



I created a brand new design for the Cablenet Corporate Brochure, incorporating product overview sections with fresh engaging photography. The brochure was sent out to new customers and was distributed at trade shows.



The brief required me to break down technological descriptions and information into user friendly, simple to understand sections.

## OUR NETWORKING SOLUTIONS

With over 4,800 product SKUs in stock, we pride ourselves on our inclusive range of high-quality networking solutions. Our friendly team of dedicated Account Managers are always here to help find the right products for you.

### COPPER NETWORKING >

Copper networking solutions are our bread and butter; we've been a supplier since we were established back in 1996, and we now stock the largest selection available in the UK. We offer Cat5e, Cat6, and Cat6a copper network cables, all manufactured, tested, and verified to ISO11801 and EIA/TIA standards for enhanced performance. Our comprehensive range includes copper networking patch leads, patch panels and much more. This enables us to always help you provide better performance, reliability and efficiency across your networks.

- Copper Patch Leads
- Bulk Networking Cable
- Modules, Faceplates, & Backboxes
- Patch Panels
- Plugs & Boots
- Adaptors & Couplers
- Tools & Testers

### CABLES & ADAPTORS >

Have you bought a new laptop, but are unable to connect it to your old equipment? Have you got a popular branded laptop which only has one USB Type C connector? Get in touch; we can help connect it. We provide a range of cables and adaptors, allowing you to connect anything to everything. Our products include digital and analogue display adaptors, DVI and DisplayPort cables, SVGA cables, USB cables, HDMI cables, and Cisco compatible cables.

- Digital & Analogue Display Adaptors
- DVI & DisplayPort Cables
- SVGA Cables
- USB Cables
- HDMI Cables
- Cisco Compatible Cables

### FIBRE NETWORKING >

We stock an extensive range of fibre optic cables and equipment, including fibre leads, pigtail, bulk fibre cabling, patch panels, and boxes to address all your networking requirements. We can help improve your connection with our fibre optic couplers and connectors, whilst maintaining performance with our fibre termination and cleaning kits.

- Fibre Optic Patch Leads
- Fibre Optic Pigtails
- Fibre Patch Panels
- Fibre Optic Bulk Cables
- Fibre Optic Couplers

### AUDIO VISUAL >

We have a great range of Audio and Visual solutions from leading brands including Neutrik, Tasker, Muxtab, and our own range. These solutions include XLR cables, Audio cables, Multimedia Connectivity products, Speaker cables, and much more. Our partnership with Muxtab means we can provide you with connectivity hardware for Audio-Video, Broadcast and CCTV environments.

- Speaker Cables
- XLR Cables
- HDMI Cables
- Neutrik
- Muxtab
- Tasker
- HCIFP

### CABINETS >

We supply a wide range of data cabinets and server racks, both wall mounted and floor standing, designed with ease and flexibility in mind. We provide server racks and cabinets to suit all environments, with soundproof server racks from suppliers including Eaton and USystems, with a range of accessories including wall boxes and brackets.

- Eaton Server Cabinets
- Eaton Accessories
- USystems Cabinets
- USystems Accessories
- Wall Boxes
- Wall Brackets

## OUR NETWORKING SOLUTIONS

### ACTIVE NETWORKING >

We supply a wide range of active equipment and power over Ethernet devices including media converters, network switches, PoE solutions and managed network switches. Our active networking products are a sure way to keep your network up and running efficiently and securely.

- Media Converters
- Network Switches
- PoE Solutions
- Managed Network Switches

### OUR CUSTOMERS' EXPERIENCE

"We thoroughly recommend Cablenet, having been a customer for over 4 years..."

Here at Cablenet, we always endeavour to fulfil all our customers' requirements. Here are what some of our customers say about working with us...

"We've been dealing with Cablenet for 15+ years and we have found them very pleasant to deal with. Their knowledge and experience within the industry is brilliant. They are always very prompt in getting back to our team with pricing / quotes and it's a pleasure to work with our Account Manager."

"We thoroughly recommend Cablenet, having been a customer for over 4 years. Throughout this time, we have continuously received great service from our Account Manager and the team."

"The Cablenet team have provided us with an unparalleled level of customer service over the past 10 years; we can't recommend them highly enough."

