

For the love of Print



thefabl.®

THE POWER — OF — PRINT — IN A — DIGITAL WORLD

The most trusted medium

In today's AI-driven world, where fake news has entered our vocabulary, print remains the most trusted medium.

Whether it's a newspaper or a product catalogue, printed content is always carefully fact-checked before it goes out of the door. Then it's fact checked again. There's an inherent credibility to ink on paper.



PRINT *earns* TRUST

☆☆☆



Here Comes the Science

Print earns trust. Here Comes the Science:

According to neuromarketing research by True Impact, print requires 21% less cognitive effort to process than digital media. Even more compelling: recall for print ads is 70% higher than digital ones.*

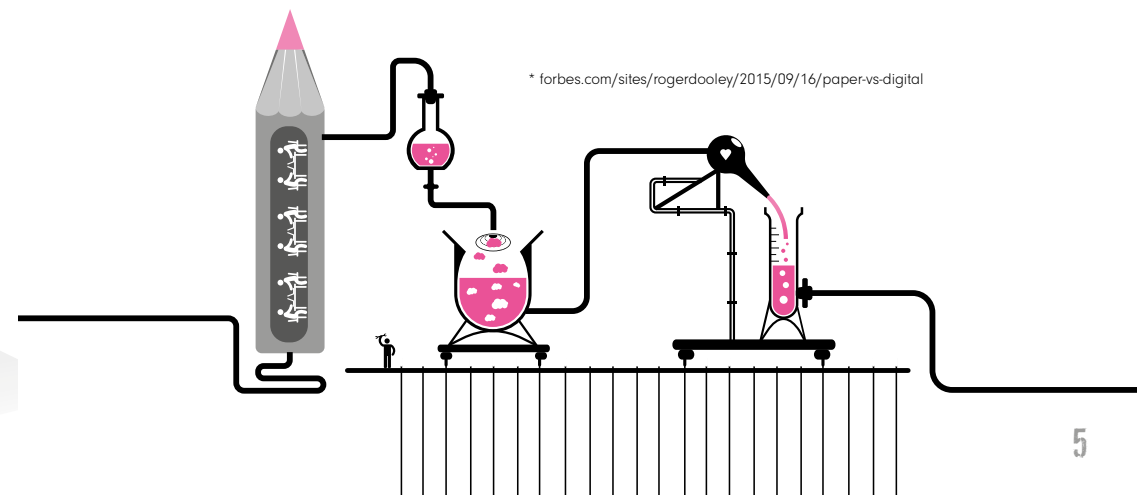
AI needs

'Actual Intelligence'

We would be foolish to ignore AI. There's no doubt it is changing the way we live and work, but AI is still experimental. Generative AI can "hallucinate" or mislead without the right human input. That's where **Actual Intelligence matters.**

