

A New Look for Paperblanks

ENHANCED BRAND IDENTITY

Over the past year, our sales and marketing teams have undertaken an extensive dive into our brand identity, beginning with the question, “What is Paperblanks?”

Through demographic and psychographic market research, meeting with customers (both retail and end-user) one-on-one and conducting international surveys we have developed a stronger understanding of just what makes Paperblanks, *Paperblanks*. Thank you to everyone who spoke with us and answered our questions – your feedback and input have been invaluable.

You may have already noticed the first result of this project: our updated logo. But that’s only the beginning of the changes you’ll be seeing from us. Turn the page to learn more about our branding process and what the results mean for you.

CONTEMPORARY COVERS AND CLASSIC DESIGNS

It’s not just our logo and brand messaging that have evolved – it’s our product offerings and cover designs, too. This spring we have selected new cover art that merges our history of classic bindings with contemporary artists and newsmakers. From the innovative mind of Nikola Tesla to the boundless creativity of James Christensen, this season’s collection celebrates the magic that comes from uninhibited expression.

*Thank you for being a part of our growing
global Paperblanks family!*

Who Is Paperblanks?

We are a global family committed to creating beautiful, high-quality objects that bring joy to all who experience them. We create mediums, like our signature blank journals, that inspire creativity, empower self-expression and celebrate life's moments. But it's not only these products that make us unique – it's our passion. It's our perseverance. It's our *people*.

THE PEOPLE OF PAPERBLANKS

Paperblanks is a mosaic of diverse, passionate and dedicated individuals around the world. From our employees and sales representatives, to our suppliers and producers, and to you – our customers – people are the heart of Paperblanks. That's why the "P" is such an iconic part of our new brand identity.

Our New Logo



paperblanks®

Our updated logo represents a turning point for Paperblanks. Rather than turning our backs on our foundation, we've reinforced it by adding a symbolic element of our products to our logo and icon. The angled stem on the "P" represents our ribbon marker. You will see this new "P" throughout our sales and marketing materials – we will be redesigning our labels to include this on the spines, and it will also appear on our posters and displays as well as our social media accounts and website. When people see the "P," they will know it's a Paperblanks.



Our New Colours



To help your customers know not only which products are Paperblanks, but what type of products we offer, we will be colour coding our labels to match our advertising tier inserts, catalogue spreads and website product categories. The labels will be phased in as we print new products and we will keep you updated on when to expect them in stores.

Retailer Support



Of course, changing a brand identity and logo is a sizeable undertaking. Making this slight change in our logo and colours still allows for a consistent brand look – so you don't have to worry about the change creating a messy visual in your store or needing to reorder all your display and point-of-sale items at once. We will continue to provide updates when new labels, products, displays and POS items are available.



WHAT THE NEXT YEAR BRINGS

Though we have spent months in research and development, we are only at the beginning of sharing our strengthened brand identity with the world. Starting this spring, we will be launching a series of targeted social media and digital advertising campaigns designed to increase brand awareness and drive customers to your store.

As we introduce our new brand elements, we would love to hear your thoughts. Are there any types of products or designs you'd like to see from us in the future? How are the new logo and brand messaging resonating with your customers?

Please feel free to share your feedback directly with our branding team at marketingeurope@hartleyandmarks.com.