### SFPs, DACs AND ADCs >

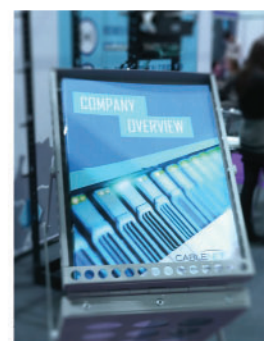
Our wide selection of transceiver modules, Small Form Pluggable (SFP), Direct Attach Copper (DAC), and Active Optical Cables (AOC), offer high performance data links over single-mode and multi-mode optical fibre. For specific device and hardware compatibility including standard and non-SFP interfaces, choose from our stock of transceivers, all enabling long distance application connectivity.

- SFP (Small Form Pluggable)
- DACs (Direct Attach Copper)
- AOCs (Active Optical Cable)


### KVM >

Our KVM switches allow users to control multiple computers from either a single keyboard, video monitor, or mouse, saving space whilst keeping cables disorganised. Our basic KVM option, the easy-to-use K2 switch, allows users to access and control computers that require remote monitoring or troubleshooting, ensuring business continuity and minimising expensive downtime. We also offer the Duetton ES-10 P KVM, which provides 1, 2, 4, or 8 users with 800-level remote management of 8, 16, 32, or 64 servers in a single switch.

The brochure was displayed and distributed at International conventions.

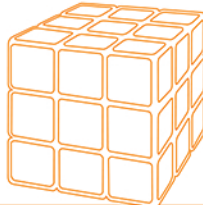






**DOWLIS**  
INSPIRED BRANDING

Excellence in Branded Merchandise

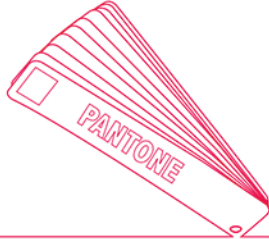


## Understanding

Our approach to branded merchandise is based on understanding your brand, your business and what you want to achieve through the strategic use of merchandise. We then work in partnership with you to identify, develop and deliver an appropriate product/solution.

- corporate stock programmes
- merchandise for campaigns and events
- bespoke and custom products
- creative design, marketing & website support
- warehousing, fulfilment and distribution

We like to see ourselves as an extension of your marketing department, a resource you can trust and rely on to deliver.



## Creativity

At Dowlis everything we do is underpinned by creativity, whether we are designing a full colour fridge magnet, creating a totally unique bespoke product or developing an online ordering portal we always try and reject as much creativity as possible. We start by assessing your aims and objectives and use our vast experience to guide you to the most relevant and creative product/solution.

Our in-house design team are equally comfortable creating an ecommerce website, a full set of product visuals or marketing collateral to support your merchandise programme.



## Talk to us

We have told you how good we are and what we have delivered for other brands, but the proof of the pudding is really in the eating. We would relish the challenge of objectively reviewing your merchandise and working with you to improve your offering, streamlining the process and add real value to your branded merchandise.

tel: +44 (0) 844 225 7070 email: sales@dowlis.co.uk web: www.dowlis.co.uk



## Creative Sourcing

## Case Study

**Brief** Heineken advised three global suppliers on a list of products for the UEFA Champions League hospitality gift range and each had to come up with designs and ideas suitable for each product.

**Solution** After submission of our creative presentation, Dowlis were selected as a main supplier for the project. The biggest success was a football shaped docking station that we designed, sourced and supplied. Each docking station was compatible for use in any EU country through the inclusion of multiple plug adaptors.

**Result** Due to the huge success of this gift and the feedback from recipients, the docking station has now been re-selected for the following seasons UCL range.

"Dowlis' creative approach was clear to see in this project, they sourced a range of quality goods that ensured UEFA Champions League guests were given a gift to remember."  
Account Manager, Heineken

## In-Stock Programme



## Case Study

**Brief** The client required a full service in-stock solution to include stocking of an approved range of products and distribution to their major sites across the globe.

**Solution** Dowlis proposed a full managed programme utilising a bespoke designed web ordering portal, dynamic order approval process and individual site billing to effectively manage regional budgets.

