



Mexican Restaurant

FULL LINE CATALOG
2020

- **Promotional Items**
- **Menu Design & Printing**
- **Apparel & Custom Uniforms**
- **Social Media & Web Management**

INCREASE YOUR SALES NOW!

With the best Marketing Ideas

FREE GIFT W/PURCHASE

5% REFERRAL REWARDS

EVERYONE IS APPROVED \$2,000

CREDIT CALL FOR DETAILS

UP TO 20% OFF SELECTED ITEMS



About Us

Image Works The Restaurant's Specialists, a division of Image Works Branding Solutions is the one-stop shop for **ALL** your Marketing needs and we want to make sure you and your company are well aware of the extensive line of services and products that come from the design and strategy implementation of your **Marketing and Communications** efforts, all through the customization of an endless array of **Promotional Items**, the professional **Social Media & Web Management** of our expert team, the **Menu Design and Printing** services that properly embody your ideas and finished materials, and finally, **Apparel and Custom Uniforms** that give your company and events the professional look and feel that employees respect and customers want.

15 Years
SPECIAL EDITION



ALBERTO SIERRA

President and Mktg. Consultant

T: 404.857.1312 - E: asierra@iwbranding.com



Apparel & Custom Uniforms

Using the latest technology in embroidery tools, equipment, and threads, we can screen print and embroider your logo in the most visually appealing, cost-effective manner, and apply it to all types of apparel from t-shirts, caps, and sweatshirts to polo shirts, jackets, polar fleece, travel bags, aprons, and more.



Menu Design & Printing

From logos to menus, flyers, gift certificates, business cards, and more, we offer specialized graphic design and printing services to your restaurant. Our talented graphic artists will work closely with you to produce unique designs and create or update your restaurant's image and concept.



Signs & Displays

Inside and outside of the restaurant your signage will catch the eye of you customer from afar. Hang menu boards that make reading and updating your menu easy, promote your menu specials and events with durable banners, cater your events with custom tents and tables. Check our extensive selection and find many more expert solutions for your signage needs.



Online Presence Management

Ask us about the online marketing tools available to help you best promote your business on the web, from your own responsive website, to social networks, restaurant reputation sites and through email campaigns. Let us help you establish your restaurant's online marketing plan and to wisely invest your dollars in channels that attract more business.



Promotional Items

We offer over 700,000 custom logo promotional products such as; mugs, maracas, key chains, sombreros, pens, calendars and more. Promotional items are constant reminders of your restaurant's contact information and we will help you find the products that best fit your brand.

Creators of
the Original





THE MOST AFFORDABLE FULL FEATURED

▶ POS System



Se habla **español**

Technical difficulties and your post vendor not being there for you is now history!

We offer convenient on site and remote support in your business hours, seven days of the week!
First year is free, after the first year \$450/year with unlimited calls and remote support.

- ▶ Point Of Sale System
- ▶ Security System Cameras
- ▶ Websites
- ▶ IT Consulting
- ▶ Merchant CC Service



Multi location special price and payment plans available

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CREDIT CARD PROCESSING

MANY ALREADY USE OUR TERMINALS NATIONWIDE!



Take control of your most valuable investment, your business!



770-310-1241



heberusa@gmail.com

MESERO WEAR

Stain Release Super Blend Pique Polos

- » Easy Care 60/40 cotton/poly blend
- » Stain Release
- » Curl Free Collar
- » 6.7 Ounce
- » 3 Button Placket
- » Bone Horn Buttons
- » Straight bottom
- » Rib knit collar & cuffs
- » Reinforced side vents
- » Taped neck & shoulders
- » Classic Fit



BG7204- Men's Sizes XS-10XL
BG6204- Ladies' Sizes XS-4XL

BG5204- Youth Sizes XS(4), S(6-8),
M(10-12), L(14-16) & XL(18-20)



UNIT PRICE	P25	P54	P55	CALL
	\$21.90	\$20.80	\$19.60	Call

ALSO AVAILABLE
BG6209-V-Neck Pique
Sizes S-4XL

UNIT PRICE	P25	P54	P55	CALL
	\$22.00	\$21.00	\$20.00	\$19.00

M- MEN		L- LADIES		V- LADIES V-NECK	
Mulberry L-MV	Black L-MV	Light Blue L-MV	Burgundy L-MV	Hunter L-M	Purple L-MV
Tan L-M	Light Blue L-MV	Berry L-MV	French Blue L-MV	Grey L-M	Burnt Orange L-MV
Violet V	Graphite L-M	Salmon L-MV	Kelly L-M	Pink L-MV	Maize L-MV
Cactus L-MV	Yellow L-M	Natural L-M	Coral L-MV	Slate Blue L-M	Sage L-MV
Aqua L-MV	Navy L-MV	Red L-MV	White L-MV	Royal L-MV	Teal NEW L-M



Premium Poly/Cotton Woven Shirts

- » 65/35 poly/cotton blend, 6.5 ozs.
- » Treated with DuPont Teflon® fabric Protector
- » Bone horn buttons
- » Wrinkle resistant



Men's Long Sleeve - BG7217

- » Button down collar
- » Adjustable cuffs
- » Button Sleeve placket
- » Patch pocket with pencil compartment
- » Sizes: XS-6XL, Talls LT-3XLT

Ladies Long Sleeve - BG6217

- » No pocket
- » Spread collar without buttons
- » Curved bottom to wear in or out
- » Ladies Classic fit
- » Sizes: S-4XL

Also available in Short Sleeve

BG7217S- Men's Short Sleeve XS-6XL
BG6217S- Ladies Short Sleeve S-4XL

UNIT PRICE	P25	P54	P55	CALL
	\$27.40	\$26.60	\$25.40	Call

AVAILABLE COLORS



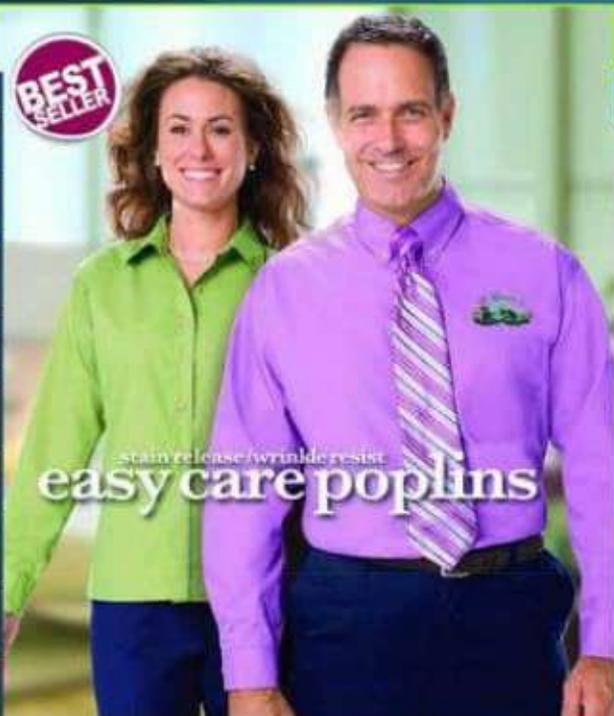
APPAREL PRICES INCLUDE

One Location Embroidered Logo
Up to 9,000 stitches

**BEST
SELLER**

AVAILABLE
COLORS

- Kelly
- Wildberry
- Light Blue
- Hunter
- Burgundy
- Purple
- Grey
- Red
- Royal
- Cactus
- Chocolate
- White
- Yellow
- French Blue
- Grey Men's only
- Natural
- Teal
- Agate
- White
- Burnt Orange
- Turquoise
- Orange
- Tan
- Black
- NEW
Sage
- NEW
Graphite



stain release / wrinkle resist
easy care poplins

Best Selling EasyCare Poplins

- » Easy care poplin 65% polyester / 35% cotton blend
- » Lightweight 5.5 oz.
- » Stain Release
- » Wrinkle & crease resistant
- » Classic Fit



Men's Long Sleeve - 8G7216

- » Button down collar
- » Hemmed Sleeves
- » Patch pocket
- » Adjustable Cuffs
- » Sizes S-10XL Tall: LT-3XL

Ladies Long Sleeve - 8G6216

- » Spread collar
- » Adjustable Cuffs
- » No pocket
- » Sizes XS-4XL

Also available with hemmed Short Sleeves

Men's Short Sleeve - 8G7216S

Ladies Short Sleeve - 8G6216S

QTY	12-35	36-71	72-144	144+
UNIT PRICE	\$24.60	\$23.60	\$22.40	Call



Soft Touch Value Piques Polos

- » Easy Care 65/35 poly/cotton blend
- » 5.5 Ounce
- » Wrinkle Resistant
- » Banded Sleeves
- » Straight Bottom
- » Side Vents
- » Rib Knit Collar
- » Taped neck & Shoulders
- » Matching Buttons
- » Classic Fit



QTY	12-35	36-71	72-144	144+
UNIT PRICE	\$19.00	\$17.80	\$16.50	Call

Men's Sizes S-6XL
Ladies Sizes S-4XL

QTY	12-35	36-71	72-144	144+
UNIT PRICE	\$19.50	\$18.50	\$17.50	\$16.50

Ladies Placket S-XL

M - MEN		L - LADIES		Y - Y-PLACKET	
Burgundy L-M	Purple L-M/Y	Grey L-M	Kelly L-M	Teal L-M/Y	Black L-M/Y
Light Blue L-M/Y	Cactus L-M	Pink Y	Aqua L-M	Berry L-M	
Hunter L-M	Chocolate L-M	Natural L-M	Navy L-M/Y	Tan L-M	White L-M/Y
Yellow L-M	Orange L-M	Royal Blue L-M/Y	Red L-M/Y	Burnt Orange L-M	



Silk-Touch Polos

An enduring favorite. With superior wrinkle and shrink resistance, a silky soft hand and an incredible range of styles, sizes and colors, it's a first-rate choice for uniforming just about any group.

- » 5-ounce, 65/35 poly/cotton pique
- » Flat knit collar and cuffs
- » Metal buttons with "dyed to match" plastic rims
- » Double-needle armhole seams and hem
- » Side vents

Men's: Sizes: XS-10XL Ladies: Sizes: XS-6XL Youth's: Sizes: XS-XL
 K500 L500 Y500

UNIT PRICE	\$19.20	\$18.40	\$17.20	Call
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AVAILABLE COLORS											
Black	White	Grey	Light Blue	Dark Blue	Light Green	Light Purple	Light Stone	Light Yellow	Light Orange	Light Red	Light Pink
Dark Blue	Dark Green	Dark Purple	Dark Red	Dark Orange	Dark Yellow	Dark Grey	Dark Brown	Dark Tan	Dark Olive	Dark Teal	Dark Magenta
Dark Navy	Dark Teal	Dark Green	Dark Purple	Dark Red	Dark Orange	Dark Yellow	Dark Grey	Dark Brown	Dark Tan	Dark Olive	Dark Magenta
Dark Navy	Dark Teal	Dark Green	Dark Purple	Dark Red	Dark Orange	Dark Yellow	Dark Grey	Dark Brown	Dark Tan	Dark Olive	Dark Magenta



Easy Care Shirt

This comfortable wash-and-wear shirt is indispensable for the workday. Wrinkle resistance makes this shirt a cut above the competition so you and your staff can be too.

- » 4.5-ounce, 55/45 cotton/poly
- » Dyed-to-match buttons
- » Adjustable cuffs
- » Classic Navy and Light Stone have contrast inside neckband only.

