

the **hub** london  
delivering total media management

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## About The Hub London.

Based in Covent Garden, London; Established in 2002, The Hub London is an Independently owned business set up with the aim of providing a unique total print/media solution for our clients. 18 years later, we believe the wealth of knowledge we have gained and passed on along the way, has helped to the success of many, many projects.

The Hub London work with most of London's leading advertising agencies, and some Blue chip brands. We work very closely with all our clients, from conception, through production, to final delivery, ensuring that we deliver to our clients expectations, timings and budgets, every time.

We produce digital, litho, and large format printing:  
Our head office in Covent Garden has the latest HP Indigo press and large format machines, accompanied with full in-house finishing.

Our litho plant is based in Essex, where we have both B2 and B1 presses, again with full in-house finishing and mailing solutions available.

We can also produce a full range of promotional and merchandise items, to help get the brands message across. This can be in the form of memory sticks, mugs, clothing, bags, pens, pencils, baseball caps, if you want it branded, we can do it.

We specialise in "off the wall" special project builds, having built diverse items, such as building a banana bench for one client, whilst also producing a living room for Selfridges in store, to creating an award winning Candle for Amnesty International.

At The Hub London "We can!"



# Clients

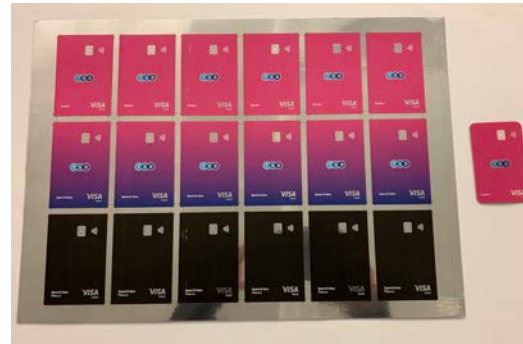


# PRINT





# GRAPHICS & INSTALLATIONS



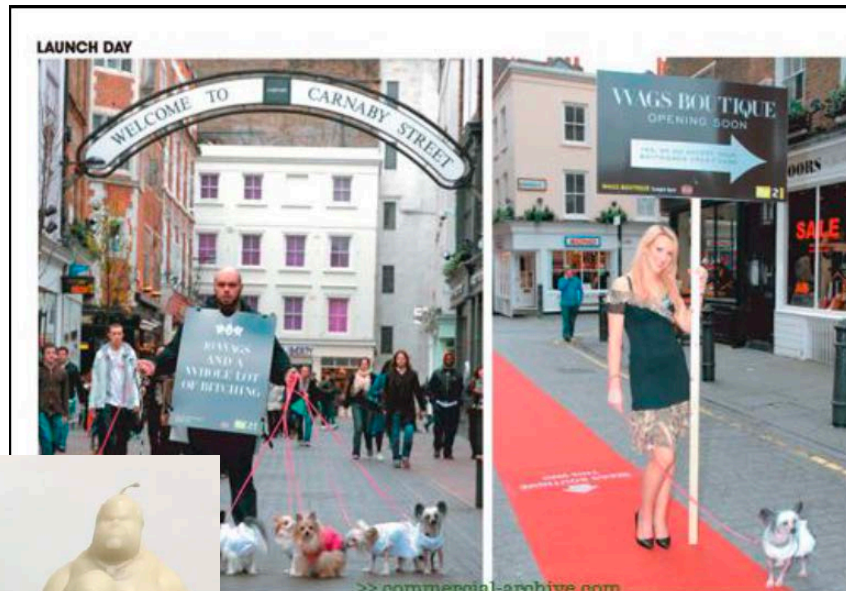
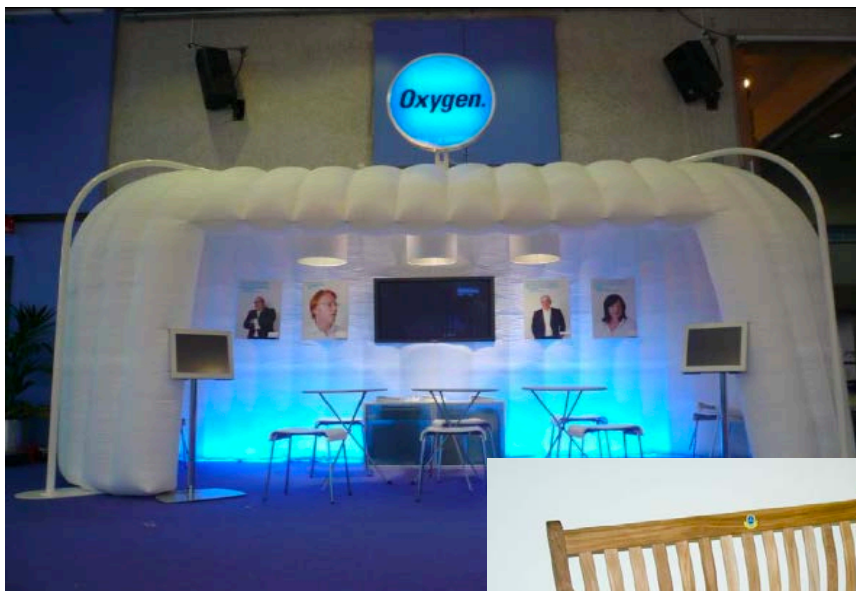
# PITCH ASSIST