**Delivery** As well as establishing a successful in-stock programme, we also manage the clients ad-hoc requirements to ensure their brand is consistently represented internationally through the use of promotional merchandise.

"We trust Dowlis to effectively plan, manage and execute our in-stock programme to ensure our brand messages are getting to the right target audience."  
Marketing Manager, Dell Partner Direct.



## In-Stock Programme

**Hewlett Packard Enterprise**



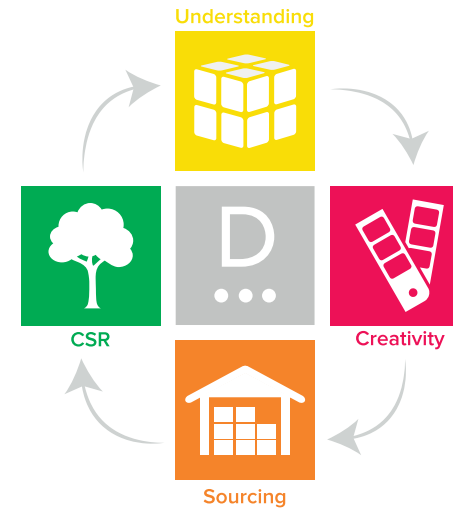
## Case Study

**Brief** Hewlett Packard made the strategic decision to split their business into two separate operating companies, Hewlett Packard Enterprise would focus on large scale enterprise solutions. As HPS EMEA supplier of branded merchandise we were asked to co-ordinate merchandise for the high profile launch event in London.

**Solution** As well as supplying a full range of premium items and branded merchandise for the brand launch and event, we also worked in conjunction with the US based design agency to create a full range of clothing and accessories to ensure maximum exposure of the new brand during the event.

**Delivery** By working with our CSR compliant global supply chain, we sourced and delivered the full range of brand approved items and delivered direct to the event. We also supported Hewlett Packard Enterprise by managing a physical merchandise retail store on site for the duration of the event, creating a real buzz about the new brand.

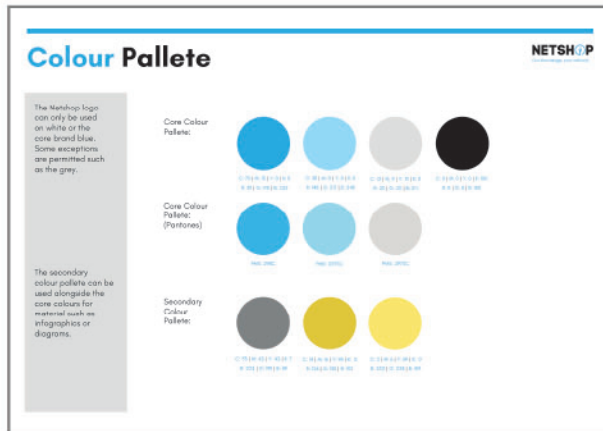
"Dowlis really understood the new brand direction we created and delivered a merchandise range worthy of the launch. We trust Dowlis to get the job done and help us to establish a strong brand throughout EMEA."  
Senior Global Brand Identity Manager, Hewlett Packard Enterprise