Fantastic Voyages

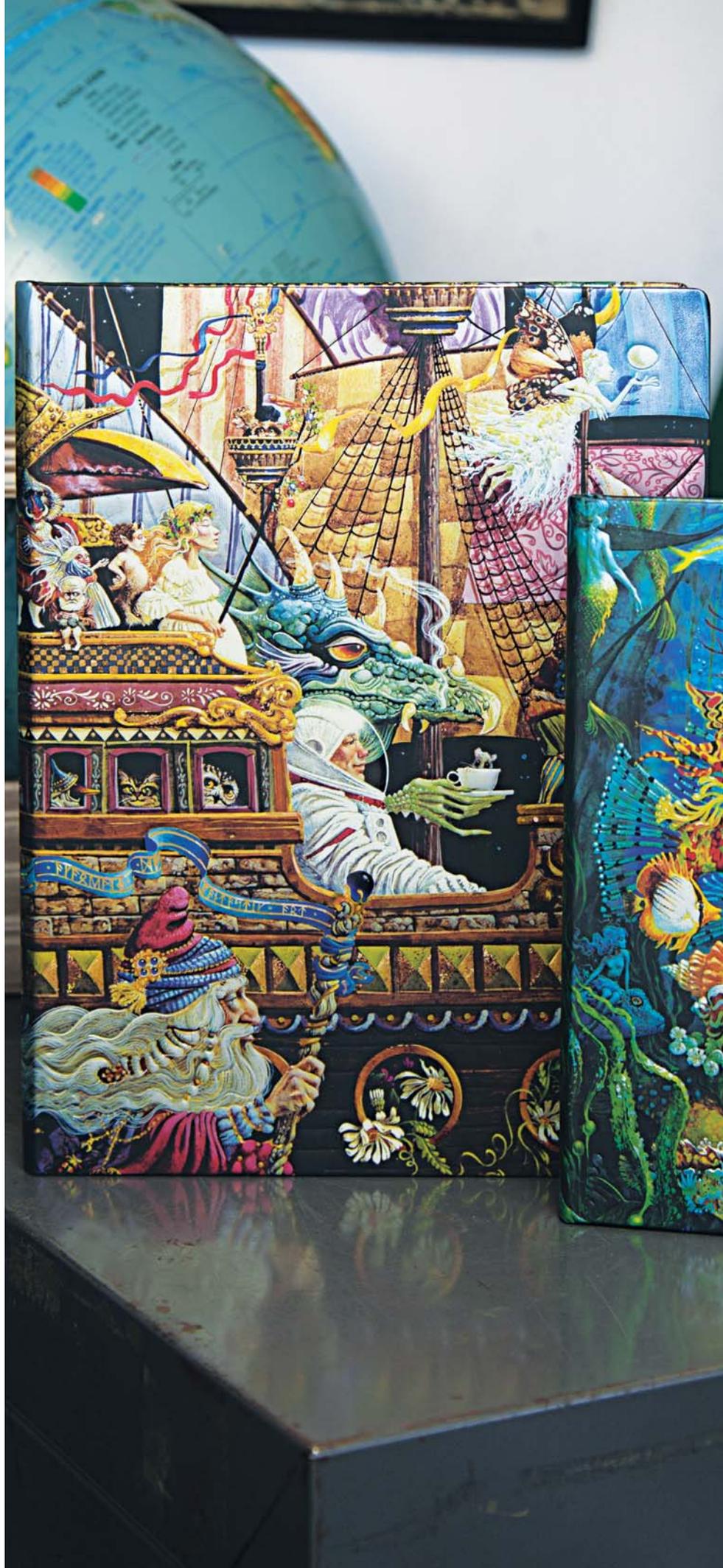
AS ABOVE, SO BELOW

Behold the marvels of outer space and undersea. In our Fantastic Voyages series, wondrous characters embark upon a journey into pure possibility.

Featuring artwork by American artist James C. Christensen (1942–2017), these two designs showcase a lavish and layered style. The longer and closer you look, the more out-of-this-world details that emerge.

Christensen, an instructor at Brigham Young University, lived in Orem, Utah, in a house of his own design which was filled with secret passages and sculptures inspired by his paintings. He was also a much-celebrated illustrator in science fiction and fantasy. He dazzled fans with his images inspired by myths, legends, fantasies and dreams. Though he recently passed away, his spirit and vibrancy live on in his delightfully imaginative artwork. It is in his honour that we bring his characters to life on these journal covers.

For fans of: James Christensen, science fiction, imaginative designs, Merrymakers, Android Jones Collection, Olena's Garden, Wonder & Imagination, Laurel Burch Collection



Lined Unlined

Smyth Sewn • Ribbon Marker
Memento Pouch • Elastic Closure

FANTASTIC VOYAGES FORMATS



Maiden Voyage Grande
210 × 300 mm
128 Pages • 120 gsm

5466-5



Maiden Voyage Ultra
180 × 230 mm
144 Pages • 120 gsm

5467-2

5468-9



Sea Fantasies Ultra
180 × 230 mm
144 Pages • 120 gsm

5469-6

5470-2



Sea Fantasies Midi
130 × 180 mm
144 Pages • 120 gsm

5471-9

5472-6



COLE-ST
MADE IN U.S.A.

Arabic Artistry

BRILLIANCE AND FINESSE

Our Arabic Artistry Zahra cover is inspired by a binding that once contained a precious copy of the Koran. It dates to the 17th century, when luxurious Arabic court life helped to inspire a supremely refined design aesthetic. The Zahra binding is emblematic of an era when books were major investments. They were used as valuable donations to charitable foundations, presented as treasured gifts to heads of state and much sought after as status symbols.

Today, the binding is held in the Museum Kunstpalast in Düsseldorf, Germany. It came to the museum from the collection of Dr. Franz Joseph Bock (1823–1899), a clergyman, art historian and major book collector.

