



# CATALOGUE 2022







### **OUR MAIN ADVANTAGES**

Possibility to monitor the production process.
Reliability. Favourable prices. High-quality products.
Good location: Southeast Europe. No minimum Quantity

### We already produce for our partners from:



### We are Your printing solution!

The category of our standard products includes: A4 and A5 notebooks with soft cover, hard cover or spiral binding, A5, A6, B6 note pads, box files, office supplies business books, forms and other related products.

In line with our customers' requirements, we are able to produce products which are different from our standard ones (different formats, different type of paper, with desired cover design).

Applied standards are: ISO 9001, FSC and BSCI. Our annual production reaches 4500 tons of paper products.

"OPTIMUM" has been founded in 1992. From its very beginnings its employees represent the greatest strength of the company. At the date of 01.01.2022. the company has 180 young employees who are supported by experienced and proven management team.

At our disposal we have a production plant of 8250 m² which is located in Central Serbia, 10 km from the highway E75. We are equipped with the very reliable and high-capacity machines: WILL MZAK, LA PIETRA, HORAUF BDM 20, MBO SF56, GTO 52PN, two ROLAND B1 sheet printing machines, KOLBUS soft coverline.

Thanks to the proper development policy "OPTIMUM" is today the leader in the field of production and sales of office and school supplies for more than 2500 business partners in Serbia and abroad. We cooperate for many years with Metro Cash & Carry and Delhaize Group. High quality products, state of

the art organisation, modern logistics and implementation of the latest technological solutions are the main characteristics of our company at this moment.

The "OPTIMUM" company is very concerned with the protection of the environment. Therefore, all waste from our production plant is recycled by our partners according to the highest standards.

Besides our great experience and tradition, we are relying on the implementation of the modern principles of the management, supported by strong marketing and PR activities. Clearly defined mission, vision and philosophy of the company are successfully implemented in all aspects of our business.

Our primary objectives for the next period are increase of the production and sales, both in Serbia and abroad.

\* \* \*

"Starr" and "Memoris" are our stationery brands for Serbia, Macedonia, Montenegro, Bosnia and Herzegovina and Slovenia.

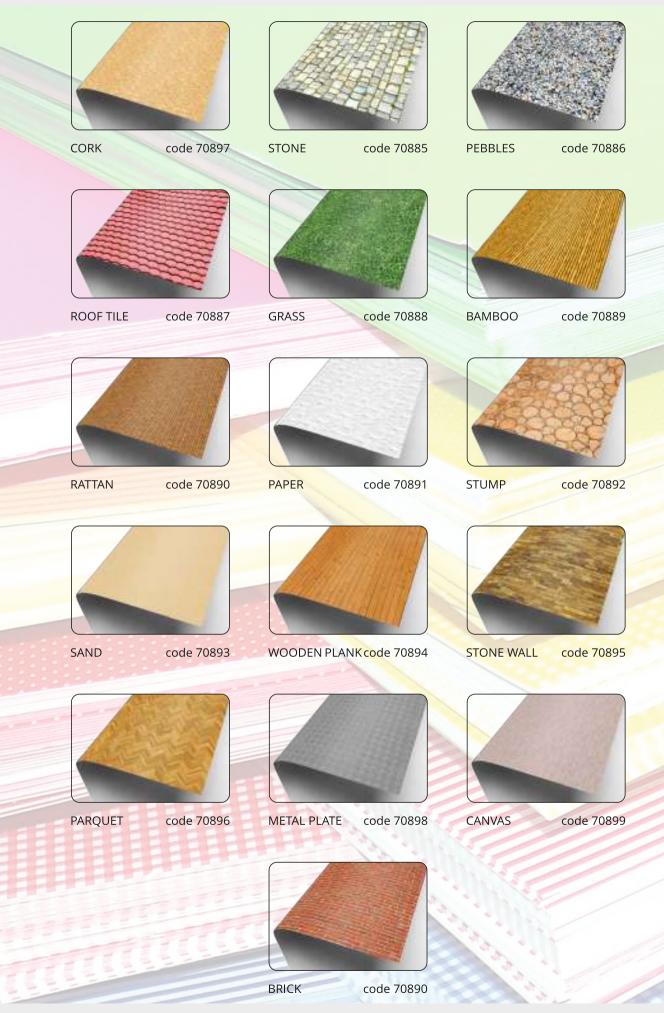
We are official distributor of: Penac, Must and Luna in Serbia.











