FALL / WINTER ISSUE 2026















the PRINT SHOP inc
DESIGN PRINTING SIGNS BANNERS

PRESENTED BY YOUR LOCAL PRINT SHOP
(850) 234-8284 | theprintshoppcb.com
2015 Wilkinson Ave, Panama City Beach, FL 32408 | Mon–Fri 9–4



Designed to Stand Out

Compare papers.
Explore finishes.
Find the perfect fit.

New stocks. New finishes. New shapes.

The Business Card Collection showcases 32 premium combinations designed to help your brand stand out.

From specialty finishes and premium papers to unique shapes and embellishments, compare the possibilities and find the look that's right for your business.

Because great business cards aren't just handed out. They're remembered.



SEE YOUR PRINTER TO GET YOUR BUSINESS CARD COLLECTION

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Did You Know?

Holiday cards still work.

They keep your business top of mind long after the holidays are over.

Start planning now.



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Cue the Campaign

WHAT ARE YOU PUTTING IN MOTION NEXT?

One goal. Three steps. Start here.

The strongest campaigns don't start with a product. They start with a goal. Pick one objective, map out your next move, and bring your plan to your print partner to make it happen.

STEP 1
PICK YOUR PRIORITY

Over the next six months, I want to:

[ ] Drive More Sales
[ ] Generate Leads
[ ] Promote an Event
[ ] Grow Memberships
[ ] Increase Donations
[ ] Launch a New Product or Service
[ ] Build Awareness
[ ] Retain Existing Customers

STEP 2
DEFINE YOUR CAMPAIGN

What will I promote?

_____

_____

Who am I trying to reach?

_____

When will it launch?

_____

STEP 3 SUPPORT IT

How will customers see it?

[ ] Direct Mail
[ ] Signage
[ ] Flyers / Brochures
[ ] Event Materials
[ ] Promotional Offer
[ ] Packaging
[ ] Email
[ ] Social Media

READY TO GET IT IN MOTION?

Share this worksheet with your printer. They can help turn your goal into a campaign, recommend the right materials, and help you reach customers at the right time.

Print That Moves Your Business FORWARD

A MESSAGE FROM YOUR PRINT PARTNER

There has never been a better time to put print to work.

The way businesses connect with customers continues to evolve, but the need to stand out, build trust, and create meaningful connections remains the same. Print continues to play an important role in helping brands do exactly that.

The most successful print projects start with a goal, not a product.

Whether you're looking to attract new customers, strengthen existing relationships, promote a seasonal campaign, support an event, launch a new location, or increase brand visibility, the right print strategy can help bring those objectives to life.

Today's print solutions offer more opportunities than ever before. Faster turnaround times. More customization. Expanded product offerings. Smarter direct mail. Enhanced finishes and packaging. Better connections between print and digital experiences. Together, these capabilities help businesses engage customers at every stage of the journey.

That's where a trusted print partner makes all the difference.

Beyond producing materials, the right partner helps you identify opportunities, solve challenges, and select solutions that align with your goals, budget, and timeline.





We're proud to support businesses of all sizes with the products, technology, expertise, and service needed to turn ideas into results.

Thank you for the opportunity to be part of your success. As one year comes to a close and another begins, we look forward to helping you strengthen your brand, reach new audiences, and bring your next big idea to life.

The Season Behind the Season

The materials, marketing, and preparation that help bring it all together.

Every successful promotion, event, enrollment campaign, membership drive, or year-end push has one thing in common: there's a lot happening behind the scenes.

Long before customers walk through the door, respond to an offer, or attend an event, business owners and teams are making plans, ordering materials, coordinating details, and checking off to-do lists. Then, just when everything seems to be coming together, the pace picks up.

If you've ever looked at the calendar and wondered how everything is going to get done, you're not alone.

Customers see the sign in the window, the postcard in the mailbox, the menu on the table, or the brochure in their hands. What they don't see is everything that came before it: the planning, the deadlines, the revisions, the last-minute changes, and the effort it takes to make sure everything is ready when it needs to be.