Man's Long Sleeve -5608

- » Button-down collar
- » Box back pleat
- » Patch pocket
- » Sizes: XL-10XL

Ladies Long Sleeve -L608

- » Traditional, relaxed look
- » Open collar
- » Sizes: XL-6XL

ALSO AVAILABLE

Man's Short Sleeve -5508

- » Box back pleat
- » Patch pocket
- » Sizes: XL-10XL

Ladies' Short Sleeve-L508

- » Traditional, relaxed look
- » Open collar
- » Sizes: XL-6XL

Ladies' ¾ Sleeve-L612

- » Traditional, relaxed look
- » Open collar
- » Sizes: XL-6XL

AVAILABLE COLORS											
Black	White	Grey	Light Blue	Dark Blue	Light Green	Light Purple	Light Stone	Light Yellow	Light Orange	Light Red	Light Pink
Dark Blue	Dark Green	Dark Purple	Dark Red	Dark Orange	Dark Yellow	Dark Grey	Dark Brown	Dark Tan	Dark Olive	Dark Teal	Dark Magenta
Dark Navy	Dark Teal	Dark Green	Dark Purple	Dark Red	Dark Orange	Dark Yellow	Dark Grey	Dark Brown	Dark Tan	Dark Olive	Dark Magenta
Dark Navy	Dark Teal	Dark Green	Dark Purple	Dark Red	Dark Orange	Dark Yellow	Dark Grey	Dark Brown	Dark Tan	Dark Olive	Dark Magenta

UNIT PRICE	\$24.80	\$23.80	\$22.60	Call
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SportTek® Micropique SportWick® Polo

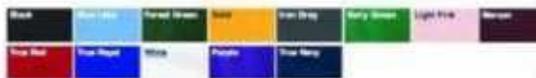
We've taken our Sport-Wick moisture-wicking technology and crafted a flat tricot micropique for a smoother, tighter fabric. Not just a sharp look—it's snag resistant, too.

- » 3.8-ounce, 100% polyester tricot
- » Snag resistant
- » Moisture-wicking
- » Double-needle stitching throughout
- » Tag-free label
- » Taped neck
- » Side vents

Men's: Sizes: XS-6XL **ST650** **Ladie's:** Sizes: XS-4XL **LST650**

- » Flat knit collar
- » 3-button placket with dyed-to-match rubber buttons
- » Set-in
- » Open hem sleeves
- » Self-fabric collar
- » Open placket
- » Curved back waist seam for flattering fit
- » Set-in
- » Open hem sleeves

QTY	1-24	25-49	50-99	100-499	500+
UNIT PRICE	\$24.80	\$23.80	\$22.60	Call	Call



**APPAREL
PRICES INCLUDE**

One Location Embroidered Logo
Up to 9,000 stitches



Core 365 Origin Performance Piqué Polo

- » 100% polyester pique, 4.1 oz.
- » Matching flat knit collar offers a clean and professional look
- » Heat seal label provides comfort at center back neck
- » Moisture wicking performance keeps you dry and comfortable in all conditions
- » Antimicrobial performance helps control bacteria growth and prevent odours
- » UV performance keeps you protected from the sun
- » Available in 11 crossover colors

88181 Men's: Sizes: XS-5XL **78181 Ladie's:** Sizes: XS-3XL



QTY	1-24	25-49	50-99	100+
UNIT PRICE	\$19.20	\$18.40	\$17.20	Call



LONG APRONS

Full Bistro

F68

Patch Pencil Pocket

- » 7.5 oz. 65/35 poly/cotton twill
- » 32" L x 28" W
- » Inset Pocket



Black	Burgundy	Marine Green	Navy	White	Dark Green
UNIT PRICE	\$12.00	\$10.80	\$10.40	Call	



F24

One Pocket With Pencil Divide

- » 7.5 oz. 65/35 poly/cotton twill
- » 32" L x 28" W
- » Patch With pocket divide

Black	Burgundy	Marine Green	Navy	White	Dark Green
Black & White	Black & Maroon	Black & Navy	Black & Red	Black & White	Black & Yellow
UNIT PRICE	\$11.80	\$10.60	\$10.00	Call	



F54

Two Separate Pocket

- » 7.5 oz. 65/35 poly/cotton twill
- » 32" L x 28" W

Black	Burgundy	White		
UNIT PRICE	\$12.20	\$11.00	\$10.40	Call



F683

Patch Divided With Three Pocket

- » 7.5 oz. 65/35 poly/cotton twill
- » 32" L x 28" W

Black				
UNIT PRICE	\$12.40	\$11.20	\$10.80	Call

Bibs

F23

V-neck

With tailored finished facing, center divided patch pocket and snap-closure neck adjustment.

- » 7.5 oz 65/35 Poly/Cotton twill
- » 32" L x 28" W

Black	Burgundy	Marine Green	Navy	
Orange	Red	White	Yellow	
UNIT PRICE	\$13.00	\$11.80	\$11.20	Call



F53

Center Divided with Two Patch Pockets

- » 2 separate patch pockets and 2-piece slider neck adjustment.
- » 7.5 oz. 65/35 poly/cotton twill
- » 30" L x 23" W

Black	Burgundy	White	Navy	Marine Green	Red
Orange	Yellow	Light Green	Light Blue	Dark Blue	Dark Red
UNIT PRICE	\$11.20	\$10.20	\$9.80	Call	



F66L

NEW back of kitchen

Water Resistant Nylon Bibs

Constructed from low density 420 denier nylon pack cloth coated with urethane. Provides lower cost while providing good repellency to liquids.

- » No Pocket
- » Black Webbing Neck Strap
- » 34" L x 26" W

Black	Navy	Light Green	Red	
UNIT PRICE	\$15.00	\$13.80	\$13.00	Call

*This item does not include logo embroidery. Add Embroidery logo (up to 9,000 stitches) for \$3.50



Standard w/Three Pockets

IW9

- » 4 oz 100% polyester,
- » 3 Divisional pouch pockets
- » 11"L x 23"W

ALSO AVAILABLE

Long w/Three Pockets

IW9L

When you need a little more space for you logo,

- » 15"L x 23"W



QTY	12-35	36-71	72-144	144+
STANDARD	\$8.40	\$7.60	\$7.20	Call
LONG	\$9.60	\$8.60	\$8.20	Call



Introducing our exclusive line
iW Uniforms
 BY IMAGEWORKS
 TOP COMFORT FOR TOUGH WORK

TREATED WITH
ImageShield
 PROTECTIVE SHIELD AGAINST FLUIDS

Half Bistro w/Two Center Pockets

IW28

- » 4 oz 100% polyester,
- » Center divided patch pockets
- » 19"L x 28"W

QTY	12-35	36-71	72-144	144+
UNIT PRICE	\$10.40	\$9.20	\$8.80	Call



Economy

Half Bistro With Two Center Pockets

F28

- » 7.5 oz 65/35 Poly/Cotton twill
- » Center divided patch pockets
- » 19"L x 28"W



FOR DESIGNER COLORS ADD \$1 PER APRON
 FOR PRINTS ADD \$2 PER APRON
 LEAK & STAIN CHALK STRIP

QTY	12-35	36-71	72-144	144+
UNIT PRICE	\$10.40	\$9.20	\$8.80	Call



Standard W/3 Pockets

F9

Most popular style waist apron!

- » 7.5 oz 65/35 Poly/Cotton twill
- » 3 Divisional pouch pockets
- » 11"L x 23"W

Long w/Three Pockets

F9L

When you need a little more space for you logo,

- » 15"L x 23"W



Signature Colors
 For Designer Colors add \$1 per Apron

QTY	12-35	36-71	72-144	144+
STANDARD	\$8.40	\$7.60	\$7.20	Call
LONG	\$9.60	\$8.60	\$8.20	Call



Referral PROGRAM

RECEIVE
5%
 REWARD

*Your choice 5% cash reward or credit, of the total amount of the first paid invoice, ordered by every new customer you referred to us.

iW Image Works
 BRANDING SOLUTIONS

CHEF WEAR



Beanie Caps

Beanie Chef Hat. Cool and comfortable. This practical headgear with an elastic back that fits everyone is a great alternative to a traditional chef hat. One Size. Also available as Kool Beanie with a mesh insert top that allows heat to escape, and an elastic back.

	QTY	1254	1574	7544	1444
0156C	Beanie	\$9.40	\$8.40	\$7.40	\$6.40
0157C	Kool Beanie	\$11.40	\$10.40	\$9.40	\$8.40



Pill Box Hat

-C21

Traditional and durable this pill box hat is lightweight and comfortable. Features chef and baker styling with an adjustable hook and loop closure for a perfect fit. Made of a 65/35 poly-cotton twill. Available in traditional and fine line colors. 3.5" Band - 21.5" length.

	QTY	1254	1574	7544	1444
UNIT PRICE		\$7.90	\$6.90	\$5.90	\$4.90



Doo-Rag Bandana

DR1

Our bandanna style doo-rag is a great more casual alternative to a classic chef hat. Made of 100% cotton, this stylish accessory comes one size fits all and a unique way to maintain sanitary conditions without a lot of fuss.

	QTY	1254	1574	7544	1444
UNIT PRICE		\$7.80	\$6.80	\$5.80	\$4.80

10 Button Chef Coat

Classic chef coat style with 10 color-matched pearl buttons, left arm thermometer pocket, reversible front closure and left chest pocket.

Standard .7oz 65/35 poly/cotton twill.

Available in Black, Red (Long sleeve only, with black buttons) and white

Sizes x-Small - 6XL

Long Sleeve

	QTY	1254	1574	7544	1444
UNIT PRICES		\$24.40	\$23.40	\$22.40	\$21.40

Short Sleeve

	QTY	1254	1574	7544	1444
WHITE		\$18.80	\$17.80	\$16.80	\$15.80
BLACK		\$22.80	\$21.80	\$20.80	\$19.80



CP10



CP10S



Black & White Chalk Stripe



Houndstooth



Black & White Chalk Stripe



Houndstooth



Glen Plaid



Charcoal Pinstripe

Signature Baggie -C15

Relaxed unisex fit, 2" classic side seam pockets, back right patch pocket, wide legs with tapered ankle. 7oz 65/35 poly/cotton twill.

Available in Black & White Chalk Stripe and Houndstooth.

Sizes XS - 5XL

	QTY	1254	1574	7544	1444
Black		\$24.30	\$23.30	\$22.30	\$21.30
Prints		\$26.30	\$25.30	\$24.30	\$23.30

Designer Pant -C17

Slightly tailored legs, side seam pockets, back right patch pocket, zipper fly, 2" elastic waistband. Light weight 65/35 poly/cotton twill. Sizes XS - 5XL

	QTY	1254	1574	7544	1444
Black		\$26.30	\$25.30	\$24.30	\$23.30
Prints		\$29.30	\$28.30	\$27.30	\$26.30

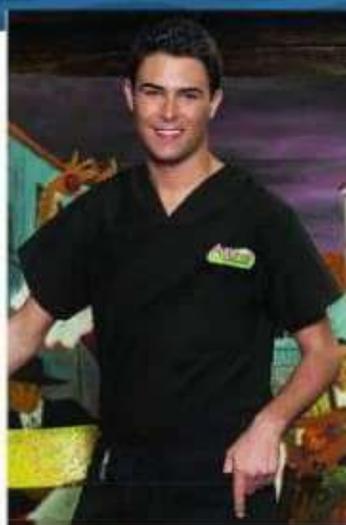


Mandarin Collar UT_0921

A fresh, new look for the basic utility; this shirt is perfect for the front or back of the house.

- » 4.5 ounces in weight.
- » 65/35 polyester cotton poplin
- » Five buttons
- » Mandarin collar
- » 2" longer body
- » No front pocket

Color	12-35	36-71	72-144	144+
White	\$14.80	\$13.80	\$12.80	\$11.80
Black	\$17.40	\$16.40	\$15.40	\$14.40

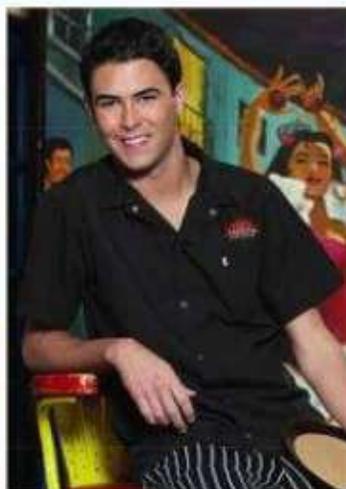


V-Neck UT_6000

Our basic black V-Neck shirt is easy-care and made to withstand everyday kitchen wear. Cut for a generous fit.

