

Build Your Business With...

**CARDZILLA**

.com.au

# CUSTOM DIVE

## Merchandise Catalogue



### WHY PAY FOR ADVERTISING?

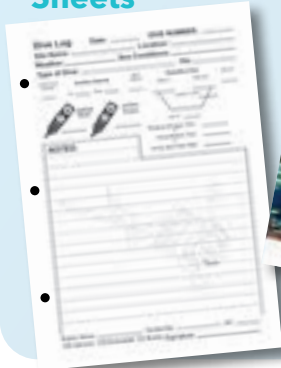
- ✓ **Brand** your product
- ✓ Create a **loyal** following
- ✓ **Increase** your business exposure
- ✓ **Profit** from sales & advertise!

Over  
**120** DIVE PRODUCTS  
TO PROMOTE  
YOUR BUSINESS

# Dive Log Books

Customise Log Books with your logo and business details

Ask about our  
Binder Refill  
Sheets



A6+

\$3<sup>95</sup>  
each

A5

\$4<sup>95</sup>  
each

Contact us for a quote  
on bulk quantities (100+)

Price includes:

- Custom artwork\*
- Optional holes to suit your specifications
- 18pp plus heavyweight cover

Minimum order 20

\*Supplied print ready or graphic design service available at affordable rates - ask us!

## Log Book Facts and Tips...

A logbook is a valuable tool for a Dive Centre

Logging dives is a standard for all training agencies for training. Many agencies have provided the ability to log dives online and while this may seem like a convenience, it does little to help your business.

A well thought out logbook can be used to great effect.

Logbooks may be provided free (included in the course price) or sold at a later date and as such usually come in two forms; a training version with dives/skills listed to sign off and a certified version with no specific skills.

Cardzilla will customize your logbooks however you like.

Things to think about:

- Cover - can be full colour and is usually a heavier stock. Frequently space on the cover can be sold for advertising to local businesses or even suppliers which could offset your costs. Regardless, make the cover stand out and if not sold make sure you use it to good sales effect. Ideas of things to include and why:
  - Pictures of your operation so you can show and explain your operation more easily (boat, class in pool, dive site map, local underwater attractions, etc.)

Cardzilla will quote both on design and options for your book (if not a 'standard' offering) and offer varying sizes, with or without binder holes and in booklet or re-fill format.

## Value Plus!

- Con Ed chart gives an indication of 'where to next' for many and sets up a subconscious expectation.
- Advertorial, "Why buy your own gear?" include suggestions of what to buy, possibly with packages or offers.
- Dive Club information which explains the benefits and how to join to make it easy to encourage people back to your business.
- Centre sheet (4 pages) - is a great and easy to customize section as often the book will naturally open here and display a subtle reminder. It can be easily removed if it contains vouchers or an offer and it can be made easily as a full colour and glossy stock.
- Explain to all staff why you have designed your custom logbook as you have so they can use it effectively.

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**PH 4053 6400**

info@cardzilla.com.au

Price includes gst, excludes freight

# Dive Straps & Binders

Customise Straps & Binders with your logo embroidered

## Slip on & Velcro Mask Straps

Slip On

\$8<sup>50</sup>  
each

Velcro

\$9<sup>50</sup>  
each



Pricing includes custom logo

Minimum order 30

## 3 Ring Cordura Binders



\$20<sup>95</sup>  
each

3  
Rings

Pricing includes custom logo

Minimum order 12

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# Dive Bags

Customise with your logo embroidered

## Satchel Bag



## Dive Pro Bag



*Great for trips or course admin!*

## Snorkelling Bag



## Fin Bag



Minimum order 12, includes one standard size embroidered logo

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Price includes gst, excludes freight



# Fish ID Cards

We produce Fish Identification Cards for all Australian Waters



**\$4.95**  
each

*Includes lanyard*

Brand Fish ID Cards to your business by including your logo free with orders of 50+ (Orders may be combined styles)

*Styles include:*

- Coral Reef Creatures
- Nudibranchs (Indo-Pacific)
- Reef Creatures (Temperate Waters)
- Fish (Temperate Waters)
- Tropical Fishes (No. 1 Indo-Pacific)
- Tropical Fishes (No. 2 Indo-Pacific)

Minimum order 30

## Water Proof Cards



*Including:*

- Nitrox cards
- Membership cards
- Travel tags

Great for overseas group travel!

QTY	PRICE
50	\$70.00
100	\$120.00
500	\$500.00

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Price includes gst, excludes freight

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# BYOGUIDES

ANSWER THE QUESTION, "WHAT IS THAT THING?"