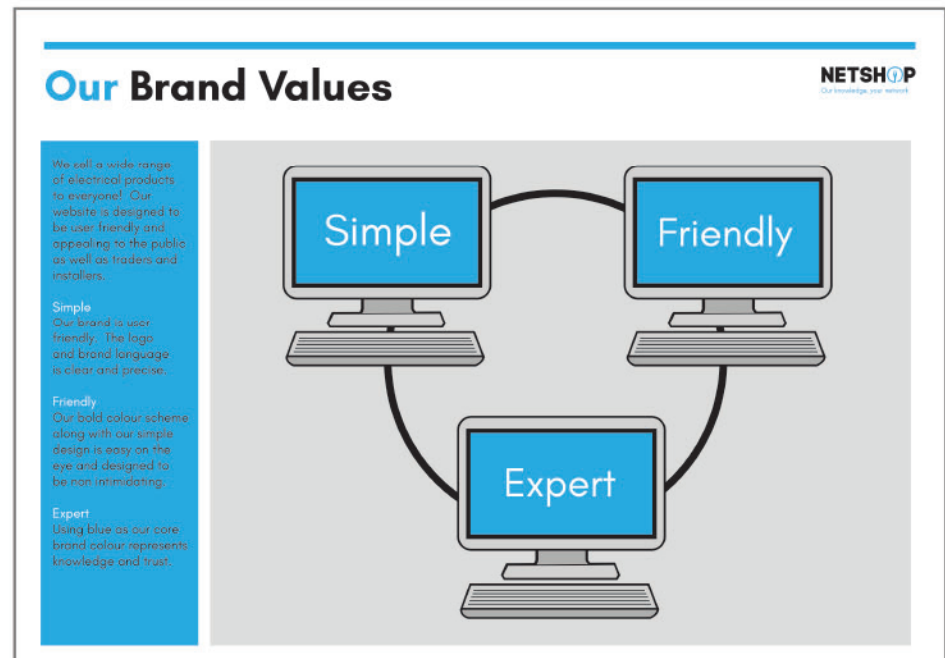
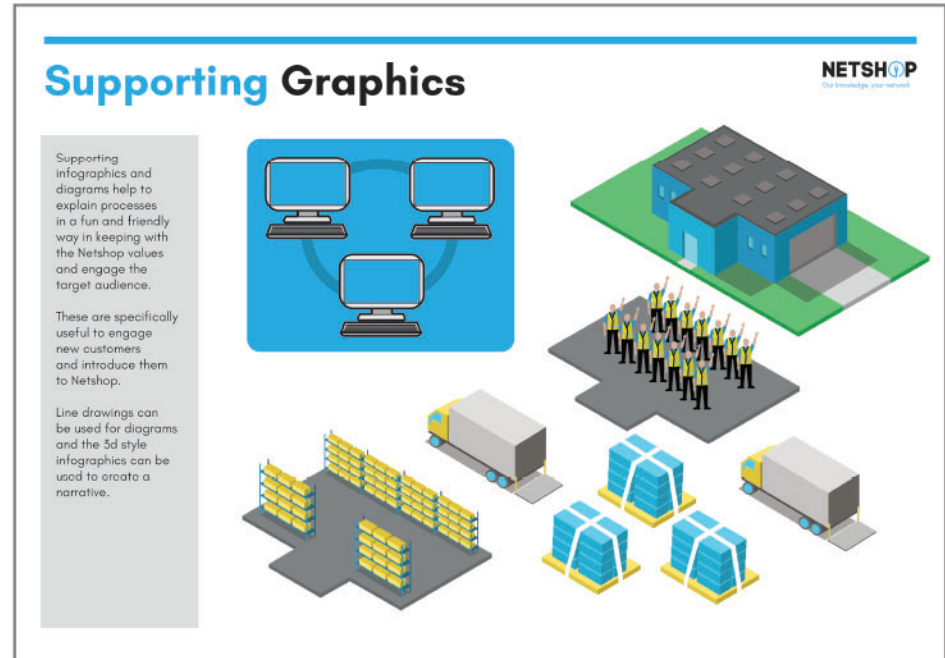
Updated version of the Dowlis corporate brochure I designed in 2016. I also created all the product photography for the brochure.

# Sam Real's Portfolio

Prior to the launch of the new re-vamped Netshop website, I had to create brand guidelines covering all the visual aspects of the brand. This involved researching the company to build a brand personality that communicates effectively with the target consumer groups.



# Netshop Brand Guidelines





  
Hewlett Packard  
Enterprise

**New products now available on  
<https://merchandise-emea.hpe.com>**

Ladies silk scarf



Element Badge



32GB USB



Unisex lightweight lambswool scarf



Tie



16GB USB



**DOWLIS** | <https://merchandise-emea.hpe.com> | [hpe@dowlis.com](mailto:hpe@dowlis.com) | +44 (0)333 247 0140



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to redeem your free gift!



Visit the HP Shop at ETSS  
to redeem your free gift!

Promotional eshots and  
advertising to draw  
attention to HP's online  
ordering site.



**Bundle offers**



**Tablet accessory bundle**

Cross Tech 3 Stylus ballpen  
Touch gloves  
Ogio Tablet Bag  
**€38.48**

€44.48 if ordered separately.

Search code HP118 on [www.hpstore-emea.com](http://www.hpstore-emea.com)  
or contact [HP@dowlis.com](mailto:HP@dowlis.com) for more info.