- » 5.25 ounces in weight.
- » 65/35 polyester cotton poplin
- » 1 Front pocket

Color	12-35	36-71	72-144	144+
White	\$12.40	\$11.40	\$10.40	\$9.40
Black	\$15.40	\$14.40	\$13.40	\$12.40



Snaps UT_0950

Snap utility chef shirt- Unbelievable value! This cook shirt not only looks great, it wears even better!

- » 4.5 ounces in weight.
- » 65/35 polyester cotton poplin
- » Six snap front
- » Mitered chest pocket
- » 2" longer body
- » 1 front pocket

Color	12-35	36-71	72-144	144+
White	\$12.40	\$11.40	\$10.40	\$9.40
Black	\$17.20	\$16.20	\$15.20	\$14.20



The Classic UT_0920

Anything but basic; this utility chef shirts are built to last, launders beautifully, and is a comfort to wear.

- » 4.5 ounces in weight
- » 65/35 polyester cotton poplin
- » Five button front
- » Mitered chest pocket
- » 2" longer body
- » 1 front pocket

Color	12-35	36-71	72-144	144+
White	\$12.40	\$11.40	\$10.40	\$9.40
Black	\$17.20	\$16.20	\$15.20	\$14.20

Trimmed Collars

UT_0955

Perfect for any occasion, this versatile shirt moves easily from the back of the house to the front and with spun polyester trim, the color remains consistent.

- » 4.5 oz
- » Easy Care 65/35 poly/cotton poplin
- » 6 button
- » Clean finished collar
- » Reinforced bar tacking
- » Full 2" Longer length
- » Mitered breast pocket.



Black Trim

Shepherd's Check Trim

QTY	12-35	36-71	72-144	144+
Unit Price	\$16.80	\$15.80	\$15.00	\$14.80

Pullover

UT_0940

With spun polyester Shepherd's Check Trim, this generously cut V-Neck is made to withstand everyday kitchen wear-and-tear in style. It's both fun and smart!

- » 4.5oz 65/35
- » 65/35 poly-cotton poplin
- » Black snaps
- » Clean finished collar
- » Reinforced bar tacking
- » Full 2" longer length
- » Thermometer pocket
- » Sizes XS - 5XL



COLOR	12-35	36-71	72-144	144+
PRICE	\$18.00	\$17.00	\$16.00	\$15.00

ACCESSORIES

About our Ties

- » Stain Resistant
- » Size: 58" standard length, 3 7/8" width.
- » Dry clean Only
- » Order requirements: 12 min.

Newport

NWPP-058-

Make a colorful Hot statement!



Available Colors			
329	330	331	332
	333	328	334

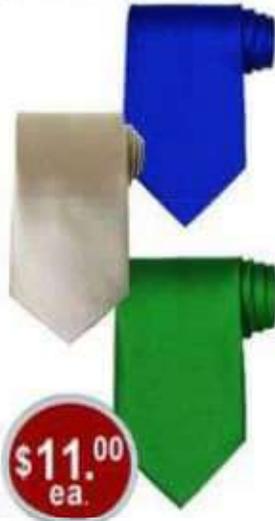
100% Polyester		NWPP-058
QTY	12-5	16-24
UNIT PRICE	\$12.50	\$11.84

100% Silk		NWPS-058
QTY	12-5	16-24
UNIT PRICE	\$17.00	\$16.15

Solid Color

SCP-058-

A basic staple for a touch of color. Perfect for everyday wear or for those in the service industry.



\$11.00 ea.

Available Colors				
000	005	010	021	028
001	006	011	023	032
002	007	014	024	033
003	008	019	026	046
004	009	020	027	048

Novelty

CPN-

Make a colorful Hot statement!



QTY	12-5	16-24	25-44	45+
UNIT PRICE	\$12.50	\$11.40		



Cotton Cap

STORM

Fabric Strap Closure w/Metal Buckle
6 Panel Low Crown (Unstructured)
100% Cotton

Available Colors				
ROYAL	CREAM	DARK GREEN	PINK	
MAROON	KHAKI	RED	KELLY	
ORANGE	NAVY	BLACK	WHITE	
LIGHT BLUE				
QTY	12-5	16-24	25-44	45+
UNIT PRICE	\$9.50	\$8.50	\$7.00	\$5.50

Cotton visor

STV

Fabric Strap w/Velcro Closure
100% Cotton



Available Colors				
BLACK	WHITE	KHAKI	RED	
NAVY	CREAM	GOLD	ROYAL	
QTY	12-5	16-24	25-44	45+
UNIT PRICE	\$10.50	\$9.50	\$8.00	\$6.50



Unisex Vest -740NP-8TN

- » High Quality Twill Fabric
- » 65% Polyester / 35% Cotton
- » Soil Release & Wrinkle Resistant Finish
- » Four Button Front
- » Size: SM - 5XL

QTY	12-5	16-24	25-44	45+
UNIT PRICE	\$19.80	\$18.80	\$77.80	Call



ALSO AVAILABLE
One Pocket Unisex Vest with Pencil Divide -740

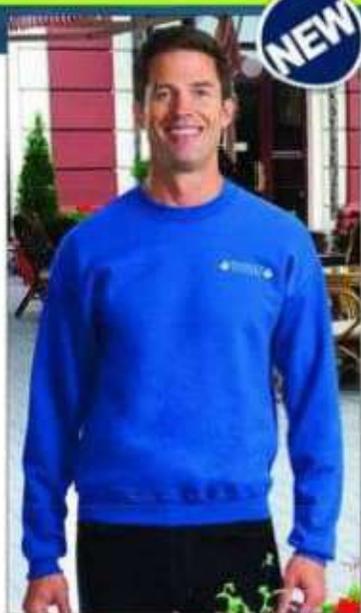
» 1.5"W Pencil Divide

QTY	12-5	16-24	25-44	45+
UNIT PRICE	\$19.50	\$18.50	\$17.50	\$16.50

Available Colors	
TURQUOISE	BLACK
PURPLE	RED
HUNTER GREEN	KELLY GREEN
TEAL	WHITE
MAROON	NAVY
HOT PINK	SILVER GRAY
BROWN	ORANGE
ROYAL	CHARCOAL GRAY
KHAKI	PINK
YELLOW	LIGHT BLUE

Vest Sizing Chart (Recommended Fit)

SIZE	CHEST
SM	30-32
MD	34-36
LG	38-40
XL	42-44
2XL	46-48
3XL	50-52
4XL	54-56
5XL	58-60



Sweatshirts -562

Mid-weight crewneck sweat shirts

- » Preshrunk pill resistant NuBlend™
- » 50% cotton / 50% polyester
- » Seamless body
- » Set-in sleeves
- » 1x1 ribbed collar
- » Cuffs and waistband with spandex
- » Double needle cover seamed collar, armholes and waistband.

Sizes S-XL

QTY	1-25	26-50	51-100	101+
UNIT PRICE	\$15.00	\$14.20	\$13.00	Call



Light & Sturdy Jacket -JP54

A preferred classic and a lightweight alternative to other jackets. With a sporty style, this is workplace and off-hours favorite!

- » Reinforced seams
- » Lightweight fleece lining
- » Elastic waistband
- » Teklon® nylon keeps wind & rain at bay.
- » Slash zippered pockets and interior zippered pocket
- » Elastic cuffs with adjustable hook and loop tabs

Sizes: XS-XL



QTY	1-25	26-50	51-100	101+
UNIT PRICE	\$37.00	\$36.40	\$35.80	Call



Polar Fleece Vest -809953

Polar fleece Vests for warmth and comfort.

- » Anti-pill 9.6 oz. 100% polyester
- » Matching color full front zipper & front zip pockets
- » Adjustable bungee drawstring.

Unisex sizes XS-XL

QTY	1-25	26-50	51-100	101+
UNIT PRICE	\$28.80	\$24.40	\$23.20	Call



Legacy Jacket

The Legacy is our professional pick for corporate casual retreats and events.

- » Locker Loop
- » 100% poly shell jacket & mesh upper-body lining
- » 100% nylon lower-body, front and sleeve lining
- » Front zippered pockets and interior chest pocket

Men's -J764

- » Stowaway hood in cadet collar
- » Interior chest pocket
- » Front & back vents for breathability
- » Adjustable elastic cuffs with hook and loop closures
- » Open hem with elastic insets

Ladies -L764

- » Gently contoured silhouette
- » Snap-off hood, open collar
- » Princess seams
- » Adjustable side buckles for better fit

QTY	1-25	26-50	51-100	101+
UNIT PRICE	\$43.00	\$42.20	\$41.00	Call

AVAILABLE COLORS



Image Works

BRANDING SOLUTIONS

Image Works presents:

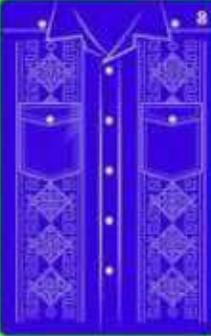
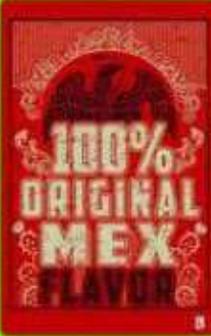
IW-shirts, an Image Works exclusive collection of creative t-shirts inspired by you, the Mexican restaurant industry.

Create casual easy to replace uniforms, or the perfect giveaway to customers. There is a perfect K-shirt for every occasion.

Change the colors and phrases in most shirts or ask about working with our designers to create your own K-shirt!

- Choose back or front printing
- Check for available colors
- Price includes your name or logo printed in a second position on basic cotton T-shirts.
- Custom designs and design alterations available.

Available Colors





















Custom Uniforms & Apparel

K SHIRTS - SPECIAL OCASIONS



K-Caps

- * Fabric Strap Closure w/metal Buckle
- * Six Panel Low Growth (Unstructured)
- * 100% Cotton

*All caps artwork embroidered at front, prices include your logo or name on back or side embroidered with up-to 9,000 stitches.