## REEF FINDER

IDENTIFY ANY REEF CREATURE  
BY SHAPE OR TEXTURE



A5



A4

Order 50 of any BYOGUIDES  
edition and get them  
customised with your logo!

## CORAL FINDER

IDENTIFY ANY CORAL BY  
SHAPE OR TEXTURE



A4



EXPLORE THE REEF - TEACH YOURSELF & OTHERS...

BE YOUR OWN GUIDE!

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CORPORATION

PRINTING • SIGNAGE • EMBROIDERY



**BYOGUIDES**

BE YOUR OWN GUIDE!

NO  
minimum  
order

# Custom Branded Clothing

## Embroidered and/or Vinyl Transfer

Ideal for clubs, overseas trips, uniforms and special events  
Pricing includes one standard size embroidered logo

### T-Shirts



from  
**\$16<sup>95</sup>**  
each

### Polos



from  
**\$22<sup>50</sup>**  
each

### Quick Dry Shorts



from  
**\$19<sup>95</sup>**  
each

### Hoodies



from  
**\$33<sup>00</sup>**  
each

### Caps



from  
**\$9<sup>95</sup>**  
each

### Beanies



from  
**\$11<sup>50</sup>**  
each

## OTHER ITEMS AVAILABLE

Call for a quote and see [CARDZILLA.COM.AU](http://CARDZILLA.COM.AU) for suppliers

**ORDER TODAY!**

**PH 4053 6400**

[info@cardzilla.com.au](mailto:info@cardzilla.com.au)

Price includes gst, excludes freight

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# Dive Shop Signage/Advertising

Get your brand out there in a big way!

## Dive Shop Decor...

### Use your decor to effect

Look around your Dive Shop, classrooms, toilets and any other area visited by customers and 'see' what they see! You may own or rent your space but either way you have 'real estate' space and it should be used to effect.

Many dive shops take advantage of supplier paraphernalia, occasionally because the image is good but usually because it's free! However, why are they giving it to you?

They are doing what **YOU** should be doing with branded merchandise - getting your customers to advertise your brand for **FREE!** You should control your décor and ensure it fits the style of your operation and the image you want to give.

If you do it well there is every chance a supplier will contribute to your costs (often with credit or product) if you are promoting their wares in a style/size/package etc that suits you. Better still look to design your décor to promote your business and educate your customer without actually speaking to them!

### How?

Let the images and text do the work, i.e. images of what is seen on con ed programs with captions, poster advertising your Dive Club, a display of quality flyers explaining your courses and why the reader should be diving with your business, destinations to aspire to dive which you organise trips to (with details and prerequisites - every xxx of the month and you must be Adv certified), advertise seasonal promotions (Once you dive dry... Free Drysuit course with every suit bought), etc. Once you get the chance to talk to the customer these items then come in very handy to explain and reinforce your information.

Cardzilla can help design and will print what you need on varying mediums from simple posters and flyers to wall paper and one way vision window decals. Give Cardzilla a call and let us help you build your business!

## OUTDOOR VINYL BANNERS

Printed on **ULTRAFlex 440gsm PVC Banner**

Banners are hemmed with Eyelets.

Smooth surface for the highest printing quality **Outdoor life of 2-4 years under normal use conditions.** Features excellent weather and flame resistance. Sizes up to 1.4 mtrs wide by almost any length!

Single Sided

2 x 1.2mtr	\$240
3 x 1.2mtr	\$360
4 x 1.2mtr	\$480
5 x 1.4mtr	\$700

## DISPLAY POSTERS

Printed on **280gsm Textured PVC**

Textured PVC is a thick tear resistant film

Ideal for promotional indoor & outdoor graphics, hangs well and is resistant to curl. Great for general exhibition & point of sale posters requiring longevity. Prices per poster

	A2 420x594mm	A1 594x841mm	A0 841x1188mm
1	\$29	\$44	\$66
2 to 9	\$17	\$33	\$52
10 to 24	\$15	\$29	\$45
25+	\$11	\$22	\$35

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# Dive Shop Signage/Advertising

We can also do your **brochure and flyer printing**

Quality

## PULL UP BANNERS

850x2000mm Single Sided	600x1450mm Single Sided
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1	\$150	\$120
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Banners are printed on strong 285gsm Textured PVC with a grey blackout back. This media has excellent anti curl properties and is tear resistant. Price includes banner, hardware & carry bag.

**Advertise your courses, first aid, overseas trips, events and promotions.**



Durable

## BANNER MESH

Our long lasting Banner Mesh product features excellent print, image & colour reproduction.

