



**God** created

**Colours**

**we** make  
the best use of it.

In the exciting and ever growing world of Printing, **ABBA Printing Press LLC** is one of the foremost and prestigious printing house based in Sharjah, U.A.E.

### **ABBA - a Perfect Printing Partner to achieve complete peace of mind.**

ABBA is an established print company and has always been at the forefront in applying the latest technology to provide color separation, offset and digital printing and post-press finishing services. We are recognized in the print industry for our service, technology, skills and experience in providing the highest quality print with quick turnaround in 24 hours.

For the past 15 years, we have ridden the crest of technology evolvement in the print industry, constantly improving and upgrading our operations to provide our customers with the most advanced and innovative printing solutions.

### **ABBA - The Art of Printing !**

Quality control is practiced at every stage of production, instilling awareness of quality among all members.

Over 15 years of Printing Industry experience enables us to perceive problems even before they arise and resolve your issues quickly and efficiently thereby saving your precious time and money. Because of our full-service in-house facilities, we can take your job from disc to bindery and complete the whole project under one roof.

The key personnel's of ABBA are well qualified and highly experienced in the field of printing & designing. We are supported by a well organized, qualified and experienced team - to make you a winner.

### **Our Clientele - Commitment of Total Customer Satisfaction.**

We are backed with a team of highly trained and experienced technical staff. Beyond that this advantage is managed by person who has an experience of a decade in the Middle East field, where many satisfied client lines with a wide list of Banks, Ministries, Hospitals and many internationally reputed companies.

## Sales and Marketing

Marketing is the process of communicating The value of a product or service to customers. Marketing might sometimes be interpreted as the art of selling products, but sales is only one part of marketing. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. ABBA Marketing satisfies these needs and wants through exchange processes and building long term relationships.

The process of communicating the value of a product or service through positioning to customers, value to customers, and managing customer relationships in ways that benefit the organisation. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behavior and providing superior customer value and we are doing this successfully to a high level with customer's cooperation.

## Designing

Design is the creation of a plan or convention for the construction of an object or a system. Design is a roadmap or a strategic approach for someone to achieve a unique expectation. It defines the specifications, plans, parameters, costs, activities, processes and how and what to do within legal, political, social, environmental, safety and economic constraints in achieving that objective. The person designing is called a designer.

A designer's sequence of activities is called a design process. the scientific study of design is called design science.



## Digital Printing

Digital imaging is a cost-effective printing process that consolidates and automates. Using a digital file, set up time is minimal, there is less variation in color and unlimited image combinations are available. In addition to foster turnaround and affordable short runs, digital printing provides endless design flexibility and creativity. We employ digital printing processes to produce large format banners (indoor, outdoor), decals/placards and custom labels.

## Offset Printing

Offset printing is a commonly used printing technique in which the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface. When used in combination with the lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat (planographic) image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a water-based film (called "fountain solution"), keeping the non-printing areas ink-free.

The actual process of printing is quite involved. One of the most important functions in the process is pre-press production. This stage makes sure that all files are correctly processed in preparation for printing. This includes converting to the proper CMYK color model, finalizing the files, and creating plates for each color of the job to be run on the press.

Every printing technology has its own identifying marks, as does offset printing. In text reproduction, the type edges are sharp and have clear outlines. We are using latest and leading offset printing machines of Heidelberg.



# Quality

## Premium Card Stock

The paper stock we use is among the finest available. It is a comfortably thick 15-point stock (350 gsm) coated both sides with a satin matte finish and can grow to an impressive 16-point card with the glossy U/V coating applied. We have found that customers prefer our thick paper stock for business cards and postcards as it provides for a nice solid body that will hold up well over time, while providing an image of a stable and professional company.

## Premium Letterhead and Envelope Paper Stock

The acid free 70# paper we use is an opaque, premium #1 stock with superior offset run ability. The opacity level allows for minimum see through giving you quality without increased cost. The crisp brightness allows for a consistent printing surface for all colors. This is a dependable and versatile paper that is guaranteed to work well in both laser and inkjet printers.