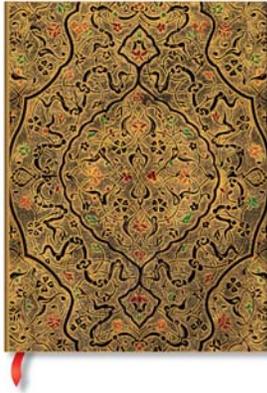
For fans of: Islamic art and culture, antique book bindings, Gold Inlay, River Cascade, Nova Stella, Fall Filigree

Lined Unlined

Smyth Sewn • Ribbon Marker
Memento Pouch • Elastic Closure



ARABIC ARTISTRY FORMATS



Zahra Ultra
180 × 230 mm
144 Pages • 120 gsm

5588-4

5589-1



Zahra Midi
130 × 180 mm
144 Pages • 120 gsm

5590-7

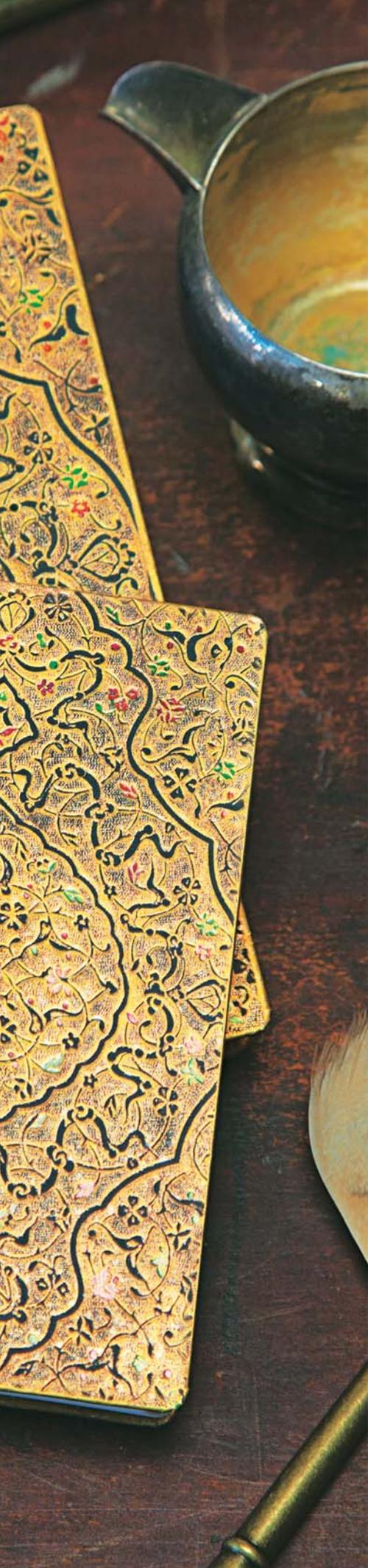
5591-4



Zahra Mini
95 × 140 mm
176 Pages • 85 gsm

5592-1

5593-8



Katagami Florals

JAPANESE STENCIL ART

Our Katagami Florals series represents fine examples of “Katagami” stencil artwork. Katagami dates back over 1000 years to ancient Japan, but the works reproduced here come from the late 19th or early 20th century. Kuro is inspired by an original stencil while Sakura showcases a painting created by using a stencil. Both are a part of the Design Library’s vast collection.

The method of creating these special stencils is called “katazome.” It begins with grinding the soft inner lining of mulberry bark into a smooth paste, then adding persimmon juice, which acts as an adhesive and also waterproofs the finished stencil paper. The paste is then rolled into thin sheets and dried in preparation for carving and dyeing. A design would be placed on top of one of these sheets and its pattern cut out by hand. Somewhat poignantly, this required destroying the original artwork.

For fans of: Katagami, stencils, Japanese artwork, Simply Holographic, Michiko Miniatures, Still Life Burst, Sacred Tibetan Textiles, Belle Époque

Lined Unlined

Smyth Sewn • Ribbon Marker
Memento Pouch • Elastic Closure



KATAGAMI FLORALS FORMATS



Kuro Midi
130 × 180 mm
144 Pages • 120 gsm

5424-5

5425-2



Kuro Slim
90 × 180 mm
176 Pages • 85 gsm

5426-9



Kuro Mini
95 × 140 mm
176 Pages • 85 gsm

5427-6

5428-3



Sakura Midi
130 × 180 mm
144 Pages • 120 gsm

5429-0

5430-6



Sakura Mini
95 × 140 mm
176 Pages • 85 gsm

5431-3

5432-0



Embellished Manuscripts Collection

GREAT MINDS AT WORK

New This Season!

Orwell, Nineteen Eighty-Four

George Orwell is the pen name of Eric Arthur Blair (1903–1950), an English novelist, essayist, journalist and literary critic. His experiences as a member of the Indian Imperial Police in Burma informed much of his writing, with his opposition to totalitarianism perhaps most strongly felt in *Nineteen Eighty-Four*. This dystopian piece of science fiction introduced terms such as “Big Brother” and “thoughtcrime” into our social lexicon. It continues to be widely read and appears especially – and eerily – relevant today.