**Golf bundler**

Sports bag  
Callaway golf towel  
Golf tee gift pack  
**€33.46**

€39.56 if ordered separately.

Search code HP119 on [www.hpstore-emea.com](http://www.hpstore-emea.com)  
or contact [HP@dowlis.com](mailto:HP@dowlis.com) for more info.



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# Sam Real's Portfolio

## Design for BOS

The brief required I create a design from scratch that is appealing and interesting to kids while they sit in branch waiting for their parents.

I had to brainstorm ideas for activity's that would hold a child's interest for at least 30 minutes.

I created illustrations of well known English & Scottish landmarks to help children complete the dot-to-dot of the map.



# Activity Sheets for Kids



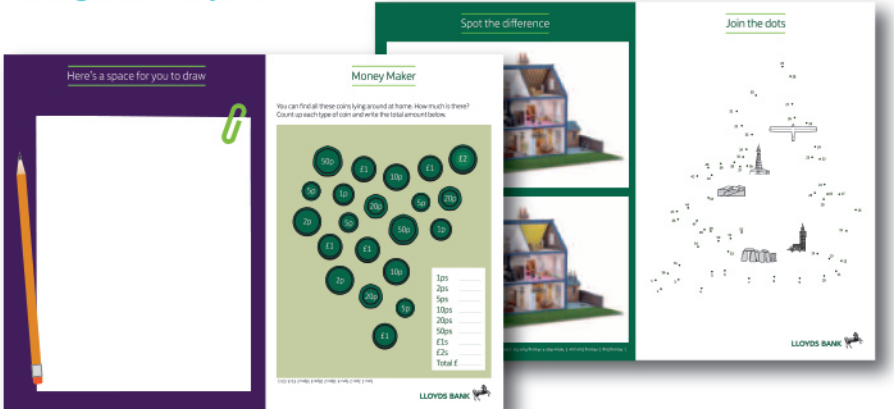
LLOYDS BANK



## Spot the difference.



## Design for Lloyds

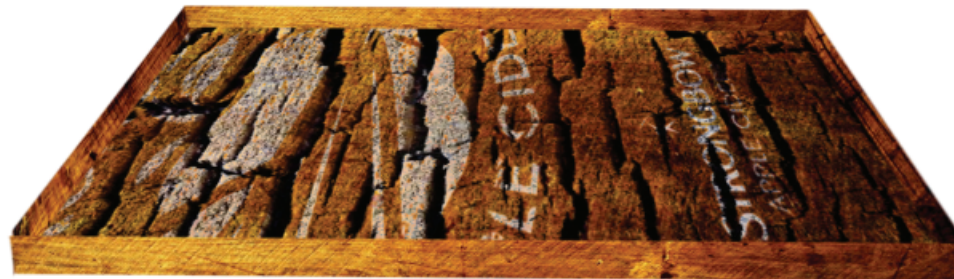


1. Making Pig 2. Making Biscuits 3. Make wall 4. Making Fruit Pie 5. Bake on grid



## Sam Real's Portfolio

The brief required me to create bespoke products / point of sale items using an authentic and natural look as the main theme for the new Strongbow Apple Cider brand.



## Point of Sale Concepts





I designed and edited the AGP Corporate Newsletter detailing all of the latest company news. The design consisted of several sections including 'Get to Know Your colleague,' 'AGP Sports News' and a 'Film of the Month' column.

The purpose of the newsletter was to help employees feel more engaged and up to date with company news as well as helping them to connect with other members of the team.