This cost effective solution is suitable for fences and gates, and is ideal to create privacy on-site and advertise your brand at the same time. Heat welded on the edges for durability and with eyelets added, installation is made easy. Ideal for large areas. Digitally printed, the Banner Mesh can include your logo, photos, text and more...



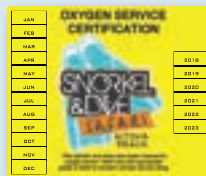
## DIVE SHOP CUSTOM STICKERS

**Polymeric Stickers.** Up to 3 years outdoor under normal use conditions. Printed on polymeric vinyl (*they won't shrink*) with UV overlaminate.

**Monomeric Stickers.** Up to 1 year outdoor under normal use conditions.

**Custom and larger sizes available**

	Monomeric 200x60mm	Polymeric 200x60mm
100	\$150	\$175
250	\$185	\$235
500	\$295	\$395
1000	\$450	\$585



**NITROX**



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# Dive Promotional

Customise just about anything with your branding

## Water Bottles & Lanyards



from  
**\$6<sup>25</sup>**  
each

Includes logo  
Various styles available

Conditions and minimum orders apply



from  
**\$1<sup>40</sup>**  
each

Includes logo  
Various styles available

**OTHER PROMO ITEMS AVAILABLE - Call for ideas and a quote**

## Australian Made Stubby Coolers



- ✓ Supporting Australian Made
- ✓ No Set Up Fee
- ✓ Quality Printing
- ✓ Fast Turnaround

Full colour sublimated print on premium 5mm neoprene with non-slip rubber base. Perfect for regular cans / bottles and getting your **BRAND or EVENT REMEMBERED!**

Qty	Price per cooler
25	\$14.00
50	\$8.90
100	\$6.90
200	\$4.90
500	\$4.45
1000	\$3.95
Graphic Design from \$22	

Add 40¢ for tape or 80¢ for overlocking top & bottom & tape, per cooler.

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Price includes gst, excludes freight

# Digitizing

Customise your logo for embroidery

## Why digitize?

Your logo requires extra work in order to make sure it looks it's best when made with stitches instead of ink or pixels. When we digitize, we make a test version which we call a stitchout so you can see how your logo will look on different apparel. Through this process we can create a product that will well and truly exceed your expectations.

**\$25<sup>00</sup>**

### Plain Text

This gives you the choice of 4 different font styles and 12 different colours.

#### Style 1

JOHN SMITH  
ORGANISATION  
TRAINER

#### Style 2

JOHN SMITH  
REMOVALS  
PH: 0400 111 222

#### Style 3

JOHN SMITH  
ORGANISATION  
KEVIN

#### Style 4

JOHN BROWN  
REMOVALS

**\$65<sup>00</sup>**

### Logos

Once the logo has been digitised we will then do a stitch out in the required colours and this will then be presented for approval. When the logo is approved, we can then customize the clothing/cap/bag with your logo.

## BEFORE



## AFTER



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# DIGITAL COLOUR *Specialists*

## GRAPHIC DESIGN

Not many people can design and create a print ready file – our professional designers can. If you give us the brief (details, a sketch, text, high resolution images, store logos, etc) we can do the rest! **You will be impressed!**

## BUSINESS / AIRFILL CARDS

These are cheap advertising and provide a professional image when given out to customers or potential business contacts. If you don't have them consider this **NOW!** An Airfill card could be a reward style card to get the xth fill free or a bought voucher to save carrying card / cash. If it's a voucher do you keep it and provide the service of finding it each time to pay or does the customer keep it and potentially loose it?!

## PROMO PRODUCTS

We do more than just drinks bottles, stubbie coolers, caps and lanyards! We offer pretty much whatever you would like – pens, USB's, wallets, cooler bags, bottle openers, you think of it and we'll help you with it!

## WATERPROOF PAPER

We can print on waterproof (and tear proof) paper, ideal for wetnotes (we will even put holes in it), log sheets, briefing cards, boat admin, hydro / fill labels and certificates. Another layer of professionalism.

## DOCKET BOOKS

Track your customers service items, warranty claims, returns, orders, invoices, laybys or even tour bookings with a custom docket book with duplicate or triplicate pages. Keeps filing to a minimum and is accessible to everyone.

## FLYERS / BROCHURES

When you need to pass on information a flyer or brochure is still valid and a great form of advertising. The digital version can be emailed, but a hard copy often serves as a reminder and reference for far longer. Use these to sell courses or trips or simply to let people know what you do in the business and why they should use **YOU!**

Over  
**20** YEARS PRINT  
AND DIVE  
EXPERIENCE

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