# PROMOTIONAL & MERCHANDISE

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# WE CAN!!



# Case study – Litho Printed

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## Client - The FA

### Title-Our Journey

We were commissioned to print a book to commemorate England's 2018 World cup Journey.

The book has exclusive pictures of England's most successful World Cup since Italy 1990.

There are 180 pages, displaying amazing shots by official photographer, Eddie Keough. The cover has been debossed, gold foil blocked on Novalite Crushed Leather and then cased bound. The text is printed 4 colour process plus a special Pantone Gold 8383 on 200 Premium Symbol Satin. The book was also personalised with each of the 100 books have their own number.

The books were presented to the entire England World Cup squad and staff as a memento of their World Cup experience.



## Case study – Litho Printed

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## Client - Havas

### Title-Compare The Market Passport

We printed 100,000 units of this great creative idea.

The custom made envelope contained a passport for customers Meercat giveaway and a personalised letter.



## Case study – Litho Printed



## Client - M&C Saatchi

### Title-One Word Equity

An award winning case bound book.

It was printed 4 colour throughout on GF Smith Monadnock stock. The book won the Monadnock worldwide award for excellence.

This book was presented at Cannes Lions by Lord Saatchi



## Case study – Litho Printed

# Case study – Digitally Printed

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## Client - BMB

### Title-Muller Light Pitch

We were asked to produce 12 leave behind documents for BMB's Muller Light pitch. Once shown the creative we came up with the idea of printing the front cover on a FolexSilver Backed paper, replicating the lid of the yoghurt. Printing CYMK onto the foil produced an amazing metallic effect. The job was produced in under 24 hours and included diecutting the lid to shape. The 20 pages of text were bound by two inter-screws.



## Case study – Digitally Printed



## Client – Peroni

### Title-Original Label Replica

We love a challenge!

In a photo shoot one of the first ever Peroni bottles was dropped and smashed!

We were asked to replicate the original label with very little time.

We used a silver sticker sheet and then printed a base white with CMYK on top.

The labels were then die cut to shape and stuck on the bottles.



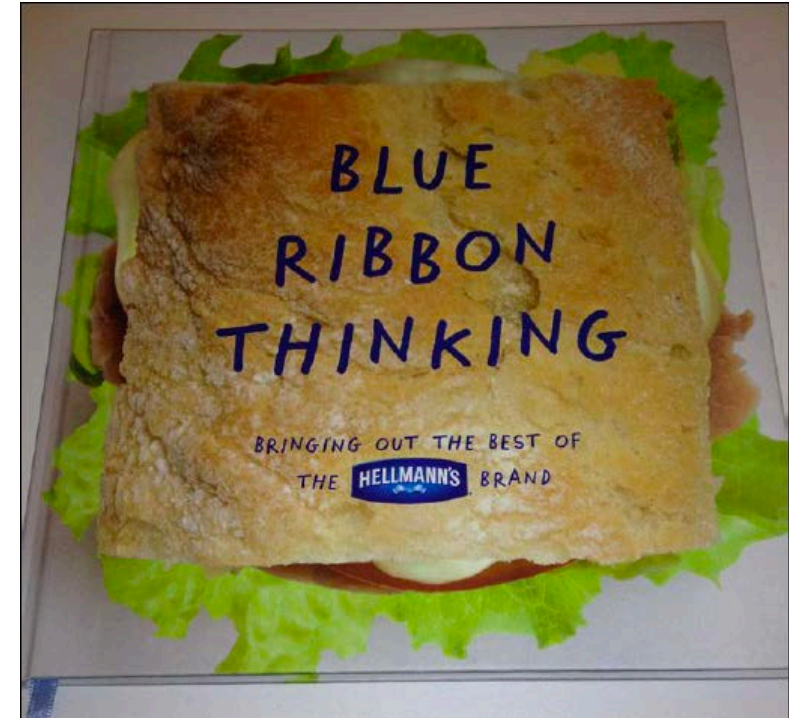
## Case study – Digitally Printed

## Client - Ogilvy

### **Title**-Bringing Out The Best Of The Hellmann's Brand

A fantastic 56pp book showcasing Ogilvy's advertising for Hellmann's.