- 1 It's 5 o'clock SOMEWHERE
- 2 LIVE LOVE TEQUILA
- 3 LICENSE to Chill
- 4 Live Love Tequila!
- 5 It's 5 o'clock SOMEWHERE
- 6 [Taco illustration]
- 7 [Margarita illustration]

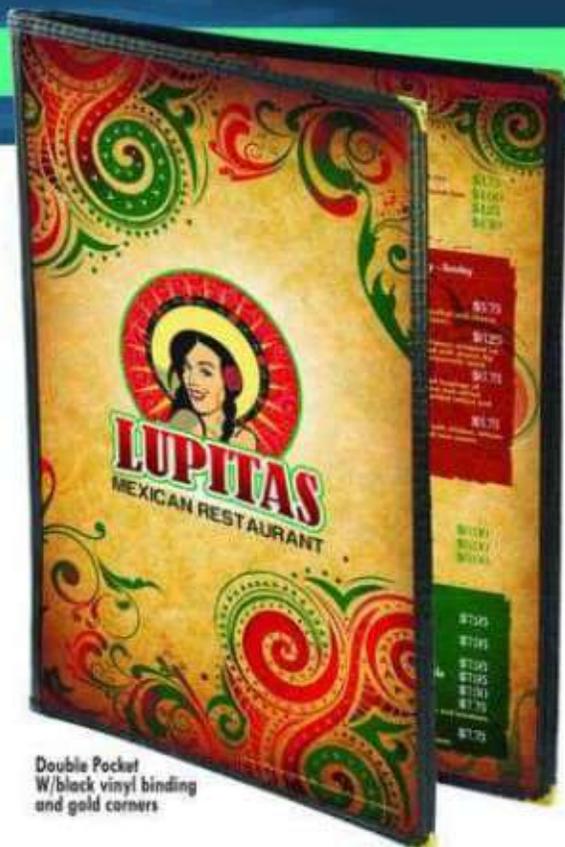
QTY	12	36	72	144	288	504	1008+
UNIT PRICE	\$11.00	\$9.50	\$8.50	\$7.50	\$7.00	\$6.50	CALL

Cafe Style Menu Jackets

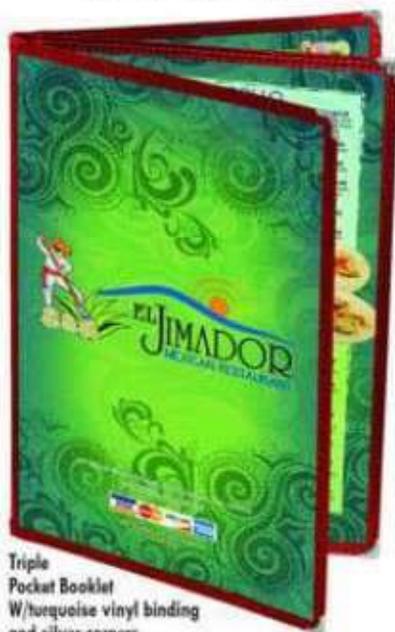
- » 10 gauge (10/100th's of an inch thick) crystal clear vinyl reduces wrinkling and resist scratching and cracking.
- » Extra wide spines prevent cracking, allow for easier folding & storage of your menu jackets.
- » Added double row of stitching for maximum strength and durability on reinforced vinyl or bengaline materials.
- » Tucked under edges prevent fraying and food or debris from being lodged underneath.
- » Crimped on metal corners using specialized machinery to ensure that they will not fall off
- » Our single panel and all booklet style jackets are made with our gold or silver rounded, embossed corners.
- » Double & triple panel continuous style jackets are made with gold or silver square corners.
- » Bengaline corners will be gold round embossed unless otherwise specified.

AVAILABLE OPTIONS

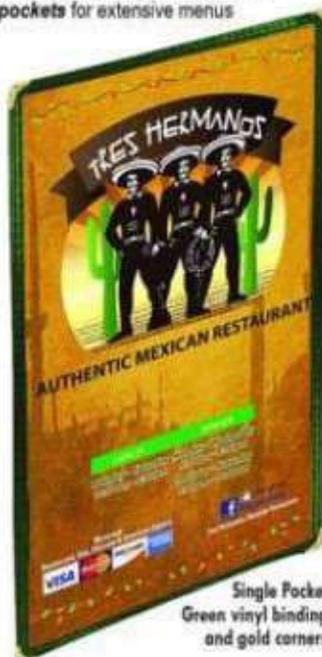
- » **Matte** vinyl panels for outdoor seating and areas with bright light
- » **Top Loading** Menu Jackets to prevent spills on your menu inserts
- » **Multiple page** and **specialty sized** menu jackets
- » **Flip Out** panels and **additional sew in pockets** for extensive menus



Double Pocket
W/black vinyl binding
and gold corners



Triple
Pocket Booklet
W/torquoise vinyl binding
and silver corners



Single Pocket
Green vinyl binding
and gold corners



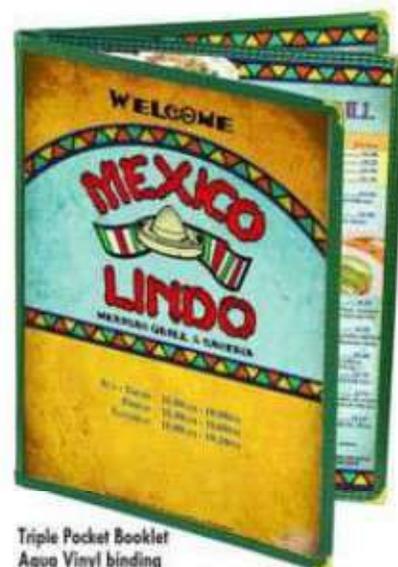
Triple panel continuous W/half panel
Brown vinyl binding
and gold corners



Triple panel continuous royal blue vinyl binding
and gold corners



Quad
Pocket Booklet
Copper bengaline binding
and gold corners



Triple Pocket Booklet
Aqua Vinyl binding
and gold corners

	Qty	0 1/2 x 8 1/2	4 1/2 x 11	8 1/2 x 11	4 1/2 x 14	5 1/2 x 14	5 1/2 x 17	8 1/2 x 14	11 x 17		BINDING OPTIONS
	25	\$4.20	\$4.30	\$4.40	\$4.40	\$4.80	\$5.20	\$5.20	\$6.60	SINGLE POCKET 2 viewing sides	BENGALINE 
	100	\$3.70	\$3.80	\$3.90	\$3.90	\$4.20	\$4.90	\$4.90	\$6.40		
	LB*	+\$0.28	+\$0.32	+\$0.36	+\$0.36	+\$0.40	+\$0.44	+\$0.44	+\$0.76		
	25	\$5.40	\$5.70	\$6.20	\$6.00	---	---	\$6.70	\$8.80	DOUBLE POCKET 4 viewing sides	
	100	\$5.20	\$5.50	\$5.90	\$5.80	---	---	\$6.50	\$8.40		
	LB*	+\$0.60	+\$0.72	+\$0.84	+\$0.88	---	---	+\$0.92	+\$1.28		
	25	---	---	\$7.50	---	---	---	\$8.96	---	TRIPLE POCKET GATEFOLD JACKET 6 viewing sides	
	100	---	---	\$7.40	---	---	---	\$8.76	---		
	LB*	---	---	+\$1.30	---	---	---	+\$1.60	---		
	25	\$6.90	\$7.30	\$7.50	\$7.90	---	---	\$8.96	---	TRIPLE POCKETS 6 viewing sides all same width	
	100	\$6.70	\$7.06	\$7.40	\$7.60	---	---	\$8.76	---		
	LB*	+\$1.04	+\$1.26	+\$1.30	+\$1.50	---	---	+\$1.60	---		
	25	---	---	\$7.90	---	---	---	\$9.10	---	TRIPLE POCKET 6 viewing sides right panel half width	
	100	---	---	\$7.60	---	---	---	\$8.80	---		
	LB*	---	---	+\$1.20	---	---	---	+\$1.48	---		
	25	\$10.80	\$11.10	\$12.20	\$11.80	---	---	\$13.50	---	TRIPLE POCKET BOOKLET 6 viewing sides BINDING ON ALL PANELS	REINFORCED VINYL 
	100	\$10.50	\$10.80	\$12.00	\$11.60	---	---	\$13.20	---		
	LB*	+\$1.14	+\$1.24	+\$1.40	+\$1.34	---	---	+\$1.48	---		
	25	\$12.70	\$12.70	\$14.60	\$13.70	---	---	\$15.30	---	QUAD POCKET BOOKLET 8 Viewing sides BINDING ON ALL PANELS	
	100	\$12.30	\$12.30	\$14.30	\$13.30	---	---	\$15.00	---		
	LB*	+\$1.62	+\$1.62	+\$1.78	+\$1.74	---	---	+\$2.12	---		
	25	\$17.00	\$17.00	\$19.50	\$18.30	---	---	\$21.20	---	FIVE POCKET BOOKLET 10 viewing sides	
	100	\$16.50	\$16.50	\$18.90	\$17.70	---	---	\$20.60	---		
	LB*	+\$2.16	+\$2.16	+\$2.58	+\$2.52	---	---	+\$2.86	---		
	25	\$18.20	\$18.40	\$20.70	\$19.70	---	---	\$22.50	---	SIX POCKET BOOKLET 12 viewing sides	
	100	\$17.60	\$17.80	\$20.20	\$19.20	---	---	\$21.70	---		
	LB*	+\$2.04	+\$2.10	+\$2.54	+\$2.02	---	---	+\$2.74	---		
	25	---	---	\$25.00	---	---	---	\$27.00	---	SEVEN POCKET BOOKLET 14 viewing sides	
	100	---	---	\$24.50	---	---	---	\$26.50	---		
	LB*	---	---	+\$3.54	---	---	---	+\$3.74	---		
	25	---	---	\$17.20	---	---	---	\$19.10	---	TRIPLE PANEL BOOKLET with half panel flipout 8 views total	*LIZARD EMBOSSED VINYL 
	100	---	---	\$16.50	---	---	---	\$18.50	---		
	LB*	---	---	+\$1.76	---	---	---	+\$2.08	---		
	25	---	---	\$13.30	---	---	---	\$14.50	---	TRIPLE PANEL CONTINUOUS with half panel flipout 8 views total	
	100	---	---	\$13.00	---	---	---	\$14.10	---		
	LB*	---	---	+\$1.86	---	---	---	+\$2.00	---		

CORNER OPTIONS

- Silver Square Embossed
- Gold Square Embossed
- Black Round Embossed
- Silver Round Embossed
- Gold Round Embossed



CUSTOM GRAPHIC DESIGN

Ask your Marketing Consultant about Graphic Design Services and Menu Printing

20% OFF

ON ALL MENU COVERS

* Limited Time Offer

More Than 1,200 Restaurants



Contact your Brand Consultant Today!



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Nationwide already trust us...



The IW Difference

- ✓ **One Stop for All Your Marketing Needs**
Your restaurant's brand will be consistent across all mediums...
It's about our capabilities.
- ✓ **Specialized Customer Service**
You have your own Designated marketing consultant...
It's about our team of bilingual industry experts.
- ✓ **Quick Turn Around Time**
Because sometimes you just need it for yesterday...
It's about our efficiency.
- ✓ **Original Custom Designs**
No reused over and over again templates...
It's about our talent.
- ✓ **Satisfaction Guaranteed**
Our products and services delivered exactly as you approved...
It's about our focus on details and quality.

*It's all about
making your business grow!*

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Senior Designer
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Sergio Enriquez
Creative Director
sergio@iwbranding.com
404.857.1350



Royal Select Multiple-Page Menu Covers

Is your menu expanding? need to add news inserts?
The answer for your growing menu!!

- » Hold from one to eight inserts and beyond, the possibilities are almost endless.
- » Rich, durable, leather like goat embossed colored vinyl front and back
- » We can also add "specials" pockets, "flip out" panels and other configurations
- » Complementary reinforced sewn edge binding around the outside border
- » Finished with square metal corners
- » Clear interior Sewn Edge pages allow for multiple viewing areas.
- » Same Corner options available as the cafe style pocket menus

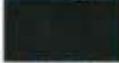
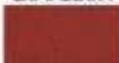
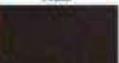
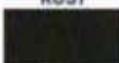
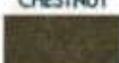
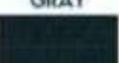
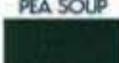
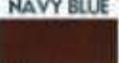
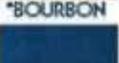
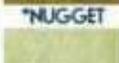
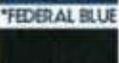
20% OFF
ON ALL MENU COVERS
* Special Offer valid for a limited time only.