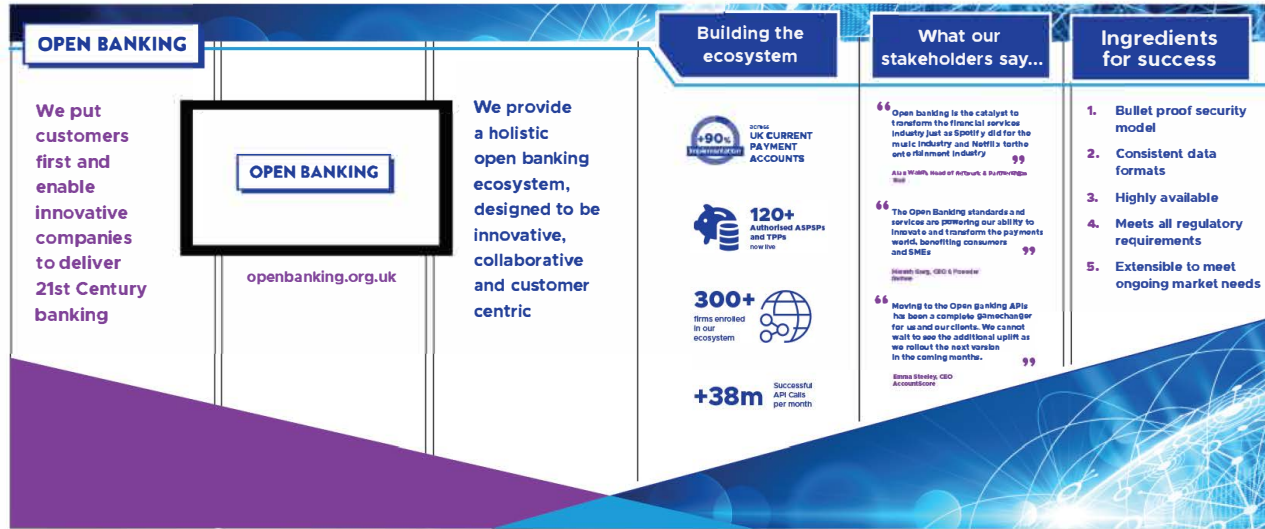
### Column Header Banners



# Exhibition design

Designed stand for Open Banking Implementation entity to be used at the Money2020 expo in Amsterdam. The design had to reflect the growing advancements in technology

In support of the stand, I also created social media posts using the same visual style for consistency.



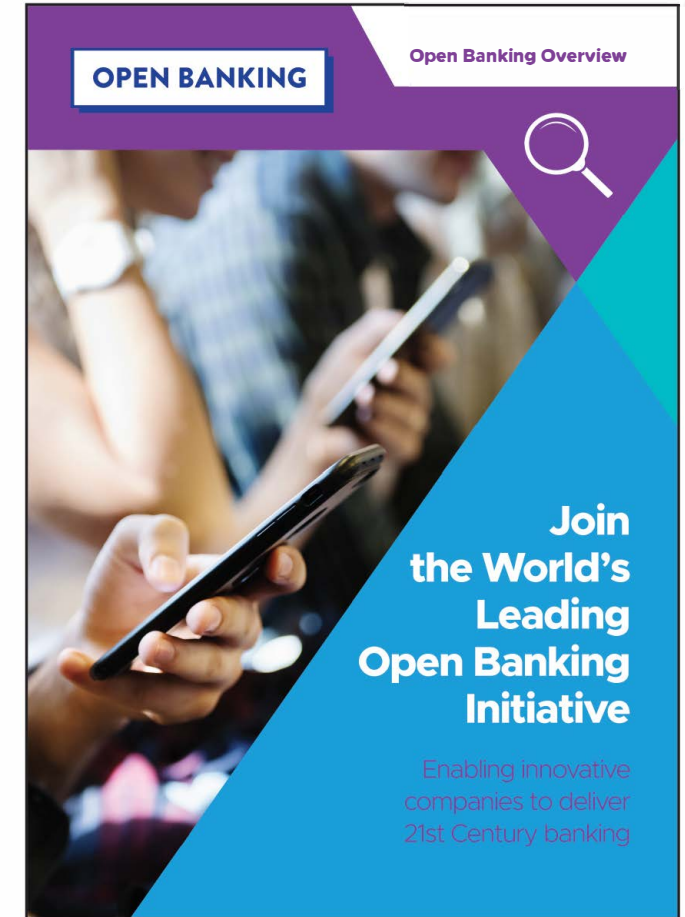
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## Range of Services Brochures