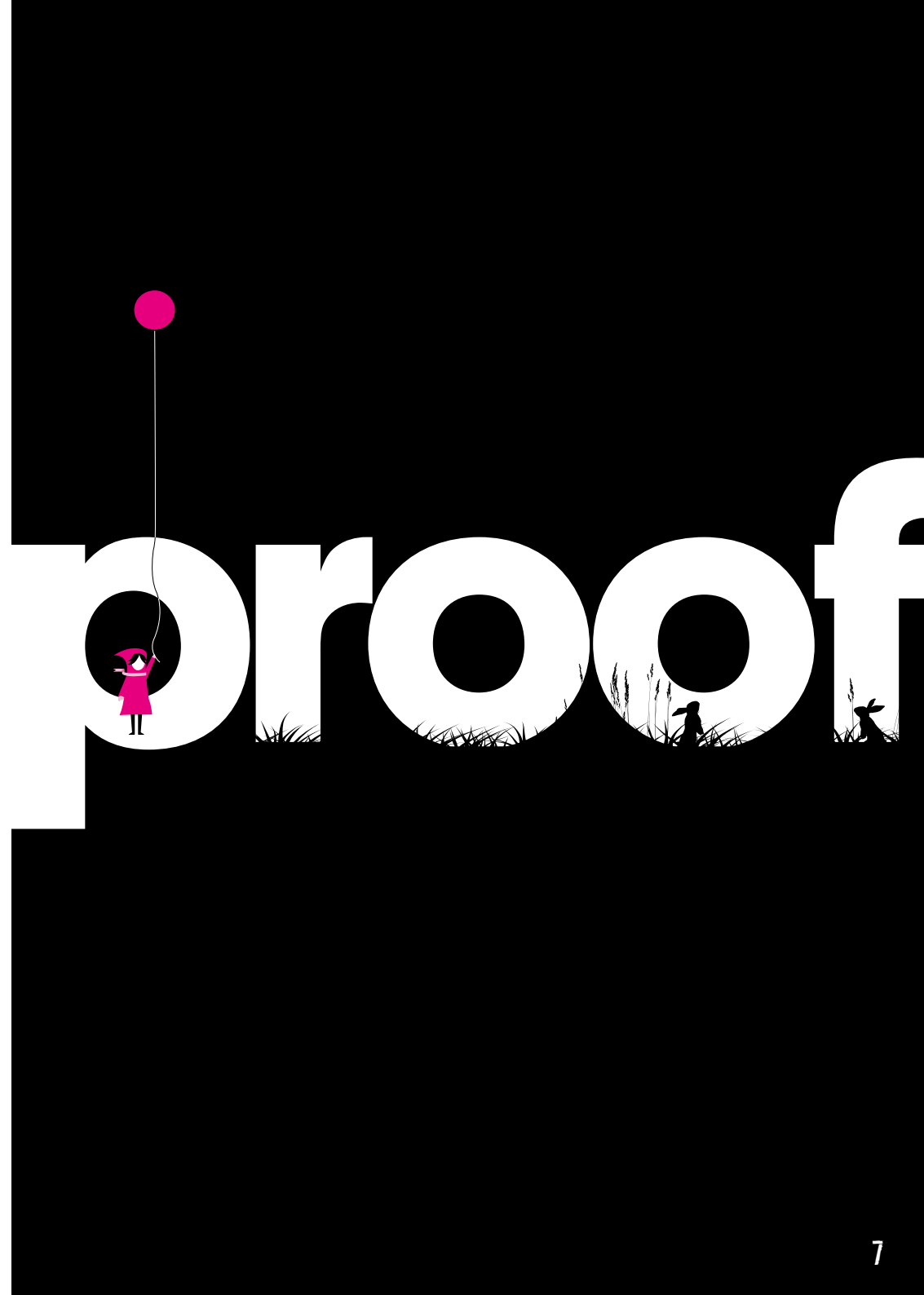
At the fabl, we know how to use these tools wisely, because we combine digital innovation with decades of experience to always get it right.

In a noisy digital world, print stands out. It is trusted, tangible, and built to last. The future is in your hands.





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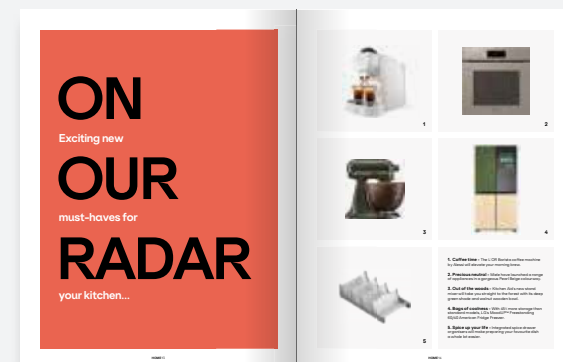
proof



HOME

MAGAZINE

We took the idea of contract publishing - a model where we produce content for clients which is meticulously targeted at a specific audience - and changed the game. For the first time, we got non-competing brands together and allowed them to target the same audience. The result is Home Magazine. Watch this space.





THE LINDA BARKER COLLECTION

When Wren Living* launched the new Linda Barker Collection they came to us. Positioned as 'Luxury for Less', we created brochures and colour cards featuring new branding. Beautiful design touches such as a die-cut cover, textured papers, foil details and a velvet-touch finish reinforced the collection's sense of luxury and sophistication.