For fans of: George Orwell, science fiction, social commentary, Embellished Manuscripts, Special Editions

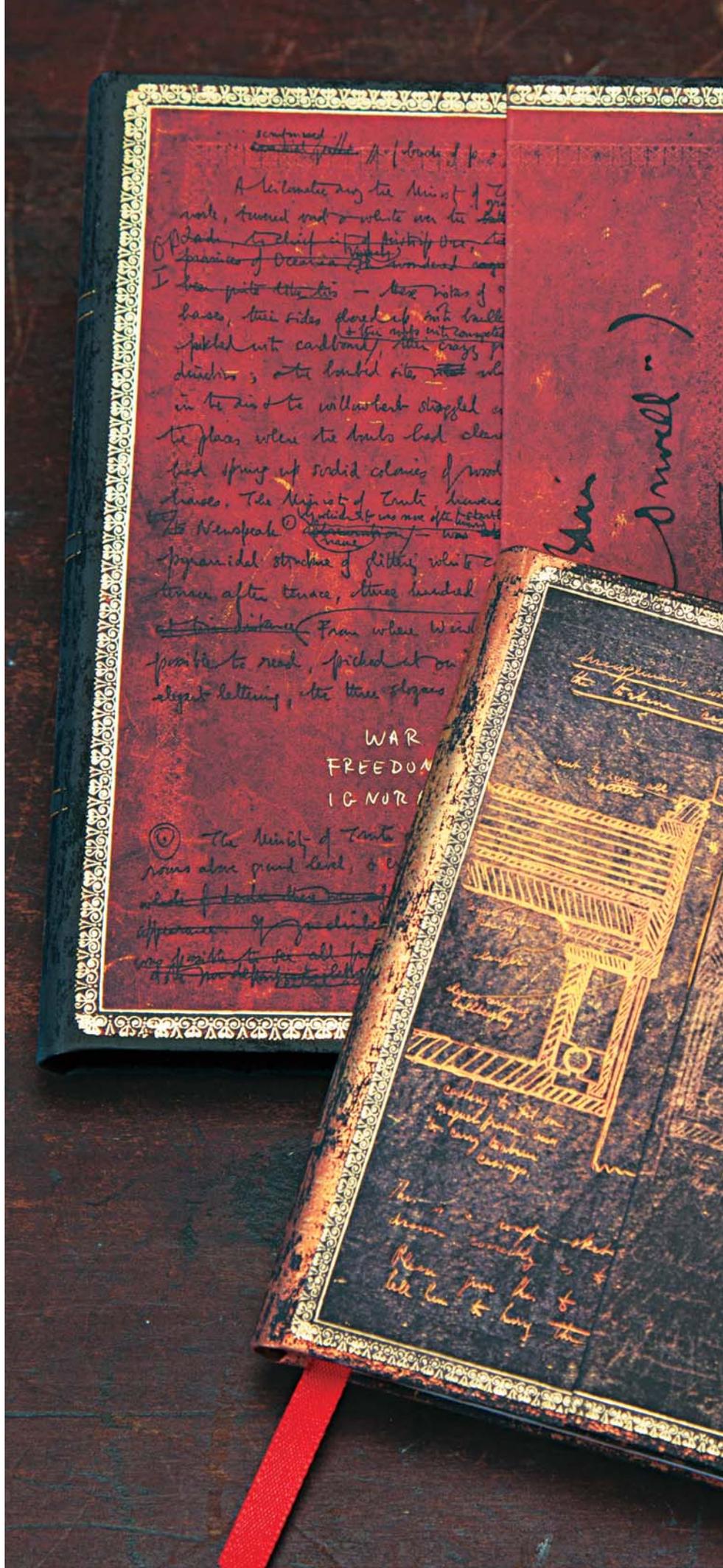
Tesla, Sketch of a Turbine

Nikola Tesla (1856–1943) was a Serbian-American inventor and engineer. This sketch of his turbine research is an example of one of the thousands of original documents held in the Nikola Tesla Museum in Belgrade. Tesla was once most famous for his contribution to the design of the alternating current (AC) electrical system, but since the 1990s there has been a massive resurgence of interest in his work. His legacy endures in popular culture and technology, most notably Tesla, Inc., which specialises in electric vehicles, solar panels and lithium-ion batteries.