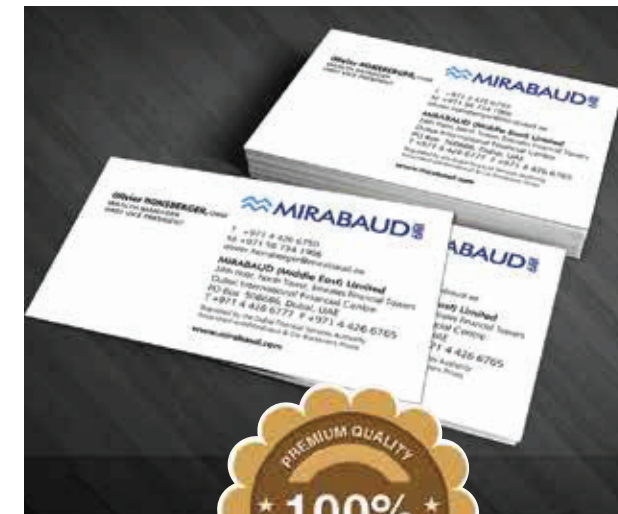
## Premium Greeting Card Stock

Our new greeting card stock is among the finest stock available for our new digital printing process. Our paper is a clay coated 12 point stock designed specifically to enhance your card both inside and out. The paper's ability to be scored for folding and its high density make it the ideal paper to run 600 dpi greeting cards on. It is an exceptional paper that will help you send the message you are looking for.

## True Offset Lithography

While other printers have completely switched to laser or digital printing and are struggling to provide acceptable prints, we have remained committed to the superior quality of offset lithography for most of our products. We employ a high resolution 200 lpi (4800 dpi) screen for crisp clear photos and increased color gamut. Our prints have rich, smooth solids without the streaking found in lesser quality prints. With offset printing your company image will look and feel more professional.

[www.abbaprinting.net](http://www.abbaprinting.net)



Stock Time® Tape 500" (12,7 m) Rolls			
Tape Width	Core Size	Qty.	
1.3 cm			
1.9 cm			
2.5 cm	2.5 cm	1270 cm/RL	
3.8 cm			
5 cm			

Stock Time® Tape 2160" (54,86 m) Rolls			
Product Code	Tape Width	Core Size	Qty.
T-1260	1.3 cm		
T-3460	1.9 cm		
T-1160	2.5 cm	7.6 cm	5486 cm/RL
T-11260	3.8 cm		
T-280	5 cm		

500" (12,7 m) Rainbow Packs			
Tape Width	Colours per Box	Box Qty.	
3 cm	(5) White, (4) Yellow, (3) Blue, (3) Green, (3) Orange, (3) Red, (3) Pink	24 Rolls	
1 cm	(4) White, (2) Yellow, (2) Blue, (2) Green, (2) Orange, (2) Red, (2) Pink	16 Rolls	
2 cm	(2) White, (2) Yellow, (2) Blue, (2) Green, (1) Orange, (2) Red, (1) Pink	16 Rolls	

# Mission

To become the most successful and respected printers in the Middle East.  
Our history is rich. Our future is dynamic. We are **ABBA Printing Press** and the spirit of invention is what drives us.

In the world of printing with pride, passion and performance

pride... In our work and each other

passion... For creating unmatched customer loyalty for our prints

performance... That excites and rewards global investors with superior returns

# Vision

Our vision reinforces that every customer and customer activity is our opportunity.  
This vision fuels the passion that we have for our customers, pushing us to provide innovative solutions to uniquely meet their needs. We bring this vision to life through the power of our outstanding people... Working together... Everywhere. We will earn our customers enthusiasm through continuous improvement driven by the integrity, teamwork and innovation.

Be recognized by our customers as their best supplier !

BUSINESS CARDS

LETTER HEAD

BOOKLETS

WEDDING CARDS

BANNERS

CATALOGUES

LEAFLETS

DESIGNING

COMPUTER STATIONERIES

STICKY NOTES (POST IT)

SHOPPING BAGS

FLYERS

BROCHURES

ROLL UPS

T-SHIRT PRINTING

POSTERS

PACKAGING

GIFT ITEMS

STATIONERIES

## Business Cards

Premium Business Cards  
Logo Design

## Marketing Materials

Postcards  
Flyers  
Calendars  
Leaflets  
Magazines  
Booklets  
Sign/Display Boards

## Invitations & Announcements

Invitations  
Announcements  
Thank You Cards

## Web Applications

Static HTML Websites  
Dynamic CMS Websites  
Mobile Apps  
SEO

[www.abbaprinters.com](http://www.abbaprinters.com)

## Business Identity

Badges  
Brochures  
Business Cards  
Caricature Products  
Computer Forms  
Corporate Logo Design  
Envelopes  
Folders  
Greeting cards  
Invoices  
Letter Head  
Multi-Purpose Labels  
Name Plates  
NCR Sets  
Newsletters  
Note Cards  
Note Pads  
Packing Cartons  
Posters  
Pop-ups  
Return Address Labels  
Roll-ups  
Social Media Posters  
Sticky Notes  
Tags

# Services



# Computer Forms

It is essential to adopt the most advanced technology to deliver the best quality product to our trade clients, at the keenest prices in United Arab Emirates and abroad, So we are using cutting edge technology we deliver high quality at rock bottom prices every time. Whether you are a small format printer or a large volume print buyer, we can offer competitive pricing and fast service to meet your tight deadlines on offset, digital and computer stationary forms.