CUSTOM GRAPHIC DESIGN
Ask your Marketing Consultant about Graphic Design Services and Menu Printing



Menu Design & Printing

POCKET MENU

	Qty	5 1/2 x 8 1/2	4 1/2 x 11	5 1/2 x 11	8 1/2 x 11	4 1/2 x 14	8 1/2 x 14	11 x 17		AVAILABLE OPTIONS	
	25	\$20.40	\$20.40	\$20.90	\$23.90	\$21.40	\$24.90	\$26.90	SINGLE PANEL 1 viewing area		
	50	\$16.20	\$16.20	\$16.90	\$18.90	\$17.40	\$20.90	\$22.40		BLACK	TAN
	100	\$13.90	\$13.90	\$14.90	\$16.10	\$15.40	\$17.90	\$20.80			
	25	\$24.90	\$24.90	\$25.90	\$29.20	\$26.90	\$32.30	—	DOUBLE PANEL 2 viewing areas		
	50	\$19.90	\$19.90	\$21.90	\$23.50	\$22.40	\$26.90	—		CRANBERRY	RED
	100	\$16.90	\$16.90	\$17.90	\$20.90	\$18.20	\$23.90	—			
	25	\$35.30	\$35.30	\$36.30	\$43.90	\$37.90	\$49.10	—	TRIPLE PANEL 3 viewing areas		
	50	\$28.50	\$28.50	\$29.40	\$36.30	\$31.10	\$41.20	—		RUST	BURGUNDY
	100	\$26.50	\$26.50	\$27.40	\$34.30	\$29.10	\$39.10	—			
	25	\$31.90	\$31.90	\$33.90	\$36.80	\$33.90	\$40.50	—	TRIPLE PANEL BOOKLET 4 viewing areas		
	50	\$24.90	\$24.90	\$26.90	\$29.80	\$25.60	\$33.20	—		CHESTNUT	GRAY
	100	\$21.90	\$21.90	\$23.90	\$27.80	\$23.60	\$31.30	—			
	25	\$32.60	\$32.60	\$34.60	\$41.60	\$34.80	\$45.80	—	QUAD PANEL BOOKLET 6 Viewing sides		
	50	\$26.20	\$26.20	\$28.20	\$34.30	\$28.10	\$38.10	—		PEA SOUP	NAVY BLUE
	100	\$24.10	\$24.10	\$26.10	\$32.30	\$26.10	\$36.10	—		GREEN	*BOURBON
	25	\$37.70	\$37.70	\$38.40	\$47.90	\$40.40	\$52.90	—	FIVE PANEL BOOKLET 8 Viewing sides		
	50	\$30.70	\$30.70	\$32.40	\$40.20	\$33.90	\$44.40	—		*NUGGET	*FEDERAL BLUE
	100	\$28.70	\$28.70	\$29.40	\$38.20	\$30.90	\$42.40	—			
	25	\$40.10	\$40.10	\$41.80	\$48.90	\$43.50	\$56.40	—	SIX PANEL BOOKLET 10 viewing sides		
	50	\$34.60	\$34.60	\$35.60	\$46.40	\$37.90	\$48.90	—		*OYSTER	*JET BLACK
	100	\$32.60	\$32.60	\$33.80	\$44.20	\$33.90	\$46.70	—		*STORM GRAY	*DUSK
											
										*BUTTERSCOTCH	*PORT

* Antimicrobial Options

Want More Options?

Call your marketing consultants and ask about the other finishes, styles and patterns currently available

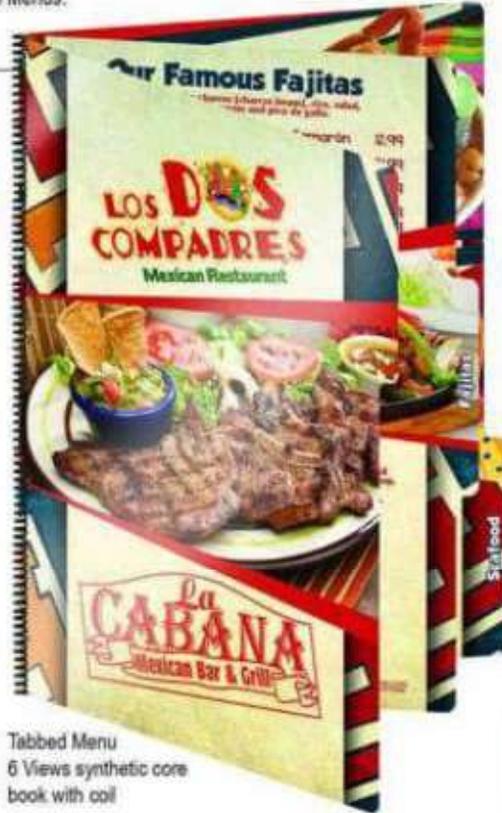


Washable Synthetic Menus

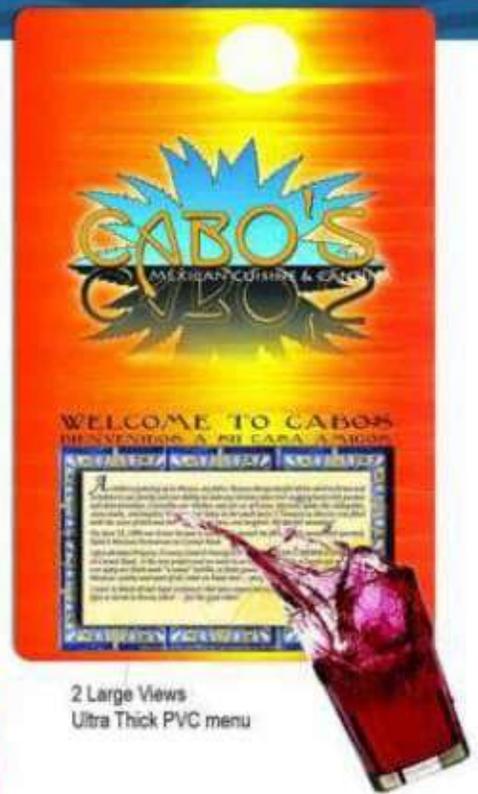
- » Washable and waterproof.
- » High quality, long lasting, washable menu line.
- » Several manufacturing options including: Spiral Bound Menus, Bi-Fold or Tri-Fold Menus and Single Page Menus.
- » Available in a variety of standard or custom shapes, sizes and thicknesses



2 small Views
Ultra Thick PVC menu



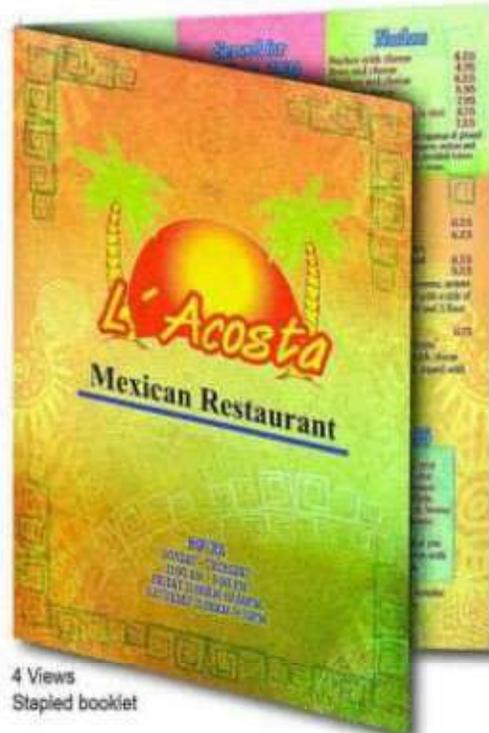
Tabbed Menu
6 Views synthetic core book with coil



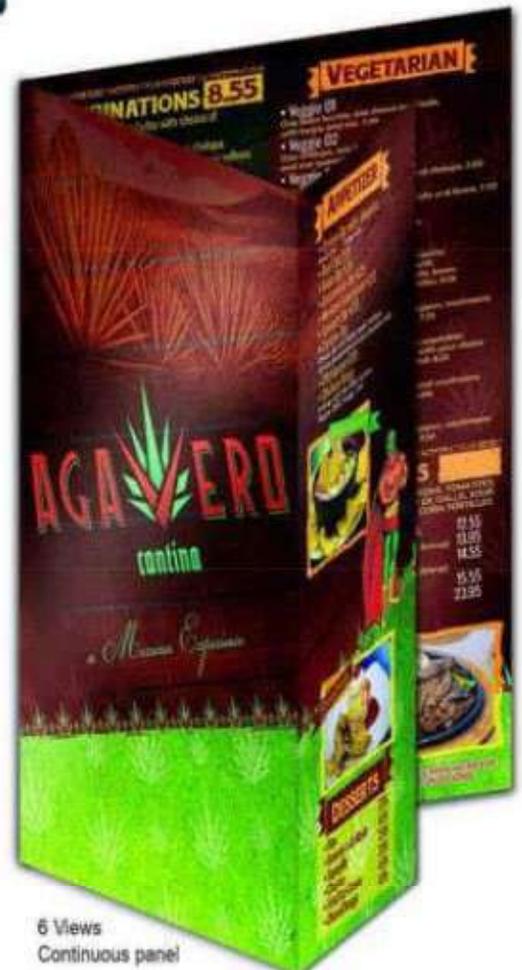
2 Large Views
Ultra Thick PVC menu



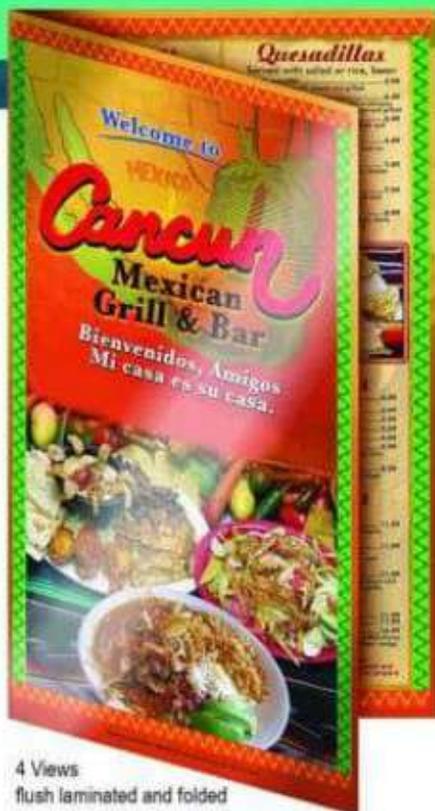
8 Views
stapled booklet



4 Views
Stapled booklet



6 Views
Continuous panel



4 Views
flush laminated and folded

Washable Laminated Menus

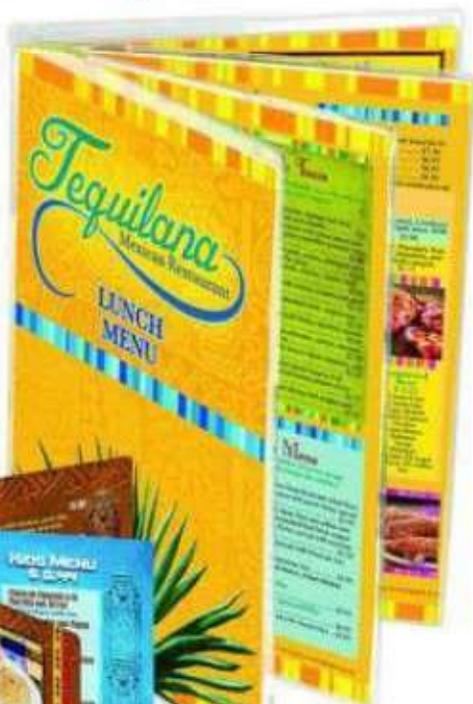
- » High quality, long lasting menu line.
- » Washable and waterproof.
- » We provide a durable crack resistant laminated product with a polyester core.
- » Several manufacturing options including: Spiral Bound Menus, Bi-Fold or Tri-Fold Menus and Single Page Menus.
- » Available in a variety of standard or custom shapes, sizes and thicknesses.