For fans of: Nikola Tesla, electric cars, Elon Musk, science, design, Leonardo’s Sketches, Embellished Manuscripts, Special Editions

Lined Unlined  Pencil Case

Smyth Sewn • Ribbon Marker
Memento Pouch • Wrap Closure



EMBELLISHED MANUSCRIPTS COLLECTION FORMATS



Orwell, Nineteen Eighty-Four
Ultra
180 × 230 mm
144 Pages • 120 gsm

5455-9	<input checked="" type="checkbox"/>
5456-6	<input type="checkbox"/>



Orwell, Nineteen Eighty-Four
Midi
130 × 180 mm
144 Pages • 120 gsm

5457-3	<input checked="" type="checkbox"/>
5458-0	<input type="checkbox"/>



Orwell, Nineteen Eighty-Four
Mini
100 × 140 mm
176 Pages • 85 gsm

5459-7	<input checked="" type="checkbox"/>
5460-3	<input type="checkbox"/>



Tesla, Sketch of a Turbine Ultra
180 × 230 mm
144 Pages • 120 gsm

5461-0	<input checked="" type="checkbox"/>
5462-7	<input type="checkbox"/>



Tesla, Sketch of a Turbine Mini
100 × 140 mm
176 Pages • 85 gsm

5463-4	<input checked="" type="checkbox"/>
5464-1	<input type="checkbox"/>



Tesla, Sketch of a Turbine Pencil
Case
220 × 30 × 65 mm

5465-8	<input checked="" type="checkbox"/>
--------	-------------------------------------

Be inspired by our full Embellished Manuscripts Collection – available in your January 2019 catalogue.

Flexis

SOPHISTICATED SOFTCOVER NOTEBOOKS

Crafted with a flexible cover material, our lightweight Paperblanks Flexis offer increased mobility for everyday use. Their durable, Smyth sewn spines allow the books to lie completely flat while also providing the flexibility to open 360°, connecting front cover to back for a stable writing surface on the go.

These are the ultimate notebooks for writers and sketchers with somewhere to be. They are portable and lightweight enough to tuck into any bag, and with two different page count options and three size formats your customers can choose the thickness that best suits their lifestyle.

For fans of: Travel, packing light, bullet journaling, commuting, writing, sketching

FLEXIS SPECIAL FEATURES

- Flexible cover and spine
- Two page count options
- Satin ribbon marker
- Back cover pouch

Lined Unlined

Smyth Sewn • Ribbon Marker • Book Edge Printing



FLEXIS FORMATS



Butterfly Garden Ultra
180 × 230 mm • 100 gsm

6412-1	176 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6413-8	176 Pages	<input type="checkbox"/>	<input type="checkbox"/>



Butterfly Garden Midi
130 × 180 mm • 100 gsm

6414-5	176 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6415-2	240 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>



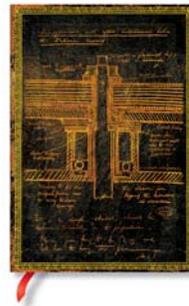
Butterfly Garden Mini
95 × 140 mm • 80 gsm

6416-9	208 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6417-6	208 Pages	<input type="checkbox"/>	<input type="checkbox"/>



Tesla, Sketch of a Turbine Ultra
180 × 230 mm • 100 gsm

6432-9	176 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6433-6	176 Pages	<input type="checkbox"/>	<input type="checkbox"/>



Tesla, Sketch of a Turbine Midi
130 × 180 mm • 100 gsm

6434-3	176 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6435-0	240 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Tesla, Sketch of a Turbine Mini
95 × 140 mm • 80 gsm

6436-7	208 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6437-4	208 Pages	<input type="checkbox"/>	<input type="checkbox"/>

To see the full range of Flexis, including Dot-Grid Planners, check out our January catalogue!

Flexis

SOPHISTICATED SOFTCOVER NOTEBOOKS



Lindau Ultra
180 × 230 mm • 100 gsm

6418-3	176 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6419-0	240 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6420-6	240 Pages	<input type="checkbox"/>	<input type="checkbox"/>



Lindau Midi
130 × 180 mm • 100 gsm

6421-3	176 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6422-0	176 Pages	<input type="checkbox"/>	<input type="checkbox"/>
6423-7	240 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Lindau Mini
95 × 140 mm • 80 gsm

6424-4	208 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6425-1	208 Pages	<input type="checkbox"/>	<input type="checkbox"/>



Anticipation Ultra
180 × 230 mm • 100 gsm

6426-8	176 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6427-5	176 Pages	<input type="checkbox"/>	<input type="checkbox"/>



Anticipation Midi
130 × 180 mm • 100 gsm

6428-2	176 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6429-9	240 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Anticipation Mini
95 × 140 mm • 80 gsm

6430-5	208 Pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6431-2	208 Pages	<input type="checkbox"/>	<input type="checkbox"/>

Lined Unlined

Double-Sided Posters

STYLE THAT WORKS

Promote your selection of Paperblanks with minimum fuss and maximum style. Our double-sided posters elegantly illustrate the beauty of our designs and are easy to view from both sides. Available in one of two sizes, these eye-catching posters are both versatile and functional.