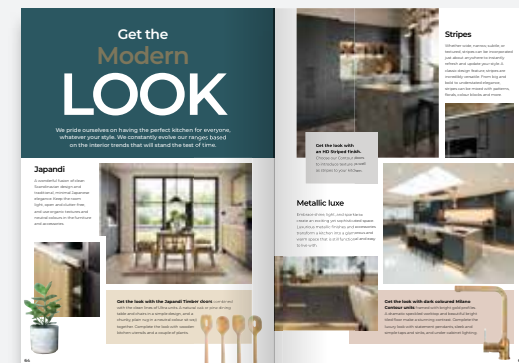
*Wren Living subsequently became Wren Kitchens

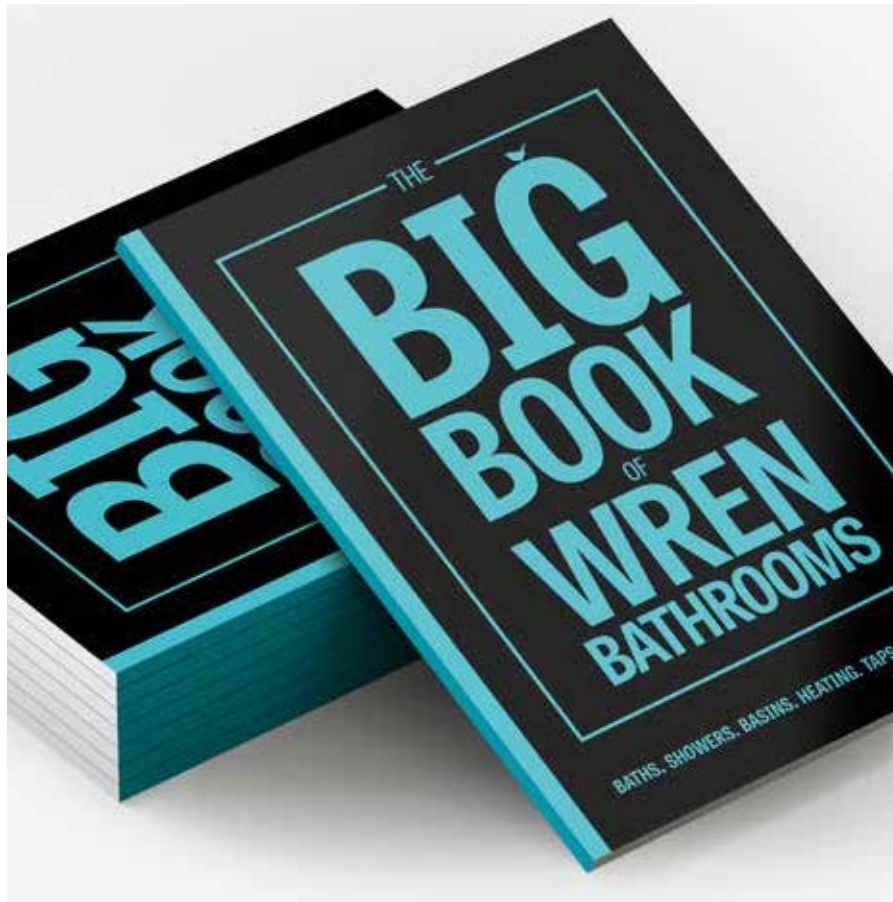




wren KITCHENS

The Big Book of Wren Kitchens made a massive impact on the kitchen industry. It beautifully showcased Wren's range and key messages and resonated with customers like never before. The 212-page brochure - the first of many - combined storytelling with a product catalogue, positioning Wren as the place to go for Affordable Luxury.





wren BATHROOMS

Wren's entry into the bathroom market was short and sweet. But while it lasted, we provided the brand with clear, concise editorial content combined with stunning product ranges. The Big Book of Wren Bathrooms made a splash across the industry and showcased the Wren brand in a new and exciting light.