CUSTOM GRAPHIC DESIGN

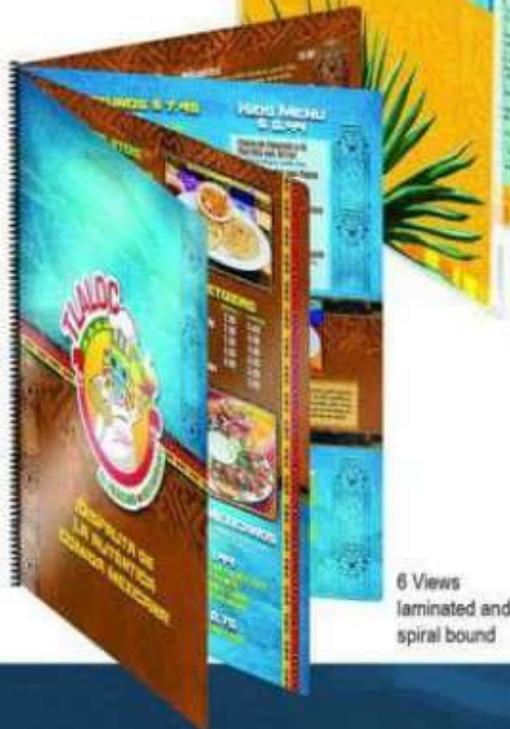
Ask your Marketing Consultant about Graphic Design Services and Menu Printing



4 Views
laminated and coil bound



8 Views
laminated stapled booklet menu



6 Views
laminated and spiral bound



6 Views
laminated and continuous folded panel



Special Occasion Paper Menus

When you need a limited time Menu or a quickly printed one this is the best option for you!

- » 100 Lb Cover Matte Paper
- » Prints up to 11" x 17"

Small (Prints up to 5.5"x11")

Qty	100	300	500	1,000
PRICE	\$159	\$239	\$320	\$576

Medium (Prints up to 8.5"x11")

Qty	100	300	500	1,000
PRICE	\$171	\$279	\$392	\$755

Large (Prints up to 11"x17")

Qty	100	300	500	1,000
PRICE	\$245	\$444	\$658	\$1,354

Play Mats

Fun for the young ones

- » 11" x 17" Fun filled designs
- » Custom printed with your logo, message and/or menu.

Qty	100	300	500	1,000
2 sides Black & White	\$199	\$307	\$416	\$633
Full Color Front & B/W back	\$315	\$543	\$772	\$1,230



To-Go and Catering Menus

The best way to keep your restaurants in your customers homes or office

- » 4 fold, 3 fold and 2 fold styles
- » Custom sizes available
- » Full color imprint
- » One color imprint
- » Professional graphic design

Small 9" x 12" (Menus of 4 views)

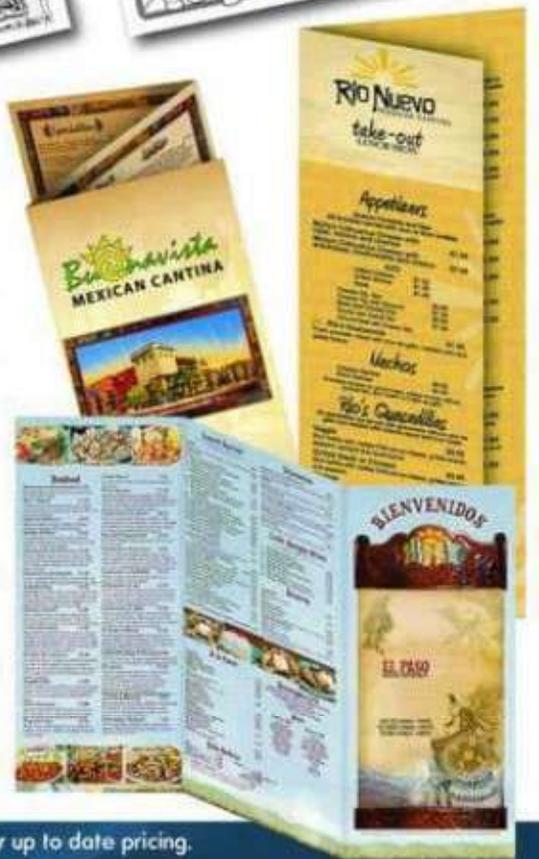
Qty	100	300	500	1,000
PRICE	\$252	\$327	\$334	\$505

Medium 8.5" x 14" (Menus of 6 views)

Qty	100	300	500	1,000
PRICE	\$347	\$446	\$602	\$741

Large 11" x 17" (Menus of 8 views)

Qty	100	300	500	1,000
PRICE	\$567	\$712	\$972	\$1,292



Wood Table Tents

- » Tents treated for protection from moisture, food stains and alcohol
- » Styles available: "Flip-top Tent" and "Picture Frame Tent"
- » "Flip-top Tents" (A & E), have rings along top bar to hold multiple pages
- » "Picture Frame Tent" holds two views back to back



STYLE	INSERT SIZE	12	50	100
PICTURE FRAME	4 x 6	\$11.90 ea	\$11.30 ea	\$10.90 ea
	5 x 7	\$12.30 ea	\$11.70 ea	\$11.30 ea
FLIP TOP	4 x 6	\$12.80 ea	\$12.30 ea	\$11.80 ea
	5 x 7	\$13.20 ea	\$12.70 ea	\$12.20 ea

Four-Sided Angled Base

STYLE	INSERT SIZE	12	50	100
PICTURE FRAME	4 x 6	\$9.90 ea	\$9.30 ea	\$8.90 ea
	5 x 7	\$10.20 ea	\$9.70 ea	\$9.30 ea
FLIP TOP	4 x 6	\$10.90 ea	\$10.40 ea	\$9.90 ea
	5 x 7	\$11.30 ea	\$10.80 ea	\$10.20 ea



Two-Sided Angled Base

STYLE	INSERT SIZE	12	50	100
PICTURE FRAME	4 x 6	\$12.90 ea	\$12.30 ea	\$11.90 ea
	5 x 7	\$13.20 ea	\$12.70 ea	\$12.30 ea
FLIP TOP	4 x 6	\$13.80 ea	\$13.30 ea	\$12.90 ea
	5 x 7	\$14.20 ea	\$13.70 ea	\$13.20 ea



T-Bar Table tent

INSERT SIZE	25	50	100
4 x 6	\$10.60 ea	\$10.20 ea	\$9.90 ea
5 x 7	\$10.90 ea	\$10.60 ea	\$10.20 ea

WOOD FINISHES

- BLACK
- WALNUT
- MAHOGANY
- DAK
- NATURAL
- BERRY
- LINE
- ORANGE
- MOONWAX
- TRIE BLUE
- WASHED TEAL
- ASH
- DENIM
- ALUMINUM
- POLISHED
- SKY BLUE

LOGO OPTIONS

Laser Engraved

To add a laser engraved logo to the front and back of angled base tents, add \$3.00 per tent for 25-49 pieces, \$2.50 per tent for 50-99 pieces, \$2.00 per tent for 100 pieces. Add \$100 set-up charge.

Silk Screened Logo

To add a one color silk screened logo to the front and back of angled base tents, add \$3.00 per tent for 25-49 pieces, \$2.50 per tent for 50-99 pieces, \$2.00 per tent for 100 pieces. Add \$225 screen/set-up. Call for information on multi-color logos and ppm color match charge. Plus \$100 set-up charge.

2 Sided Full Color Inserts

PAPER INSERTS (unit price)

STYLE	SIZE	25	50	75	100
PICTURE FRAME	4x6 & 5x7	\$2.48	\$1.60	\$1.32	\$1.19
	10 Views	\$5.23	\$2.98	\$2.23	\$1.85
FLIP TOP	4x6 & 5x7	\$5.68	\$3.43	\$2.68	\$2.30
	24 Views	\$6.25	\$4.00	\$3.25	\$2.88

PVC INSERTS (unit price)

STYLE	SIZE	25	50	75	100
FLIP TOP	10 Views	\$6.00	\$5.00	\$4.10	\$3.00
	4x6 & 5x7	\$7.20	\$6.20	\$5.30	\$4.20
	24 Views	\$8.80	\$7.80	\$6.90	\$5.80
FLIP TOP	10 Views	\$5.82	\$3.82	\$3.16	\$2.84
	16 Views	\$6.90	\$4.90	\$4.24	\$3.90
	24 Views	\$8.34	\$6.34	\$5.68	\$5.34

FlipTop Tents 2-Hole Page Plastic Pockets Protectors

STYLE	SIZE	PRICE
REGULAR	4 x 6	\$0.90
	5 x 7	\$1.00
T-BAR	4 x 6	\$1.20
	5 x 7	\$1.40

Picture frame Rigid Plastic Sheet Protectors

STYLE	SIZE	PRICE
SET OF 2	4 x 6	\$0.90
	5 x 7	\$1.00



STYLE	50	100	200
8.5" x 3.75" 3 Side Talker	\$210	\$244	\$324

Value Paper Table Tents

- » The economical option for your promotional ads
- » Different sizes available



STYLE	50	100	200
4 x 5 Two sided Tent Style	\$90	\$114	\$161

BRAND KEEPERS

Gift Certificates

Highly popular, they rank as the second-most given gift by consumers in the United States

- » Design for your restaurant and printed in full color
- » Maintain the loyalty of your customers
- » Used as incentive for employers



Easy Sell Gift Certificate

Certificates printed Full Color on 60 LB Text 7" x 3.5" and 5" x 3.5" when separated from tab

QTY	300	600	900	1200
PRICE	\$230	\$257	\$287	\$324



Gift Certificate Cards with Envelopes

Certificates printed on 65 LB Cover 8" x 2.75" and 5" x 2.75" when separated from tab with envelopes printed with 1 color

QTY	300	600	900	1200
PRICE	\$321	\$504	\$634	\$792

Banners

Promote your specials and events

- » Custom sizes
- » Great Variety in paper, vinyls and materials

SIZE	1	5	12
4' x 2'	\$48 ea	\$40 ea	\$36 ea
6' x 3'	\$108 ea	\$90 ea	\$81 ea
10' x 3'	\$180 ea	\$150 ea	\$135 ea



Posters

Printed Full Color 1 side
12" x 18" on 100lb Cover Gloss paper

SIZE	25	50	100	200
11" x 17"	\$78	\$96	\$126	\$198
12" x 18"	\$91	\$112	\$150	\$231
13" x 19"	\$104	\$128	\$172	\$264



Flyers

Printed Full Color 2 sides
on 100lb Text Gloss paper

SIZE	500	1000	2000
8.5" x 5.5"	\$112	\$154	\$208
8.5" x 11"	\$163	\$212	\$301

Business Cards

Expose your name the best way possible

- » Choose Gloss or Matte
- » Custom sizes available
- » Specialized graphic design



SIZE	250	500	1000
STANDARD	\$62.00	\$75.00	\$100.00
ROUNDED CORNERS	\$78.00	\$106.00	\$142.00
BI-FOLD CARD	\$130.00	\$166.00	\$251.00

Postcards

- » Custom sizes
- » Great Variety in paper, vinyls and materials



Full Color Postcards
Printed Full Color 2 sides on 100 LB Cover Gloss

SIZE	250	500	1000	2000
4x6	\$86	\$100	\$130	\$190
5x7	\$98	\$126	\$162	\$218
6x9	\$123	\$158	\$225	\$290

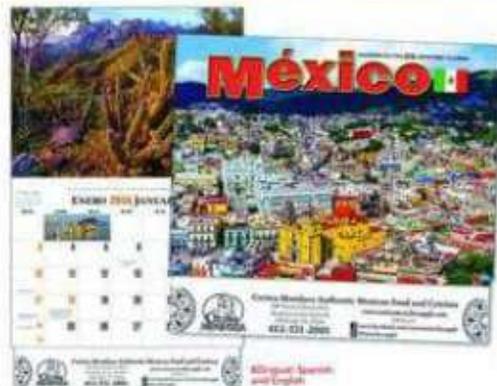
13 Month Beautiful Calendars

Adorn your casa with these "Calendario de Citas" featuring the scenic beauty of Mexico (*Mexico Calendar*) and all of Central America (*Vistas Hermosas Calendar*): Argentina, Brazil, Chile, Colombia, Cuba, Ecuador, Guatemala, Honduras, Mexico, Peru, Puerto Rico and Venezuela. Both "Vistas Hermosas" or "Mexico"

- » 10 7/8" x 18" open; 10 7/8" x 10" closed
- » Your Logo and info imprinted in Black
- » Quality, recycled gloss stock
- » Full-color Calendar
- » Stapled
- » Set up \$20

QTY	50	100	250	500	1000	2500
PRICE	\$1.97	\$1.61	\$1.59	\$1.52	\$1.49	

*Ask to your brand consultant.



