



Lifeboats

Prestige Christmas Card Office

Kingsmead Publications Ltd, 34 Bookham Industrial Park, Great Bookham, Surrey KT23 3EU

Tel: 01372 459579 Fax: 01372 454894 Email: sales@kingsmead.com

Most of us spend some time on or near the sea, whether involved in leisure activity on the water, travelling on a ferry or visiting a beach.

I expect you know of the work of the RNLI's lifeboats and lifeguards in saving the lives of sea users who get into difficulty. However, you may not be aware that we are independent of government and we need to raise the necessary funds ourselves to pay for this vital service.

I am delighted to be able to present you with the opportunity to help our fundraising by purchasing these very high quality, personalised Christmas cards. The scheme is run on behalf of the RNLI by Kingsmead Publications Limited. The prices are very competitive and the RNLI receives a net profit of at least 20p for every card sold, which goes directly towards our lifesaving work.

Please spare a few minutes to look through the catalogue.

On behalf of everyone at the RNLI and, in particular, our volunteer lifeboat crews, I offer you my warmest thanks.

Yours sincerely

Andrew Freemantle CBE
Chief Executive

ROYAL NATIONAL LIFEBOAT INSTITUTION

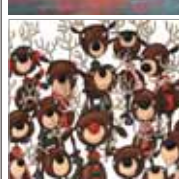
P.S. The RNLI also sells a range of Exclusive Christmas Hampers - great as corporate gifts. Visit rnlishop.org.uk or call 0845 126 6999 for further details.



To order this card

K979V

Giles Cartoon
160 x 235mm



Royal National Lifeboat Institution
A charity registered in England, Scotland and the Republic of Ireland

Standard Greetings and Typefaces

We offer the following greetings and typefaces as standard
- or create your own for £15

A The Season's Greetings
and
all Good Wishes for the Coming Year

B With all
Good Wishes for Christmas
and Every Happiness in the Coming Year

C Season's Greetings

D SEASON'S GREETINGS ♦ FROHE FESTTAGE
BOAS FESTAS ♦ CON I MIGLIORI AUGURI
MEILLEURS VŒUX ♦ KALES YIORTES
MET DE BESTE WENSEN ♦ FELICES FIESTAS

Traditional Typeface (Goudy Old Style) in Title Case
TRADITIONAL IN SMALL CAPITALS

Modern Typeface (Swiss 721 Light) in Title Case
MODERN IN SMALL CAPITALS

Script Typeface (Nuptial) in Title Case

SCRIPT TYPEFACE Not recommended in CAPITALS

Each card will carry the following acknowledgement on page 2.



Lifeboats

The charity that saves lives at sea

The purchase of this card contributes to the lifesaving work of the RNLI

RNLI (Sales) Limited, Poole, Dorset, BH15 1HZ
Tel 0845 122 6999 rnlishop.org.uk

A charity registered in England and Wales (209603) and Scotland (SCO37736).
Charity number CHY 2678 in the Republic of Ireland.

Front Personalisation

Some of our cards can be personalised on the front as well as inside.

Foil Blocking



If you would like your company name foil blocked on the front of the cards look out for our blue 'Front Personalisation' Symbol. We can foil block a greeting or 'From all the team at' and your company name. Company logos and address details cannot be foil blocked onto the front of cards.

Please Note

Foil Blocking is only available in 4 colours - GOLD, SILVER, BLUE and RED.

Foil Blocking is only available in two fonts and at two sizes;

- Bembo Large (24 pt for your company name)
- Bembo Small (14 pt for other copy)
- Gill Large (24 pt for your company name)
- Gill Small (14 pt for other copy)

PLEASE SEE PAGE 13 OF THE BROCHURE FOR EXAMPLES AND COSTS.

Litho-printing



If you would like your company name or logo litho-printed on the front of the cards look out for our red 'Front Personalisation' Symbol. We can litho print in black or full colour.

PLEASE SEE PAGE 13 OF THE BROCHURE FOR EXAMPLES AND COSTS.

Visit www.kingsmead.com/frontpersonalisation for more details and examples.
(Alternatively we can email this to you on request; Telephone 01372 459579 or email personalisation@kingsmead.com)

Further information on personalisation, including examples, can be found on pages 12 and 13 of the card brochure.

WE ARE HAPPY TO PROVIDE QUOTES FOR YOUR SPECIFIC REQUIREMENTS.



Step 1 - Your Contact Details

Contact Name:

Company:

Address:
(Unfortunately we can not deliver to P.O. Box numbers)

Postcode:

Tel: / Fax:

Email:

If you would like an email proof please give your email address in the box above and tick this box.

If you do not wish to receive information about Christmas cards or other related offers in the future please tick here.