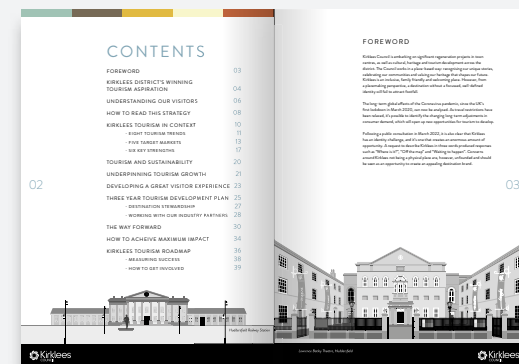
Toolally®

Toolally jewellery wanted to offer something a little different for their customers. We created a stylish pocket-sized book which revealed the stories behind the designs called, "Jump Rings, Chandeliers & Birds of Paradise". It doubled up as a notebook and became the hottest little black book around town!





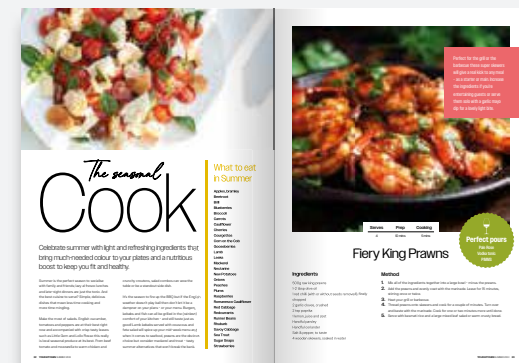
Kirklees Council asked us to develop a tourism strategy to position the area as a desirable visitor destination. The brief required us to identify the district's unique appeal across culture, heritage, landscape and food and drink. The result, "...showed tenacity and vision on a limited budget." The strategy was beautifully bound in an easy-to-digest series.

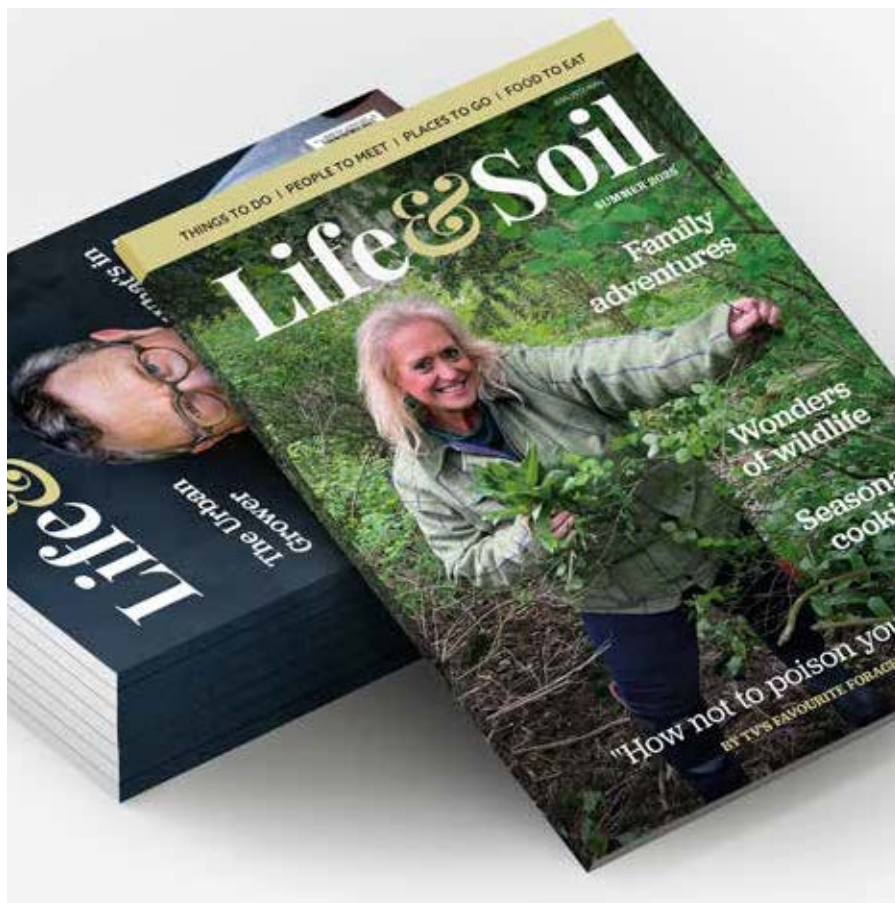




YOUR kitchen

Your Kitchen is a quarterly lifestyle magazine created for Wren Kitchens. Designed to bridge the gap between showroom messaging and the Big Book brochure, it is found in all Wren showrooms, features real-life 'Wrenovations', seasonal recipes and a Celebrity Kitchen in every issue - offering inspiration and engagement beyond the showroom floor.