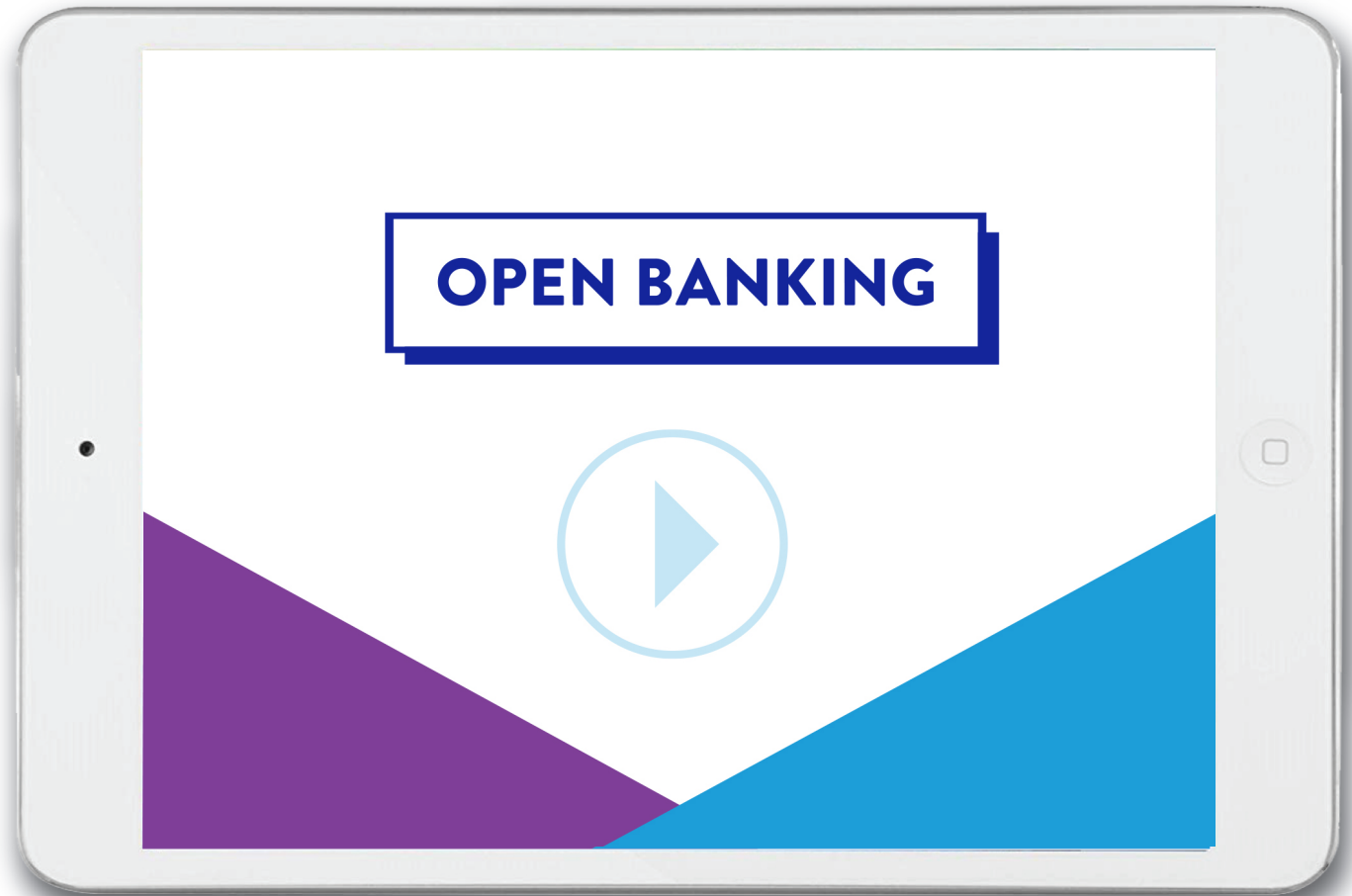
Following on from the brand refresh, I created a family of documents explaining the services that Open Banking offer. Using the new layout and the expanded colour palette together with carefully considered imagery, I put together three cover designs that reflect the brand and the end users of the services.





I created an animated version of the Open Banking logo to be used at the start and end of video presentations.

This animation was designed to reflect how Open Banking is approachable and friendly by using the expanded brand colour palette together with fresh page transitions that represent the speed and ease of the process of Open Banking.





[www.samreal.co.uk](http://www.samreal.co.uk)