Fantastic Voyages/Arabic Artistry
A2 Double-Sided Poster
420 × 594 mm
AD1455-7

Fantastic Voyages/Arabic Artistry
A3 Double-Sided Poster
420 × 594 mm
AD1472-4



Katagami Florals/Flexis
A2 Double-Sided Poster
420 × 594 mm
AD1456-4

Katagami Florals/Flexis
A3 Double-Sided Poster
420 × 594 mm
AD1473-1



Orwell, Nineteen Eighty-Four/
Tesla, Sketch of a Turbine
A2 Double-Sided Poster
280 × 590 mm
AD1457-1

Orwell, Nineteen Eighty-Four/
Tesla, Sketch of a Turbine
A3 Double-Sided Poster
280 × 590 mm
AD1474-8



Point of Sale Tools

SLEEK & SOPHISTICATED



PAPERBLANKS STANDARD DISPLAY 430 x 460 x 360 MM (W x H x D)

The Paperblanks Standard Display is made from corrugated cardboard and can be configured to hold the following combinations of books:

24 midi + 32 mini

or

24 midi + 16 ultra

or

32 mini + 16 ultra

DY1076 – Paperblanks Standard Display

ACRYLIC ADVERTISING TIER INSERTS – SPRING 2019 PACK

This 6-pack of Advertising Tier Inserts features our newest releases: Arabic Artistry, Fantastic Voyages, Flexis, Katagami Florals and Embellished Manuscripts Orwell and Tesla. These double-sided inserts also showcase some bestselling Paperblanks designs on the flip side.