Tri-Fold Coupon Calendar

- » Size: 12" x 18" unfolded
8.25" x 12" folded.
- » Full color process.
- » Stock: 100 lb. cover.
- » Custom design.
- » Smooth matte finish.
- » 12 custom coupons.
- » Sealed with 2 round stickers.
- » No setup fee.

QTY	50	100	500
UNIT PRICE	\$1.57	\$1.16	\$1.04
QTY	1000	2000	
UNIT PRICE	\$1.57	\$1.16	



*Ask to your brand consultant.



Laminated Cards

Sturdy laminated 8.5" x 11" cards, perfect for calendars, schedules or any type of chart for a highly visible, durable card on a tight budget. Laminated cards are effective marketing tools used to communicate your message to prospective and current customers.

QTY	500	1000	10000	25000
UNIT PRICE	\$1.15	\$0.85	\$0.59	\$0.44

*Ask to your brand consultant.



Magnet Card With Note Pad

"Grocery List" note pad with custom business card magnet. Your magnet is attached to the note pad which gives you a lasting impression with your customer. Your name and contact information will be easily accessible for quick reference.

- » White 12 point backer card
- » 50 sheet stock
- » Approximately 25 mil. thickness with a laminated finish
- » Note pad size: 3.5 in. x 6.25 in
- » Set up \$25

QTY	50	100	2500
UNIT PRICE	\$0.85	\$0.60	\$0.48

*Ask to your brand consultant.

Sticky Note Calendar

No more pin holes! Our state of the art low tack adhesive adheres anywhere a sticky note does.

- » 4" x 6" - StickyNote calendar
- » 13 pages; custom 12 month calendar & custom cover.
- » Four color process imprint area with a custom 13 page calendar and cover.
- » Other sizes and quantities available upon request.
- » Set up \$65

QTY	250	500	1000
UNIT PRICE	\$5.33	\$3.92	\$2.75

*Ask to your brand consultant.

CUSTOM GRAPHIC DESIGN

Ask your Marketing Consultant about Graphic Design Services and Menu Printing



IMAGE DESIGN

Graphic Design

See the difference professional graphic design can do for your business. The right layout, great photography and an overall image that matches your restaurant's image can make your menu and your promotions stand out and help you grow your business.

Let our knowledgeable staff work with you through the design process and ensure your menu delivers the best results for your restaurant.



Food Photography

Great Photography + Good Design = Successful Menu Photography is the best presentation for your dishes and it can help you generate profits, since it will invite consumption and promote your selection. A professional photography session can be of great help in promoting your menu, capture your customer's appetites with beautiful imagery and great photography can make the difference in your success.



Amateur photography



Professional Photography

Stock Photography

If a professional custom photo session is not quite for you, ask us about our large selection of premium stock photos, we have a catalog of imagery that is sure to meet your needs.



SERVICIOS DE CORREO DIRECTO

DIRECT MAIL SERVICES



STRATEGIC ADVERTISING



MARKET SELECTION



CUSTOMER



SALES

Postcards

- » 6" x 9"
- » Printed Full Color 2 sides
- » 100 LB Cover Gloss
- » 2 Mile Radius Target List
- » Includes postage

	\$2,500	\$5,000	\$10,000
	\$1,250	\$2,250	\$4,500
	\$0.50 ea.	\$0.45 ea.	\$0.45 ea.



Mini Table Prize Wheel

\$281 ea.

Great game and giveaway activity!
Tough and durable. Easy assembly. Our sturdy tripod legs are made of high quality powder-coated steel. Time to play!

- » Warranty included
- » 20.5" with 12 slots
- » Made from ABS and PETG plastics
- » Easy customization.

Table Throw 6'

Our most economical throw! Sit comfortably behind your table. Covers 3 sides of the table with a 9.5 inch overhang in the back. Flame retardant, premium polyester poplin fabric. Machine washable and wrinkle resistant. Do not dry clean and do not iron

\$185 ea.

- » Imprint: 1-Color Imprint
- » Setup Charge: \$65.00
- » Size: 72"W x 30"D x 29"H
- » Graphic Size: 50"W x 17"H



Back of Economy Table Throw



Folding Table

Never rent again! Plan ahead and save big compared to the cost of on-site rentals.

\$128 ea.

- » Holds up to 100 lbs.
- » Product Size: 72"W x 29.75"D x 28.75"H
- » Kit Includes: 6' Folding Table



DECORATE

Fiesta Balloons

These Long-lasting 11" latex balloons will be sure to keep your message flying through your promotion. They are biodegradable, and totally earth-friendly.

- » Float Time: 6-8 hours
- » Shelf Life: 6-12 Months (stored in cool dark area)
- » Imprint Area: 4.5"W x 4.5"H (max of 6.5" when inflated)

Ⓢ **Standard Assortment:**
Looks best with white ink

Ⓣ **Decorator Assortment:**
Looks best with white ink



Price Per Thousand

QTY	1000	1,500	2,000	2,500	5,000	7,500	10,000
DECORATOR COLORS	\$0.26	\$0.25	\$0.20	\$0.22	\$0.21	\$0.21	\$0.21
2 ND COLOR	\$50	\$50	\$45	\$45	\$45	\$40	\$40
2 ND SIDE (per side)	\$50	\$50	\$45	\$45	\$45	\$40	\$40



7" Neon Maracas

A fun and festive addition to any event.

- » Production Time: 7 Working Days
- » Product Size: 7"
- » Imprint Area: 2" X 1 1/4"



QTY	150	250	500	1,000	2,500
UNIT PRICE	\$1.30	\$1.25	\$1.22	\$1.17	\$1.14

Tamborine

Make some music with this assortment of neon-topped tambourines and add excitement and fun to any event. Packed in assorted colors.

Small Tamborine:

- » Product Size: 5 1/2"
- » Imprint Area: 2 1/2"DIA

Large Tamborine:

- » Product Size: 8"
- » Imprint Area: 4"DIA

QTY	150	250	500	1,000	2,500
SMALL	\$1.80	\$1.75	\$1.68	\$1.60	\$1.53
LARGE	\$2.98	\$2.85	\$2.77	\$2.68	\$2.60



\$4.95 ea.

Sombrero Center Piece

Easily open our 12" tissue sombrero to add to your fiesta decorations. Perfect to use on tables or to hang for a south of the border fiesta or on Cinco de Mayo. Our yellow tissue sombrero is sold by the piece. Please order in increments of 1 piece.



Sombrero

Head south of the border in this multicolored straw sombrero. You'll soon be ready for every fiesta party with this style.

- » Assorted colors.
- » Assorted sizes only.
- » Packed by the dozen.

\$49 Dozen



25" Mexican Tissue Fan

\$3.50 ea.

Our bright and bold RED, WHITE and GREEN 25" tissue fan is perfect for adding plenty of color and culture to your Mexican Fiesta. Each 25" tissue paper fan opens up to a full 25" across and hangs easily.



Fiesta Picado Flag Banner

\$4.95 ea.

Add to your Fiesta decorations. Our colorful 12' flag banner is the perfect addition to your Cinco de Mayo party.



Tequila Shots



Shoot for a new level of success with this fun campaign idea! These shooters are perfect for promoting restaurants, festivals and breweries. Constructed out of styrene plastic. This products comply with both FDA and CPSIA regulations.

IMPRINT COLORS: Black, Blue, Burgundy, Green, Metallic Gold, Metallic Light Blue, Metallic Pink, Metallic Silver, Orange, Pink, Process Blue, Purple, Red, Reflex Blue, Rhodamine Red, Rubine Red, Teal, Violet, Warm Red, White and Yellow.

1.5oz Color Shot

- Material: Styrene
- Print Area: 1.5"W x 2"H
- Size: 1.375"W x 2.75"H
- Print Method: Silkscreen



Color	QTY	UNIT PRICE
Clear	250	\$1.10
Frosted	500	\$0.94
Yellow	1,050	\$0.84
Orange	2,500	\$0.74
Red		
Pink		
Purple		
Blue		
Citrus		
Green		
Black		



1.25oz Clear Shot

- Material: Styrene
- Print Area: 1.25"W x 1.25"H
- Size: 1.75"W x 2.125"H
- Print Method: Silkscreen

ONLY AVAILABLE IN CLEAR

QTY	UNIT PRICE
250	\$1.04
500	\$0.90
1,050	\$0.77
2,500	\$0.68



Premium Foam Collapsible Coolers

Keep drinks cold & your brand in the hands of your customers

- Made from Premium quality 1/8" thick high-density foam.
- Imprint size: 3" x 3"



QTY	UNIT PRICE
50	\$1.79
100	\$0.89
250	\$0.59
500	\$0.49



20oz Cowboy Boot Mug

Talk about big shoes to fill!

- FDA & CPSIA Compliant
- Large Handle
- Holds 20oz
- Size: 6.5"w x 7.375"h
- Textured Design
- Imprint Size: 1"w x 2.5"h



QTY	UNIT PRICE
50	\$3.52
150	\$3.30
300	\$3.20
600	\$3.10
1,050	\$3.00

Novelty Stem Glasses

Cheers!

- Durable Styrene Plastic
- FDA and CPSIA compliant
- Margarita, Martini and Goblet Cups available in either Palm tree or Cactus stems



QTY	UNIT PRICE
25	\$4.33
150	\$4.03
300	\$3.92
600	\$3.82
1,050	\$3.77



Take-Out Bags

Our Natural Kraft Carry-out bags are essential for all restaurants!

- Size: 14 1/2" x 16 1/4" with a 9" gusset
- 100% recycled Material
- Serrated top
- Matching twisted kraft paper handles
- Imprint Area: 8"W x 8"H



Printed 1 color

QTY	UNIT PRICE
250	\$0.92
500	\$0.88
1,000	\$0.78
2,000	\$0.74

Full Color Print

QTY	UNIT PRICE
250	\$3.42
500	\$2.38
1,000	\$2.04

Paper Hand Fan

Hand fans act as mini billboards and are perfect for getting your refreshing drink menu out there!

- High quality 22 point paper board, Liquid laminated
- Full imprintable area on two sided fan
- Wooden stick glued between

QTY	UNIT PRICE
100	\$3.02
200	\$2.55
300	\$2.17



*Prices may change, please call us for up to date pricing.

BRAND SERVERS

Buttons

- » Safety pin back
- » 3.5" DIA
- » Material: Celluloid



Add a One Time \$25 Design fee for Custom Art Design
Stock Arts Shown



QTY	50	100	250	500
CUSTOM ART	\$2.50	\$1.55	\$1.00	\$0.85

Tortilla Warmer

8" Tortilla warmer made of poly cotton twill.

- » Material: Poly/Cotton Blend, Twill
- » Imprint Size: 5 1/2" x 5 1/2"
- » Color: Black, Red, Royal Blue, White, Yellow



QTY	50	100	250	500	1000	2500
One Color Imprint	\$4.48	\$4.36	\$4.24	\$3.88	\$3.54	\$3.40
Full Color Imprint	\$5.98	\$5.86	\$5.74	\$5.13	\$4.79	\$4.65

ID Badges and Name Tags

Full-color celluloid badges with standard safety pin back, it saves the cost and has lower prices to work with.