**ABBA Computer Forms** are always creating the real value to our customers. ABBA has an efficient, committed and motivated team, trained in-house to proficiently handle the latest and best technology. It has pioneered several new and innovative print techniques and has acquired a reputation in successfully delivering new and challenging assignments of a very high standard in a time bound manner.

Our customers are as diverse as the items we print for them. Whether you order a few times a year or on a regular basis, we can handle all of your printing requirements. We can print and deliver to any location within UAE and regional countries.

Computer forms at ABBA is with high quality and various types of forms, invoices, vouchers, continuous forms printing and prompt delivery throughout the United Arab Emirates at really affordable price. We customize and print invoice, sales order, receipts, delivery order and packing lists to agreements, contracts, estimates, proposals and all other ncr forms. High quality forms are the best option to use in all Dot Matrix and other printers. ABBA offer ultimate quality and solutions in your all computer forms needs.

We do computer NCR papers with standard and customized sizes and printing on white, yellow, pink, blue, green duplicate papers. Perforation as per required, Affordable and reliable printing with free design for your computer forms with optionally both sides printing and it's multi color printing.

[www.abbaprinting.net](http://www.abbaprinting.net)





# Sticky Notepad

It's often called post-it's, sticky notes, stickies, postit, sticky pads, desktop post it notes, or post its) are one of the most widely-used office products around. Yet most businesses ignore the marketing potential of these little mini billboards.

A Post-it Note (or sticky note) is a small piece of paper with a re-adherable strip of glue on its back, made for temporarily attaching notes to documents and other surfaces. A low-tack pressure-sensitive adhesive allows the notes to be easily attached, removed and even re-posted elsewhere without leaving residue. Originally small yellow squares, Post-it Notes and related products are available in various colors, shapes and sizes.

The designed artwork from the graphic designer for the company sticky note are printed with extra care to a variety of sticky papers by our experienced team. **ABBA Sticky notes** are with superior quality done as few or as many as you want. The more unique you are, the more memorable the note will be. You can also get variable data printing, pantone inks, a variety of paper colors, custom number of sheets per pad and have the pads padded with neon strips. In today's highly-competitive business environment, distinctly unique marketing materials enable you to stand apart from your competitors and pique the interest of current and potential customers.

Full color, customized Sticky Notes are the perfect marketing tool for promoting your brand over a long period of time. Just think of the cumulative impact you can make by printing your business name and logo on something as popular as Sticky Notes. Every time one is torn off and stuck to various surfaces in the working environment, you are spreading the word about your company's products or services. ABBA Sticky Notes are cost-effective and will help to keep your company in the forefront of customers' minds whenever they are using them. They are also handy so your customers and prospects will appreciate it when they receive them.

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# Clients

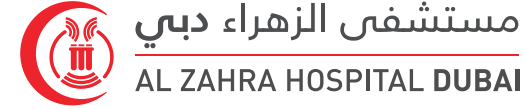
**ABBA Printing Press L.L.C.** is the leading online supplier of high-quality graphic design services and customized printed products to large and small businesses and consumers worldwide. We offer a broad spectrum of products ranging from business cards and brochures to invitations and holiday cards. We seek to offer compelling value to our customers through an innovative use of technology, a broad selection of customized printed products, low pricing and personalized customer service. Through our use of proprietary Internet-based graphic design software, proprietary order receiving and processing technologies and advanced computer integrated printing facilities, we offer a meaningful economic advantage relative to traditional graphic design and printing methods. We believe that our value proposition has allowed us to successfully penetrate the large, fragmented, geographically dispersed business and consumer markets. Due to our competitive rates, 24 hour turnaround time, quality and customer satisfaction, We have clients in different sectors such as:-

- Banks
- Ministries
- Hotels
- Finance & Accounting
- Hospitals
- Schools & Universities
- Government Solutions
- IT & Technology
- Insurance & Mortgage Companies
- Clinical Research
- Scientific
- Internationally reputed Companies



# Hospitals

# Clients



# Hotels

# Clients



Hotels

Clients



# Contact



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