AD1438-0 – Acrylic Advertising Tier Inserts – Spring 2019 Pack



Visual Barcode Index

MINI



Page 9

978-1-4397-5592-1



978-1-4397-5593-8



Page 11

978-1-4397-5427-6



978-1-4397-5428-3



Page 11

978-1-4397-5431-3



978-1-4397-5432-0



Page 13

978-1-4397-5459-7



978-1-4397-5460-3



Page 13

978-1-4397-5463-4



978-1-4397-5464-1



MINI FLEXI



Page 15
208 Pages

978-1-4397-6416-9



978-1-4397-6417-6



Page 15
208 Pages

978-1-4397-6436-7



978-1-4397-6437-4



Page 16
208 Pages

978-1-4397-6424-4



978-1-4397-6425-1



Page 16
208 Pages

978-1-4397-6430-5



978-1-4397-6431-2



MIDI



Page 7

978-1-4397-5471-9



978-1-4397-5472-6



Page 9

978-1-4397-5590-7



978-1-4397-5591-4



Page 11

978-1-4397-5424-5



978-1-4397-5425-2



Page 11

978-1-4397-5429-0



978-1-4397-5430-6



Page 13

978-1-4397-5457-3



978-1-4397-5458-0



Visual Barcode Index

M I D I F L E X I



978-1-4397-6414-5



Page 15
176 Pages



978-1-4397-6415-2



Page 15
240 Pages



978-1-4397-6434-3



Page 15
176 Pages



978-1-4397-6435-0



Page 15
240 Pages



978-1-4397-6421-3



Page 16
176 Pages

978-1-4397-6422-0



978-1-4397-6423-7



Page 16
240 Pages



978-1-4397-6428-2



Page 16
176 Pages



978-1-4397-6429-9



Page 16
240 Pages

S L I M



978-1-4397-5426-9



Page 11

U L T R A



978-1-4397-5467-2



Page 7

978-1-4397-5468-9



978-1-4397-5469-6



Page 7

978-1-4397-5470-2



978-1-4397-5588-4



Page 9

978-1-4397-5589-1



978-1-4397-5455-9



Page 13

978-1-4397-5456-6



978-1-4397-5461-0



Page 13

978-1-4397-5462-7



Visual Barcode Index

ULTRA FLEXI



978-1-4397-6412-1 



978-1-4397-6413-8



Page 15
176 Pages



978-1-4397-6432-9 



978-1-4397-6433-6



Page 15
176 Pages



978-1-4397-6418-3 



Page 16
176 Pages



978-1-4397-6419-0 



978-1-4397-6420-6



Page 16
240 Pages



978-1-4397-6426-8 



978-1-4397-6427-5



Page 16
176 Pages

GRANDE



978-1-4397-5466-5



Page 7

PENCIL CASE



978-1-4397-5465-8 



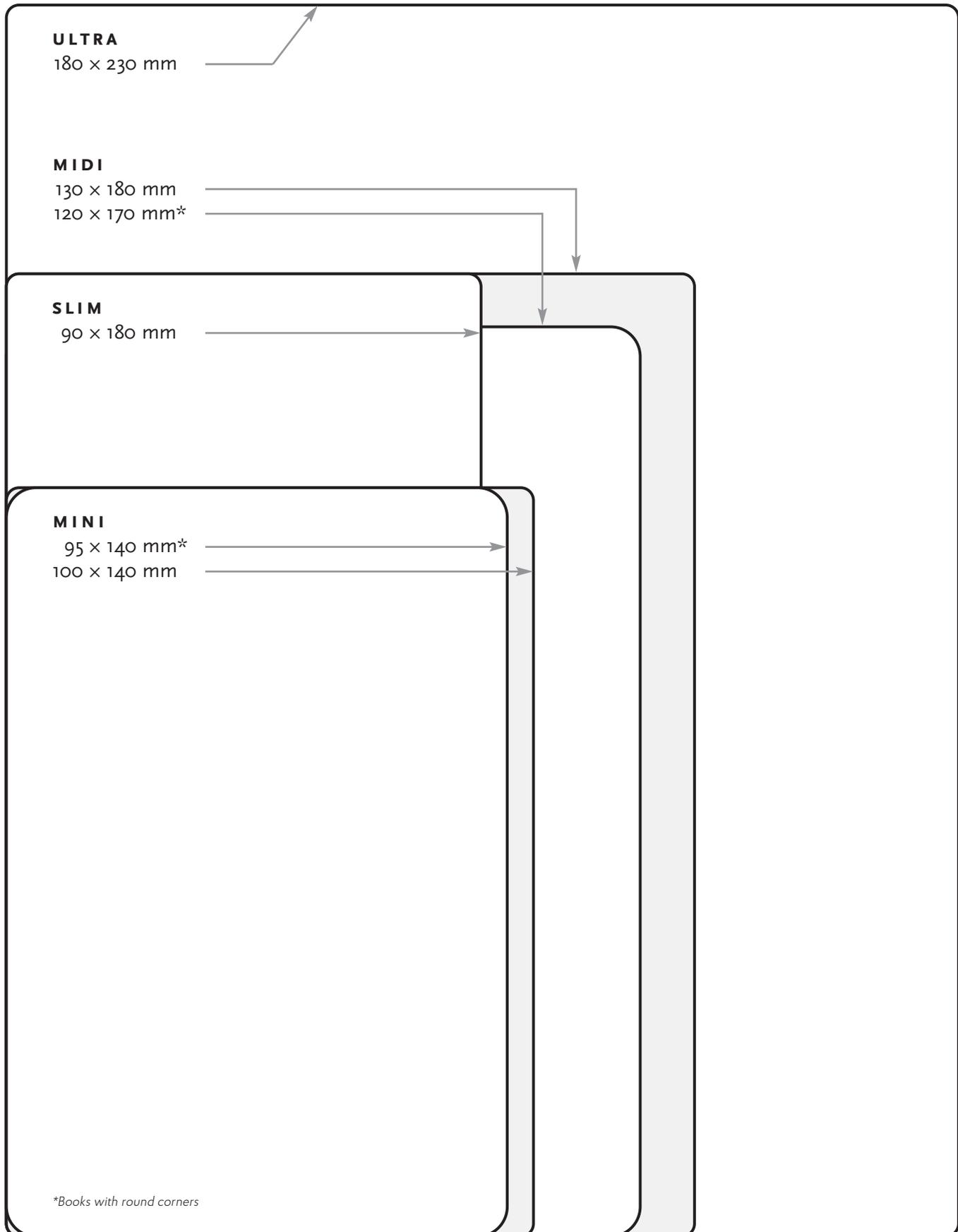
Page 13

Numerical Index

 = Lined
 = Unlined
 = Pencil Case

ITEM	TITLE	PG	PRICE	ITEM	TITLE	PG	PRICE	ITEM	TITLE	PG	PRICE
KATAGAMI FLORALS				FANTASTIC VOYAGES				6417-6	<i>Butterfly Garden Mini</i>	15	<input type="checkbox"/>
5424-5	<i>Kuro Midi</i>	11		5466-5	<i>Maiden Voyage Grande</i>	7	<input type="checkbox"/>	6418-3	<i>Lindau Ultra</i>	16	
5425-2	<i>Kuro Midi</i>	11	<input type="checkbox"/>	5467-2	<i>Maiden Voyage Ultra</i>	7		6419-0	<i>Lindau Ultra</i>	16	
5426-9	<i>Kuro Slim</i>	11		5468-9	<i>Maiden Voyage Ultra</i>	7	<input type="checkbox"/>	6420-6	<i>Lindau Ultra</i>	16	<input type="checkbox"/>
5427-6	<i>Kuro Mini</i>	11		5469-6	<i>Sea Fantasies Ultra</i>	7		6421-3	<i>Lindau Midi</i>	16	
5428-3	<i>Kuro Mini</i>	11	<input type="checkbox"/>	5470-2	<i>Sea Fantasies Ultra</i>	7	<input type="checkbox"/>	6422-0	<i>Lindau Midi</i>	16	<input type="checkbox"/>
5429-0	<i>Sakura Midi</i>	11		5471-9	<i>Sea Fantasies Midi</i>	7		6423-7	<i>Lindau Midi</i>	16	