Supermarket glossy magazines are the most influential B2C publications in the UK. Life & Soil was created to celebrate the best of British produce - and provide a route to a rapidly growing market for food and drinks brands targeting affluent shoppers. This glossy quarterly is distributed in farm shops, food halls, garden centres and events across the UK.

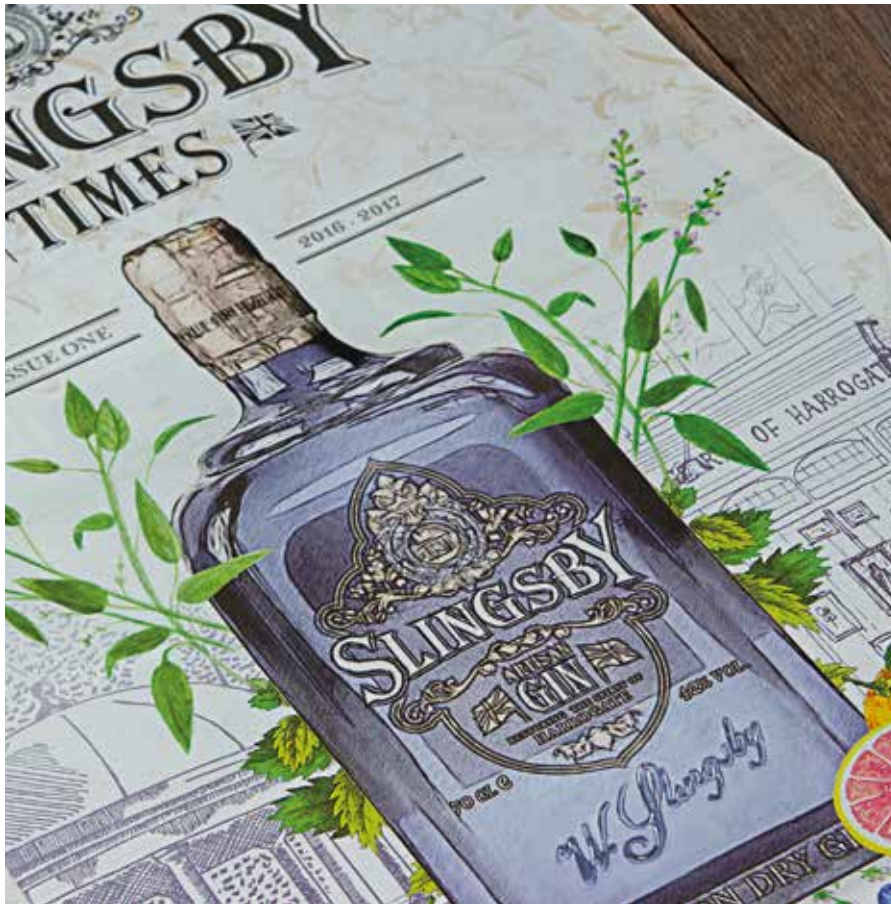




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HENSONS
WE LOVE GOOD FOOD

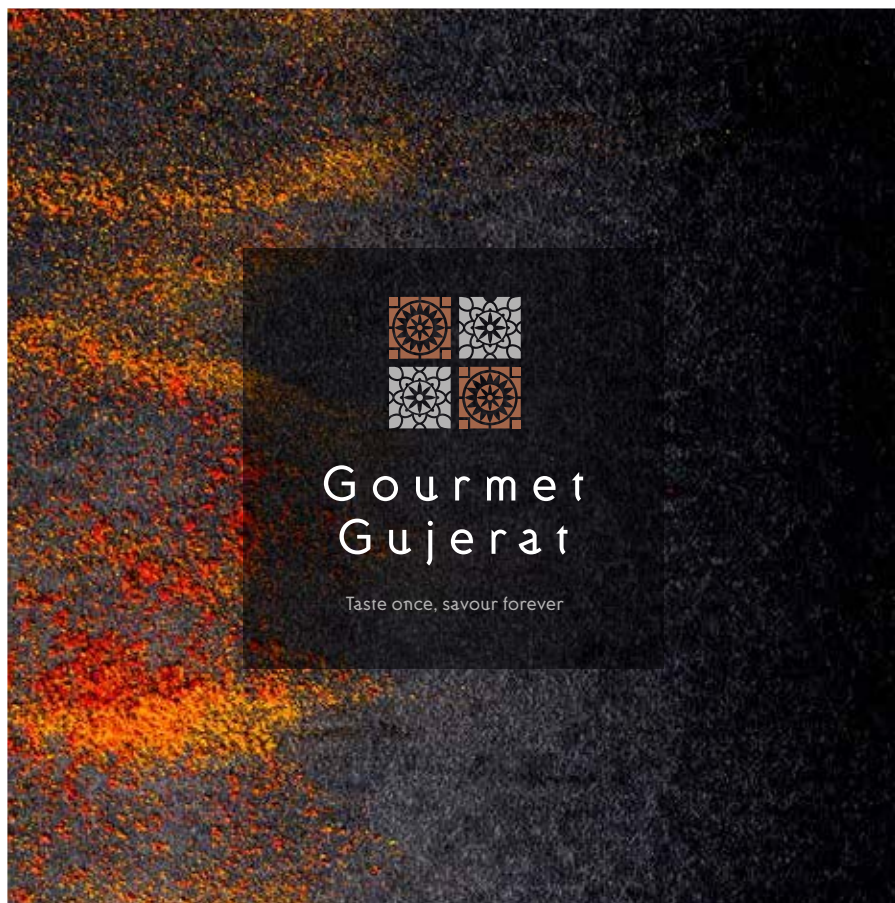
When Hensons wanted to increase the profile of their salt beef product, we instigated a PR campaign in the shape of a newspaper. Titled, 'The Beef' it was crammed full of facts, recipes, stories and gossip and sent out with orders to establishments such as Selfridges and the Brick Lane Beigel Bakery. Before long, salt beef was hot and at the same time, cool.





For Slingsby Gin's first birthday, we created The Slingsby Times, a newspaper with a print run of 5,000. It was delivered on quality news stock to bars, restaurants and trade shows to illustrate what a remarkable year it had been for the brand. Everything in the periodical beautifully reflected the premium nature of the brand.





Gourmet
Gujarat

Gourmet Gujarat is the brainchild of one of the UK's most famous chefs Kabir Patel. We created branding and packaging for his authentic new range of dishes around the positioning of 'Taste Once, Savour Forever'. Famous for creating cuisine of the highest standard at Indian weddings, his cooking prowess is now available through an exclusive Waitrose partnership.