We printed 100 copies in CMYK, it was printed on 130gsm coated paper, and then case bound with a ribbon attached.



## Case study – Digitally Printed

# Case study – Graphics & Installations

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## Client – Publicis

### **Title-**Rebranding 82 Baker Street

When Publicis decided to rebrand their London HQ The Hub London were called in to do site survey. We produced and installed graphics throughout the building, including Contravision-vinyl for the meeting rooms and branding lifts and walls. This was done overnight so they could show the staff the following morning. We also produced bags, pencils, note pads and mugs with the new branding.



# Case study – Graphics & Installations

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## Client – Omnicom

### Title-Bankside Installations

The Omnicom Group moved over 30 agencies to their new London HQ in Bankside. We have installed many different graphics throughout most of the agencies within the two buildings. From magnetic base with ferrous paper toppers, standard vinyl wall graphics, signage, glass printed manifestations, embossed mock brick walls we have done pretty much every type of branding installation throughout Bankside.



## Case study – Graphics & Installations

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## Client – Wellcom

**Title**-British Trade and Industry Branding of East Midlands Airport

Working airside in airports is always a challenge. We installed floor graphics, wall graphics, baggage carousel graphics and boards throughout arrivals at East Midland Airport.

Co-ordinating our install team through security was one of the biggest challenges.

<https://www.youtube.com/watch?v=RxTGdaqXFtE>



# Case study – Graphics & Installations

## Client – Canon Europe Ltd

### **Title-** Refresh Canon Europe's Headquarters

The Hub London were asked to help best use some pre-existing content, to “re-fresh” Canon Europe's buildings at Stockley Park. We visited the buildings, examining where and how the correct type of substrate would work best, along with which images would be best suited to the area needed to be covered. We sent back a detailed breakdown of where each image would be used, along with all the details of the type of “poster” being printed. The areas used ranged from elevator lift doors, office glass partitions, to meeting room walls.

The results were quite stunning.....



# Case study – Graphics & Installations

# Case study – Promotional Merchandise

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## Client - Forever Beta

### Title-#backthebrits

Award-winning creative agency, Forever Beta, came up with a fantastic campaign to #BackTheBrits for the Davis Cup Final for their client, The LTA. The concept was to ask the public to tweet in their messages of support with the #BackTheBrits hashtag. In return, the users name would be entered into a draw to have their name printed onto the team tracksuits that would be worn at the winner's presentation. In essence, you could become part of history. We were supplied the team tracksuits and then embroidered the team names and printed the 2,000 lucky winners names onto each tracksuit after the competition closed midnight Tuesday. Each team member proudly wore their tracksuit as they held The Davis Cup high for the first time since 1936. Congratulations to the team and Forever Beta, we are proud to be part of history with you.



# Case study – Promotional Merchandise

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## Client – VCCP

### **Title**-Carling Cassette USB

The brief was to produce a retro cassette tape with a USB hidden within the product.

We loaded a track list by DJ's Yoda, Food and Jaguar Skills onto the USB and applied the printed label to 200 cassettes.



# Case study – Promotional Merchandise

## Client – BBH

### **Title**-Silver Plated Audi R8 Paper Weight

We produced a silver plated model of the Audi R8 from a digital file. The model was made in lead then silver plated.



# Case study – Promotional Merchandise

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# Case study – We can!!

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## Client - U-Dox

### Title-Adidas Prophere Seeding Pack

Adidas were launching the new Prophere trainer and want to send out a rather special package to major influencers worldwide. We sourced then branded an industrial tool box and then cut foam to shape for the many different sizes.

We printed and inserted a 4 colour poster. The shoes were placed into the box and then the box was sealed with a pallet strap.



# Case study – We can!!



## Client – Ogilvy

### Title-Amnesty International Candles

This award winning project for Ogilvy was two years in the making. We produced 30 hand made candles, 10 x 3 designs. Inside each candle was a brass model, which we had produced.

A man kneels, his head bowed, his hands pulled behind his back, shackled in chains, while a man presents his daughter for the world of prostitution, and a gun stands upright. These candles, once burned down, transform into powerful brass images of hope, with the kneeling man revealed standing, unchained, holding up his son, the girl is seen standing alone, with a backpack, and the gun has melted away to reveal a pen in its place.

These were sold on ebay and raised awareness and funds for Amnesty International.

<https://www.youtube.com/watch?v=-i0Wg0fef6s&t=4s>



## Case study – We can!!



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