- » 2 piece superior quality assembly
- » High gloss finish



Rectangle High Gloss

» Size: 3" x 2"

QTY	50	100	250	500
UNIT PRICE	\$2.36	\$1.36	\$0.80	\$0.55



Square High Gloss

» Size: 2" x 2"

QTY	50	100	250	500
UNIT PRICE	\$2.22	\$1.34	\$0.76	\$0.55



Oval High Gloss

» Size: 1-3/4" x 2-3/4"

QTY	50	100	250	500
UNIT PRICE	\$2.32	\$1.30	\$0.76	\$0.55



Oblong High Gloss

» Size: 1-3/4" x 2-3/4"

QTY	50	100	250	500
UNIT PRICE	\$2.40	\$1.54	\$0.84	\$0.64

High-Gloss Button Backing Options



Included in price
Safety Pin Back

Add \$0.30 ea
Bull Dog Clip or 1 Piece Magnet

Add \$0.95 ea
2 Piece Magnet

The Executive Name Badge

- » Sublimated with crisp full color graphics.
- » Your choice of brushed silver or enamel white aluminum.
- » Mounted to a classy beveled silver or gold frame.
- » Use up to 3 lines of personalization
- » Prices include square corners, and a pinback attachment.
- » Imprint Size: 1" x 3"



CARLOTA



SEBASTIAN



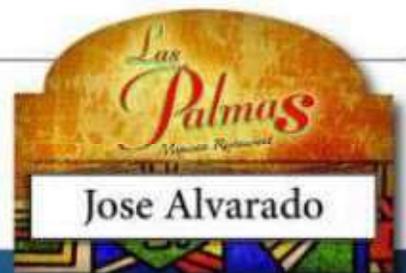
QTY	25	50	100	250	500
UNIT PRICE	\$6.30	\$5.61	\$5.08	\$4.33	\$3.93

Window Badge

- » Use your label writer to print names for window badge.
- » Badges include pin fasteners
- » Size: 2" x 2" 1/4"
- » Imprint: Full Color
- » For Magnet back add \$2.25 ea

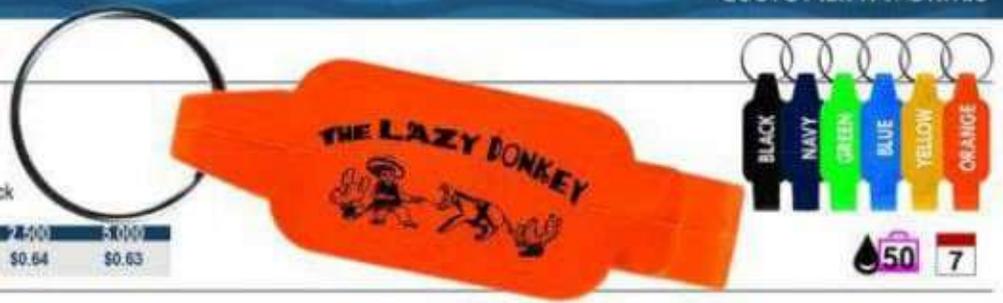


QTY	50	100	250	500
UNIT PRICE	\$5.30	\$3.75	\$2.80	\$2.50



Wrench Bottle Opener

- » Durable stainless steel insert.
- » Designed with a key ring.
- » Measures: 17/8" x 2 1/2" x 11/16".
- » Imprint Size: 11/16" x 1 5/16" - Front, 3/8" x 9/16" - Back



QTY	250	500	1,000	2,000	5,000
UNIT PRICE	\$0.77	\$0.70	\$0.66	\$0.64	\$0.63

Pub Vinyl Bottle Opener

- » Constructed of stainless steel
- » Vinyl sleeve prevents slippage when wet.
- » Hole at end for hanging or attaching to extending reels.
- » Measures: 1 5/8" x 7 1/8" x 3/16".
- » Imprint Size: 1" x 2 3/4" - Front or Back



QTY	250	500	1,000	2,000
UNIT PRICE	\$1.89	\$1.82	\$1.78	\$1.75

Beaded Bottle Opener

- » 4" bottle opener hangs on 33" necklace with 7 mm beads.
- » Imprint Size: 2" x 1/2"



QTY	100	250	500	1,000	2,000
UNIT PRICE	\$1.67	\$1.60	\$1.53	\$1.47	\$1.42

Promo Pens



The Slimster - Imprint Size: 1 3/4" x 3/4"

QTY	500	1,000	2,000	5,000
UNIT PRICE	\$0.51	\$0.44	\$0.37	\$0.32



The SLEEKER - Imprint Size: 1 3/4" x 5/8"

QTY	500	1,000	2,000	5,000
UNIT PRICE	\$0.66	\$0.57	\$0.50	\$0.44



EL-GRIPPER - Imprint Size: 1 1/2" x 1/2"

QTY	500	1,000	2,000	5,000
UNIT PRICE	\$1.00	\$0.86	\$0.73	\$0.63



AVAILABLE OPTIONS

SLIM-STER



SLEEKER



GRIPPER



Professional Facebook Set up

Profile Construction

- » Facebook Fan Page Creation
- » Merge and/or claim place and personal pages that belong to your business
- » Professional profile and information
- » Engaging Content creation: First week posts and two photo galleries creation
- » Set up of 2 Standard Facebook apps

Facebook Promotion

- » 10 Promotional Table tents
- » 2 door stickers
- » QR code creation
- » 1 Hour Training
- » Fan base growth strategies
- » Best practices and guidelines for promoting you page



Facebook Standard Applications



facebook.com/iwbranding

The Facebook Menu APP set up

Get your menu in front of millions of customers while staying in control. This is a powerful global menu platform that will allow you to display, manage and share your menu across your facebook network. With the basic Menu app you will be able to:

- » Export your menu easily to text documents.

- » Make changes to prices and dish descriptions with just a few clicks.
- » Add photos.
- » Allow your fans to like, share and comment on your menu and individual dishes.
- » Free Website / Mobile Website Code access to your menu.

\$35
Per Page

Facebook Professional Management Plans

Facebook Premium 12 Month Plan
6 weekly posts from monday thru saturday:
\$ 480.00 monthly – each post \$20.00
We will keep your fb page updated and active, promptly responding to customer comments

Facebook Deluxe 12 Month Plan
3 weekly posts from monday thru friday
\$300.00 monthly – each post \$25.00
We will keep your fb page updated and active, promptly responding to customer comments

Try It Out For
FREE!
First 2 Months
Valid on Basic Email
account fees of up
to 100 contacts

Social Media & Web Management

WEB AND EMAIL

Professional Email Blasts Account

Birthday clubs, your special events information are best handled through email marketing! When you use Email marketing, you'll be able to reinforce your relationship with your customers and connect with them in a way no one else can. Email Marketing gets new customers coming in, and keeps current customers coming back.

- » **Unlimited monthly emails**
Send as many emails as you want!
- » **The look you want, fast:**
With a library of 400+ stock templates
- » **Email list set ups**
Simplify your address book and easily organize all your contacts
- » **Send it, and be sure they get it.**
Easy to read reports and analysis
- » **Track your results for better results**
- » **Facebook, Twitter links**
Promote your campaign on social media.
- » **Anti-spam checker**
Send campaigns that get delivered.
- » **Social Stats**
See who tweets, likes, and shares your emails.
- » **Apps & Integrations**
Sync with your apps or find new ones.

Monthly Maintenance Plans

Basic E-mailing Account

> Manage your own account

ADDRESSES	0-500	501-2,500	2,501-5,000	5,001-10,000	10,001+
Monthly Fees	\$15.00	\$30.00	\$50.00	\$75.00	Call

Premium E-mailing Account

- > Lets us do the work for you!
- > Monthly professional E-mails, Newsletter or promotion we prepare, send and analyze for you
- > Monthly Email List data entry

EMAILS	1	2	3
Monthly Fees	\$70.00	\$120	\$170



Custom Template Email Creation

Your very own ready to use HTML email template?

Web Services

We've got what you need - whether you're a beginner or an Internet pro.

- » **Domain Names**
Claim your own corner of the Web
- » **Domain Name Registrations**
Register your domain and receive free extras.
- » **Transfers**
Get one year free when you transfer domains.
- » **Web Hosting & Storage**
We keep your site up & running 24/7
- » **Web Hosting**
Ideal for personal or business websites
- » **Online Storage**
Store, back up & share your files online.
- » **Business & Marketing Solutions**
Everything you need to sell online
- » **Quick Shopping Cart**
Sell products on the Internet.
- » **Search Engine Visibility**
Attract more visitors to your website.
- » **Email & Productivity**
Handy tools to get more done
- » **Hosted Exchange Email**
Affordable, business-class email plans.
- » **Fax thru Email**
An easier way to send and receive faxes.



RESTAURANT WEB DESIGN

Everything your restaurant needs to thrive on the web, delivered in one streamlined solution.

APPETIZERS

Brief

We open with a questionnaire that helps you make important data for the construction of the site.

Professional Photo shoot

A correct image that conveys the right message to the audience.

Planning and Strategy

With the results of the planning brief propose the strategy to achieve the objectives.

Education / Training

helping businesses develop effective online marketing strategies. We'll help you take the first steps in online marketing.

MAIN COURSES

Web Pages

4 to 7 pages

Galleries

Photo and Video

Social Media

Social Media integration

Menu

Online and Downloadable

Full Responsive Web

web for mobile and tablets

Contact

Email, Contact forms, maps

Mailing List

Newsletters

Content Manager

Manage your content

DESSERTS

SEO

In its bare definition SEO is the one that determines your webpage presence (page ranking) on the search result in search engine

SEM

Monitor the popular and trending keywords, as well as its variations and buy the relevant keywords to your business and purpose

Social Media

Manage your social media network. Update status on Facebook, promotion in Twitter and so on. Social media gives brand-exposure



About Us

Image Works The Restaurant's Specialists, a division of Image Works Branding Solutions is the one-stop shop for **ALL** your Marketing needs and we want to make sure you and your company are well aware of the extensive line of services and products that come from the design and strategy implementation of your **Marketing and Communications** efforts, all through the customization of an endless array of **Promotional Items**, the professional **Social Media & Web Management** of our expert team, the **Menu Design and Printing** services that properly embody your ideas and finished materials, and finally, **Apparel and Custom Uniforms** that give your company and events the professional look and feel that employees respect and customers want.



ALBERTO SIERRA

President and Mktg. Consultant

T: 404.857.1312 - E: asierra@iwbranding.com



Apparel & Custom Uniforms

Using the latest technology in embroidery tools, equipment, and threads, we can screen print and embroider your logo in the most visually appealing, cost-effective manner, and apply it to all types of apparel from t-shirts, caps, and sweatshirts to polo shirts, jackets, polar fleece, travel bags, aprons, and more.



Menu Design & Printing

From logos to menus, flyers, gift certificates, business cards, and more, we offer specialized graphic design and printing services to your restaurant. Our talented graphic artists will work closely with you to produce unique designs and create or update your restaurant's image and concept.



Signs & Displays

Inside and outside of the restaurant your signage will catch the eye of you customer from afar. Hang menu boards that make reading and updating your menu easy, promote your menu specials and events with durable banners, cater your events with custom tents and tables. Check our extensive selection and find many more expert solutions for your signage needs.



Online Presence Management

Ask us about the online marketing tools available to help you best promote your business on the web, from your own responsive website, to social networks, restaurant reputation sites and through email campaigns. Let us help you establish your restaurant's online marketing plan and to wisely invest your dollars in channels that attract more business.



Promotional Items

We offer over 700,000 custom logo promotional products such as; mugs, maracas, key chains, sombreros, pens, calendars and more. Promotional items are constant reminders of your restaurant's contact information and we will help you find the products that best fit your brand.

Creators of
the Original