Print plays an important role in bringing those pieces together. It helps businesses communicate clearly, promote what matters most, and create a consistent experience for customers from one interaction to the next.

The best print projects usually don't start with a product list. They start with a goal.

A retailer looking for signage is trying to bring more shoppers through the door. A fitness center launching a membership campaign is focused on attracting and retaining members. A restaurant updating menus is creating an experience for guests. A financial services firm ordering folders and letterhead is reinforcing trust and professionalism.











When the focus is on the goal, it becomes easier to identify the right combination of materials to support it and to see how different pieces can work together.

A direct mail campaign might drive traffic to a seasonal promotion supported by window graphics and in-store signage. An event may require invitations, handouts, presentation materials, and follow-up communications. A membership campaign could include brochures, promotional offers, welcome materials, and branded items that help keep a business top of mind.

While each piece serves a purpose on its own, they're often most effective when they're working toward the same objective. That's what turns a collection of print materials into a coordinated marketing effort.

Planning ahead also creates flexibility. When materials are developed with future campaigns, events, or promotions in mind, businesses can respond more quickly, maintain a more consistent brand presence, and make better use of their marketing budgets.

That's one reason a strong print partner can be so valuable. The right partner understands the bigger picture, helps connect the dots, and recommends solutions that support the goals behind the project.

As one year comes to a close and another begins, it's a good time to step back and look at what's ahead. What worked well this year? Where are the opportunities for growth? What goals are taking shape for the months ahead?

The businesses that get the most from their busiest seasons aren't simply checking projects off a list. They're building stronger customer relationships, creating better experiences, and setting themselves up for what's next.

The season behind the season isn't really about getting through a busy stretch. It's about creating momentum that lasts long after it ends.

What are you putting in motion next?

Cue the Campaign

What are you putting in motion next? Here's where to start.

The next few months are packed with events, holidays, seasonal promotions, and plenty of reasons to connect with customers. Whether it's planning a year-end sale, membership drive, fundraising campaign, or New Year promotion, a little planning now can help you make the most of what's ahead.

Fall Festivals
September-October



Where the crowds gather.
A great time to build visibility and connect with your community.

Halloween
October 31



Tricks. Treats. Traffic.
Seasonal promotions and themed events give customers another reason to stop by.



Open Enrollment
Fall 2026

Clarity matters.
Clear communication helps people understand their options and make informed decisions.

Election Day
November 3



Every vote counts. Every reminder helps.
Keep your message visible with voter outreach, signage, direct mail, and event materials.

Veterans Day
November 11

A moment that matters.
Community events and recognition programs often benefit from a little extra visibility.



Thanksgiving
November 26



Don't wait for dessert.
Promote specials, events, and seasonal offerings before the holiday rush begins.

Black Friday & Small Business Saturday
November 27-28

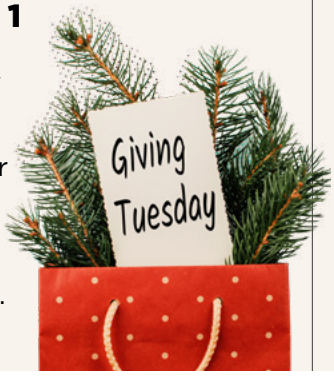


Ready. Set. Sell.
A short window to capture attention, drive traffic, and turn shoppers into customers.

Giving Tuesday
December 1

Make every ask count.

A key day for fundraising, awareness, and donor engagement.





Holiday Season
November-December

The busiest season deserves a plan.
Promotions, events, and customer outreach all compete for attention. Planning ahead helps you stand out.

New Year, New Goals
January



New year. New momentum.
A natural time to promote memberships, services, consultations, and special offers.

Valentine's Day
February 14



Love is in the details.
Promotions, events, and limited-time offers help businesses connect with customers.

Presidents' Day
February 15



Don't let January have all the fun.
Keep the momentum going with seasonal offers, sales events, and customer promotions.