Step 2 - Your Card Choice

PLEASE SUPPLY:

Quantity

Reference

Card Title

POSTAGE

Card references ending with **L** are **185 x 185mm** and fall into the **LARGE LETTER** classification.

Step 3 - Optional Extras

The card price includes envelopes and standard personalisation inside the cards in black ink. Please indicate clearly below any extras you require.

INSIDE THE CARDS (see page 12 of the brochure for further information)

- Your own greeting / font @ £15
- Your company logo and/or signatures in black ink @ £20
- Your company logo and/or signatures in colour
(Additional colours cost £25 + 12p per card per colour)

FRONT PERSONALISATION

(see left and page 13 of the brochure for further information)

- FOIL BLOCKED personalisation (Additional cost £25 + 12p per card)
- LITHO-PRINTED personalisation (Additional cost £25 + 12p per card per colour)

PRINTED ENVELOPES

- Envelopes printed in BLACK (Please see inside back cover of brochure for costs)
- Envelopes printed in COLOUR (Please see inside back cover of brochure for costs)

PLEASE COMPLETE THE PRINTING SPECIFICATION OVERLEAF

Step 4 - Price Calculation

Orders of 1,000 cards or more can be discounted.
 Please call on 01372 459579 and ask for RNL I Christmas cards

CARDS	First 50 cards @ £88.00	£ 8 8 : 0 0
	Additional cards @ £69.00 per 50	£ :
	Packing & Delivery @ £10.00 (UK mainland delivery only)	£ 1 0 : 0 0
OPTIONAL EXTRAS	Additional Colours (£25 + 12p per card per colour)	£ :
	Alternative Colour @ £25.00	£ :
	Company Logo/Signatures @ £20.00	£ :
	Fax/Photocopy Proof @ £10.00	£ :
	Special Typeface/Greeting @ £15.00	£ :
	FOIL BLOCKED Front Personalisation	£ :
	LITHO-PRINTED Front Personalisation	£ :
	Printed Envelopes	£ :
TOTAL	SUBTOTAL	£ :
	VAT @ 15%	£ :
	Any Donation will be gratefully received	£ :
	TOTAL AMOUNT ENCLOSED	£ :

Step 5 - Payment

Please make cheques payable to
“RNL I Christmas Cards”

Debit my MASTERCARD / VISA / MAESTRO
(Unfortunately we cannot accept AMEX and DINERS CLUB cards)

Card Number

MAESTRO ONLY

Start Date / Expiry Date / Issue No.

MAESTRO ONLY

Security Code (Last 3 digits on the back of your card)

Signature _____

Please select one of the greetings (these are illustrated overleaf) by ticking the appropriate box or write your own and send it with your order.

- A** The Season's Greetings and all Good Wishes for the Coming Year
- B** With all Good Wishes for Christmas and Every Happiness in the Coming Year
- C** Season's Greetings
- D** International Greeting (printed in SMALL CAPITALS as standard)
- E** Other @£15 (please attach details)

Please print the following centred directly under the greeting

from * (delete if not required)

Please allow space (.....mm) for a signature between "from" and the above

OTHER DETAILS: Please also print the following (eg. company name and/or address)

- I wish the "Other Details" to appear left aligned in the bottom left hand corner of the card
- I wish the "Other Details" to appear centralised across the foot of the card
- I wish the "Other Details" to appear right aligned in the bottom right hand corner of the card

Select one of the **Typstyles** below

- Traditional (Goudy Old Style)
- Modern (Swiss 721 Light)
- Script* (NOT available in SMALL CAPITALS)
- Other @ £15 _____

I would like my cards printed in:

- Upper and Lower Case
- SMALL CAPITALS

LOGOS / SIGNATURES @ £20

If you would like your logo and / or signature(s) printed please tell us where you would like these to appear

- I would like my logo/signature(s) printed in black
- I would like my logo/signature(s) printed in colour
(Please note there are additional charges for colour printing)

FOIL BLOCKED FRONT PERSONALISATION

Please complete below any text to be foiled on the front of the cards (maximum 3 lines).

LINE 1

LINE 2

LINE 3

Please select a font;

- Bembo
- Gill

Please select a colour;

- GOLD
- SILVER
- BLUE
- RED

LITHO-PRINTED FRONT PERSONALISATION

Please complete details of your requirements below including any colour information.

PRINTED ENVELOPES

Please complete details of your requirements below including any colour information.

Please return this form with your cheque made payable to RNLI Christmas Cards to:

RNLI Christmas Cards

34 Bookham Industrial Park, Great Bookham, Surrey KT23 3EU

IF YOU HAVE ANY QUERIES PLEASE TELEPHONE US ON (01372) 459579