



City Bank Brochure Campaign

Marketing & Promo · Corporate & Branding · Delivered

City Bank

REF PC-2024-006	TYPE Marketing & Promo	CATEGORY Corporate & Branding	STATUS Delivered
QUANTITY Qty: 15,000	SIZE A4 tri-fold	PAPER STOCK Art Paper 170gsm	BINDING —
FINISHING Gloss lamination + creasing	TURNAROUND 5 days	YEAR 2024	CLIENT City Bank

OVERVIEW

A high-volume marketing run where pre-creasing and controlled lamination delivered crack-free folds across 15,000 pieces.

THE BRIEF

A product-launch tri-fold brochure for nationwide branch distribution.

THE CHALLENGE

Clean folds with no ink cracking on heavy laminated stock.

OUR SOLUTION

Pre-creasing before folding and a controlled lamination temperature.

THE RESULT

15,000 crisp, crack-free brochures shipped to 80+ branches on time.

MATERIALS & STOCK

170gsm art paper, gloss lamination, machine creasing, roll fold.

PROCESS NOTES

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PrintCraft BD

78 Fakirapool, Arambagh, Motijheel, Dhaka 1000

PROJECT CASE STUDY

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