The Big Game
February



Game On.
Big crowds, themed events, and game-day promotions can help drive traffic and sales.

Targeted Reach. Without the Complexity.

Reach customers with a direct mail campaign made easy.

That's where we can help.

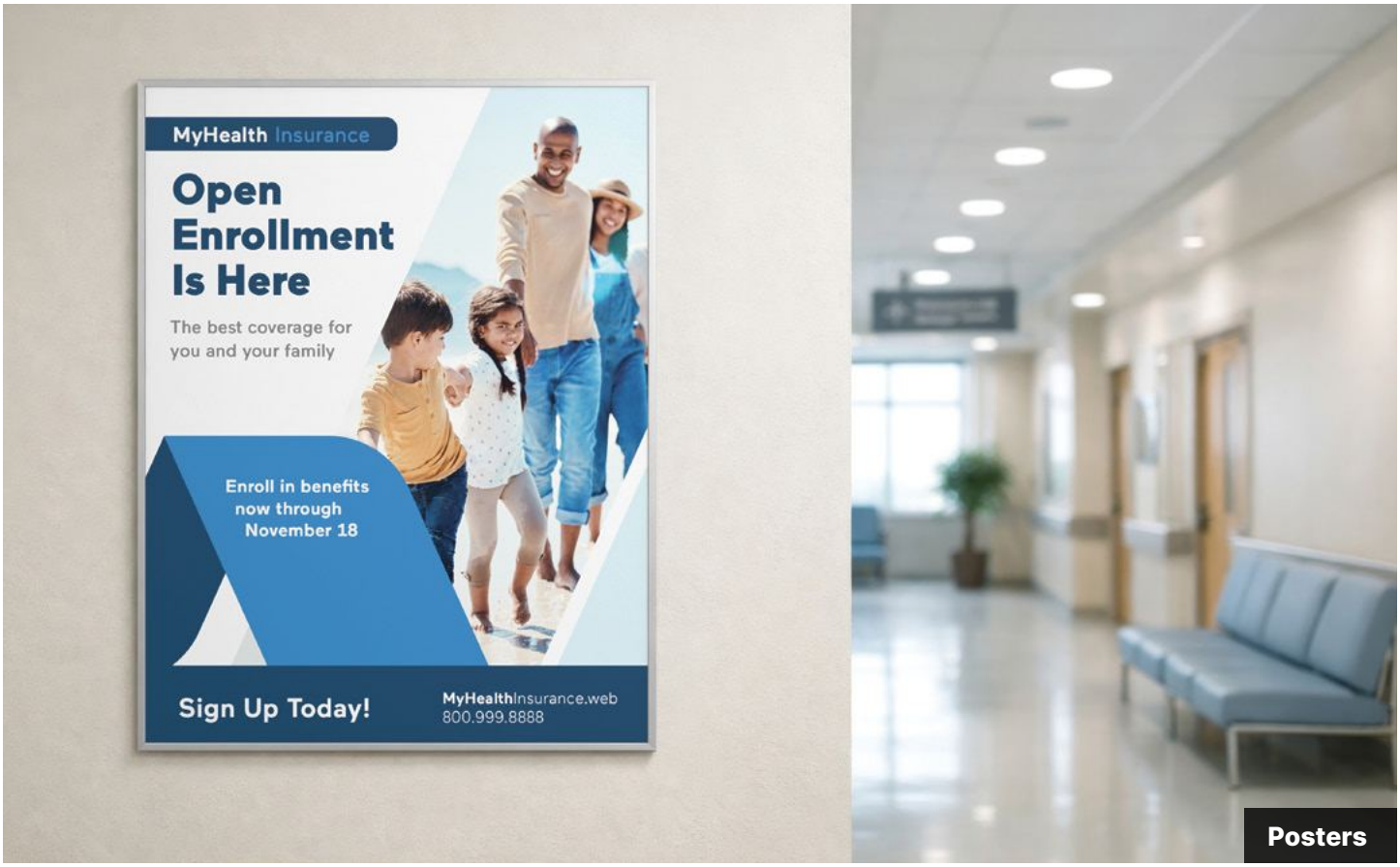
With Every Door Direct Mail (EDDM), you can target specific neighborhoods and reach every residential address along selected postal routes without building or purchasing a mailing list. We'll help you choose the right format and create a campaign that reaches the right local audience.