5430-6	<i>Sakura Midi</i>	11	<input type="checkbox"/>	5472-6	<i>Sea Fantasies Midi</i>	7	<input type="checkbox"/>	6424-4	<i>Lindau Mini</i>	16	
5431-3	<i>Sakura Mini</i>	11		ARABIC ARTISTRY				6425-1	<i>Lindau Mini</i>	16	<input type="checkbox"/>
5432-0	<i>Sakura Mini</i>	11	<input type="checkbox"/>	5588-4	<i>Zahra Ultra</i>	9		6426-8	<i>Anticipation Ultra</i>	16	
EMBELLISHED MANUSCRIPTS COLLECTION				5589-1	<i>Zahra Ultra</i>	9	<input type="checkbox"/>	6427-5	<i>Anticipation Ultra</i>	16	<input type="checkbox"/>
5455-9	<i>Orwell, Nineteen Eighty-Four Ultra Wrap</i>	13		5590-7	<i>Zahra Midi</i>	9		6428-2	<i>Anticipation Midi</i>	16	
5456-6	<i>Orwell, Nineteen Eighty-Four Ultra Wrap</i>	13	<input type="checkbox"/>	5591-4	<i>Zahra Midi</i>	9	<input type="checkbox"/>	6429-9	<i>Anticipation Midi</i>	16	
5457-3	<i>Orwell, Nineteen Eighty-Four Midi Wrap</i>	13		5592-1	<i>Zahra Mini</i>	9		6430-5	<i>Anticipation Mini</i>	16	
5458-0	<i>Orwell, Nineteen Eighty-Four Midi Wrap</i>	13	<input type="checkbox"/>	5593-8	<i>Zahra Mini</i>	9	<input type="checkbox"/>	6431-2	<i>Anticipation Mini</i>	16	<input type="checkbox"/>
5459-7	<i>Orwell, Nineteen Eighty-Four Mini Wrap</i>	13		FLEXIS				6432-9	<i>Tesla, Sketch of a Turbine Ultra</i>	15	
5460-3	<i>Orwell, Nineteen Eighty-Four Mini Wrap</i>	13	<input type="checkbox"/>	6412-1	<i>Butterfly Garden Ultra</i>	15		6433-6	<i>Tesla, Sketch of a Turbine Ultra</i>	15	<input type="checkbox"/>
5461-0	<i>Tesla, Sketch of a Turbine Ultra Wrap</i>	13		6413-8	<i>Butterfly Garden Ultra</i>	15	<input type="checkbox"/>	6434-3	<i>Tesla, Sketch of a Turbine Midi</i>	15	
5462-7	<i>Tesla, Sketch of a Turbine Ultra Wrap</i>	13	<input type="checkbox"/>	6414-5	<i>Butterfly Garden Midi</i>	15		6435-0	<i>Tesla, Sketch of a Turbine Midi</i>	15	
5463-4	<i>Tesla, Sketch of a Turbine Mini Wrap</i>	13		6415-2	<i>Butterfly Garden Midi</i>	15		6436-7	<i>Tesla, Sketch of a Turbine Mini</i>	15	
5464-1	<i>Tesla, Sketch of a Turbine Mini Wrap</i>	13	<input type="checkbox"/>	6416-9	<i>Butterfly Garden Mini</i>	15		6437-4	<i>Tesla, Sketch of a Turbine Mini</i>	15	<input type="checkbox"/>
5465-8	<i>Tesla, Sketch of a Turbine Pencil Case</i>	13									

Format Comparison Chart



For comparison only; actual sizes may vary.
Other formats not shown: Grande, Guest Book, Memento Box, Pencil Case

paperblanks®

SPRING 2019

Paperblanks are published by:
Hartley & Marks Publishers Ltd.
Ground Floor
Beaux Lane House
Lower Mercer Street
Dublin 2, Ireland
Tel.: 353 1 425 1800
Fax: 353 1 475 9811
E-mail: orders@paperblanks.com
paperblanks.com

PLEASE NOTE: All prices and publication dates are subject to change without notice.

DISCLAIMER: Cover designs and colours may not be exactly as shown and may vary from the actual produced book.

© 2019 Hartley & Marks Publishers Ltd.
PRINTED IN GERMANY

GENERAL ENGLISH CATALOGUE

ITEM NO.: AD1451-9



A D 1 4 5 1 - 9

paperblanks.com

