**Safety Screens Brochure**

Pages – 6 full size (A4) tri fold as per the following example. If 6 pages are not enough, we would consider an 8 page (A4) normal folding brochure.



Brand personality – strong, reliable, innovative, new, secure, safe.

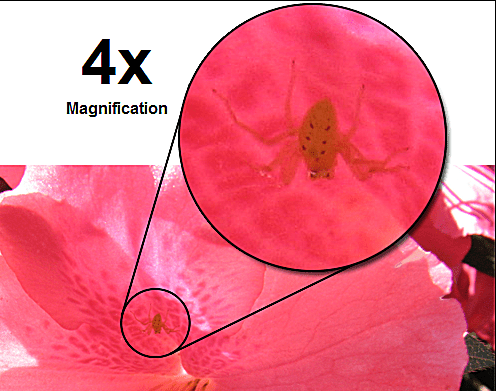
Purpose of brochure – to have potential clients contact us (via phone, email or through our website) to arrange a free measure and quote.

Copy / benefits – use the style of copy from our website <http://www.safetyscreens.ae>

Ideal customer – home owner based in the UAE, financially comfortable, potentially with children or pets.

Feel of brochure: Professional to represent the brand, educational as it’s a new product in the region, and emotive in that we want people to feel that they need our product in their home to keep their family safe and secure.

Images – use large product shots but we would also like up close detailed images of the mesh and locks. There is potential to use magnified / close up images from the elements of a larger image to show some of the benefits and features (mesh security, triple locking function, allows the breeze through, keeps out bugs, etc) as per the example below. Where appropriate, please develop and include symbols.



Possible inclusion – client reviews / case studies (see <http://www.safetyscreens.ae/product-information/case-studies/>)

**Cover page**

Large image

Logo

Small image of mesh

Tag line *“Seriously strong screens that let the breeze in and keep intruders (and bugs) out!”*

**Page 2**

General info and primary benefits

Possibly use main image with call outs with detailed images on this page. Image can spread across two pages if required.

**Page 3**

Images and information about sliding screen doors

**Page 4**

Images and information about hinged doors and French doors, and windows

**Page 5 - 6**

Product details and other product images

Warranty – 10 year (include a warranty logo if appropriate)

Product testing – detail the testing the screen goes through and how it exceeds the Australian Security Standards (AS5041 / AS5039) tests: knife shear test, dynamic impact test, lock and hinge lever test, salt spray test

Hardware details

Range of colour options

About us

Contact details