Pair EDDM with door hangers, signage, and other print products for greater local impact.

CHOOSE YOUR NEIGHBORHOODS.
REACH EVERY DOOR.
SKIP THE MAILING LIST.



Enrollment Season Starts with Clear Communication



Open enrollment is one of the most important communication periods of the year. Help your healthcare customers inform, engage, and guide members with professionally printed materials that build trust and keep enrollment on track.

Supporting Every Enrollment Touchpoint



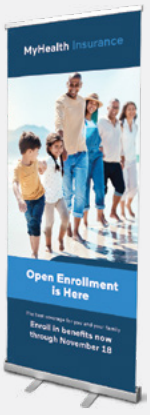
Stress Ball



Enrollment Guides & Benefit Booklets



Presentation Folders



Retractable Banner

Capture Attention All Winter Long

Winter is one of retail's busiest selling seasons. Help your retail customers attract shoppers, promote seasonal offers, and create memorable in-store experiences with printed marketing materials designed to drive results.



Packaging and Roll Labels

Supporting Every Seasonal Promotion



Counter Cards



Hangtags



Window Clings



A-frames

THE POWER OF PRINT

One idea can go further than you think



Direct Mail • Signage • Window Graphics • Promotional Products • Event Materials • Flyers

A campaign is rarely just one piece. Talk with your printer about ways to extend your reach, reinforce your message, and get more from every marketing dollar.

Create Memorable Holiday Experiences



Wall Mounted SEG Frame

The holiday season brings an influx of travelers, diners, and event guests. Help your hospitality customers create welcoming experiences, promote seasonal offerings, and leave lasting impressions with professionally printed materials.

Supporting Every Guest Experience



Tote Bags



Rack Cards


Notepads



Door Hangers

A Fresh Start for Every Brand

The new year is a natural time for businesses to refresh their image. Help customers update everything from business cards to sales materials while becoming their go-to partner for every brand refresh.



Outdoor Banner

Print That Reinforces a Customer's Brand



Appointment Cards



Brochures



Mugs



Calendars

Turn New Year's Goals into New Memberships



Double-Sided Retractable Banner

The start of the year is a key growth season for fitness and wellness businesses. Help your customers attract new members, promote seasonal offers, and create welcoming experiences with professionally printed marketing materials.

Supporting Every Membership Journey



EDDM Postcards



Coro Signs



Water Bottles



Tear-Off Flyers

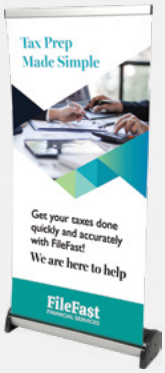
Build Confidence This Tax Season

Tax season is one of the busiest times of the year for financial professionals. Help your customers stay organized, reinforce credibility, and deliver a seamless client experience with professionally printed materials.



Car Magnets

Print That Earns Trust



Tabletop Displays



Pens



NCR Forms



Flags

Turns Out, Print Still Feels Better in Person.

Good thing we put the possibilities in one place.



Great print starts with the right materials, and the best way to choose them is to experience them for yourself. **The Print Materials Collection** helps you compare options, explore possibilities, and make print decisions with confidence.