**BELLA
APERTINI**

This striking brand was created for ICB Distillers for their summer aperitivo, Bella Apertini. Inspiration came via the sun-drenched majolica tiles found on the Amalfi Coast. The beautifully integrated font perfectly added to the mix and completed the design. We were delighted that it was quickly snapped up by Tesco, ASDA, Aldi and Amazon.





Rozél
ROSÉ
VODKA

We created the branding and story for Rozél - the triple distilled premium blush vodka blended with real fruit extracts of juicy raspberries, white peach and bitter hints of pink grapefruit. It launched into Harvey Nichols and Ocado in the summer of '23 - the RTD spritz followed in '24, winning a silver medal at the Global Vodka Masters.





PALM *Beach* RUM LIQUEUR

When ICB Distillers expanded their rum liqueur range, we approached it as a full brand development project, not just a label design. To comply with regulations around fruit imagery, we created a clever alternative; each flavour featured the same palm tree backdrop distinguished by a different tropical bird to denote each flavour profile.





Storygelling™

FINDING YOUR STORY



MAKING IT

STICK



The fabl is a marketing agency

We help brands to grow

We have a formula that works. It's called Storygelling™.

A process where we find your story and create ideas that stick.

Storygelling™ extends into many aspectsof the communication business.
Print is just one area where we have theproof that it really works.



— THE —
BOOK
— ★ ★ OF ★ ★ —
PRINT
rewritten

AND IT'S A
BETTER STORY



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