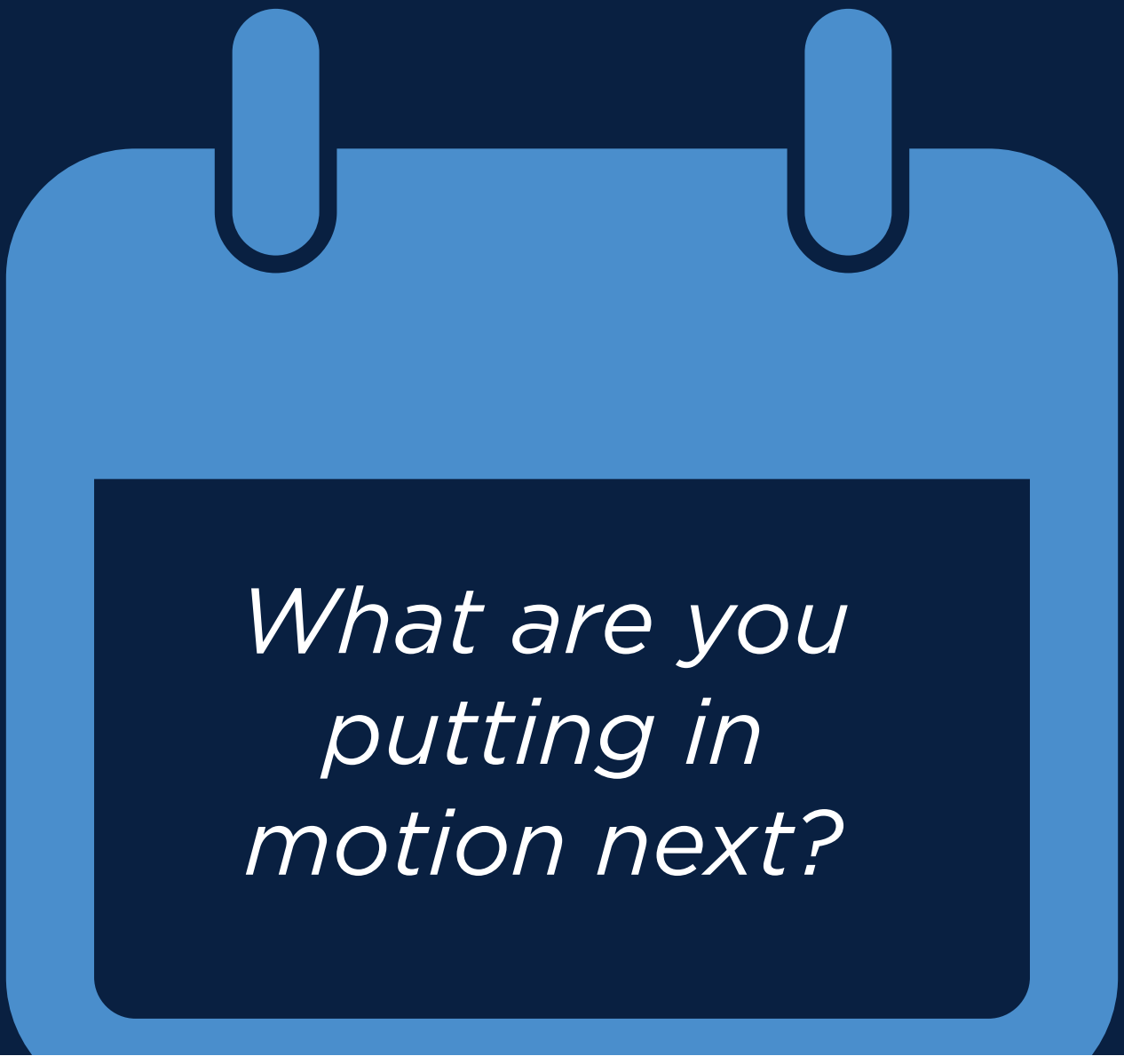
- Paper Samples
- Large Format Materials
- Specialty Print Enhancements
- Color & Effect Guides

Because great print isn't just designed. It's experienced.

Where Great Print Begins.

SEE YOUR PRINTER TO GET YOUR PRINT MATERIALS COLLECTION

The next opportunity is already on the calendar.



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LET'S PUT IT IN MOTION

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