### ART PAPER A3/B4/A4





SKETCH PAD A3/B4/A4

110 g/m² code A3 - 73584, B4 - 73585, A4 - 73586 AQUARELLE A3/B4/A4

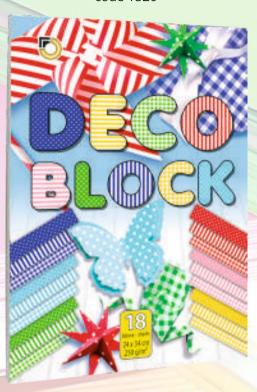
180 g/m² code A3 - 74021, B4 - 74022, A4 - 74023

### DECO BLOCK B4

250 g/m<sup>2</sup> • 6x3 patterns code 1520

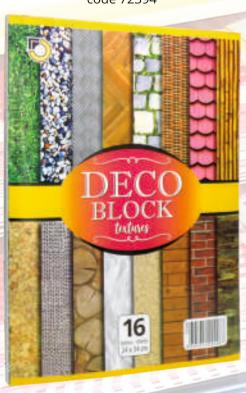
### DECO BLOCK ADHESIVE B4

self-adhesive paper • 6x3 patterns code 71821



### DECO BLOCK TEXTURES B4

250 g/m<sup>2</sup> • 16 textures code 72394



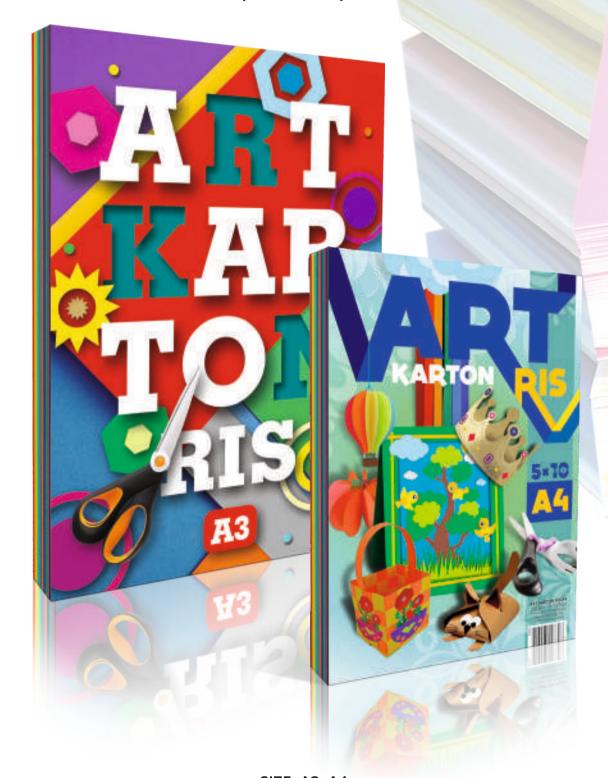
# Samolepljive DECO BLOCKS

### DECO SET

250 g/m<sup>2</sup> • 6x3 patterns + scisors+glitter glue code 70848



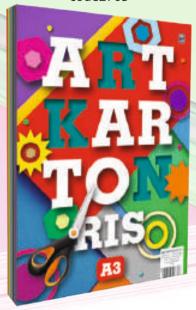
# ART PAPER A3/B4/A4



SIZE: A3, A4
- solid color cardboards
- neon, gold and silver cardboards
- solid color textured cardboards

### ART CARDBOARD A3

250 g/m<sup>2</sup> • 5x10 colours • 50 pcs code2765



#### ART CARDBOARD A4

250 g/m<sup>2</sup> • 5x10 colours • 50 pcs code 1510



### ART CARDBOARD A4

250 g/m<sup>2</sup> • 10 colours • 10 pcs code 29964



### ART PAPER A4

80 g/m<sup>2</sup> • 5x10 colours • 50 pcs code 1151



#### ART CARDBOARD A4 NEON

250 g/m<sup>2</sup> - 7 colours & 250 g/m<sup>2</sup> - 5x7 colours code 22539



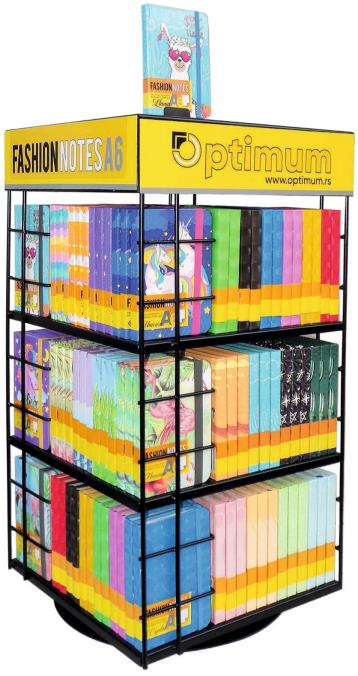
### ART CARDBOARD A4 NEON

250 g/m<sup>2</sup> - <mark>7 co</mark>lours & 250 g/m<sup>2</sup> - 5x7 colours code 45911



### FASHION NOTES A6

#### WITH ELASTIC BAND



SIZE: A6 (90x140) | SHEETS 96

COVER: Cardboard 1,2 mm + Subcover ivory paper 130 g/m<sup>2</sup> + Elastic band width 10 mm + Rounded corners
COVER PRINT: 4/0, hologram lamination + Removable label INSIDE: Ivory paper 80 g/m<sup>2</sup> | INSIDE PRINT: 1/1

Pcs display: 12 | Pcs rack: 144





### FASHION NOTES A6

#### WITH ELASTIC BAND



SIZE: A6 (90x140) | SHEETS 96

COVER: Cardboard 1,2 mm + Subcover ivory paper 130 g/m<sup>2</sup> + Elastic band width 10 mm + Rounded corners

COVER PRINT: 4/0, hologram lamination + Removable label

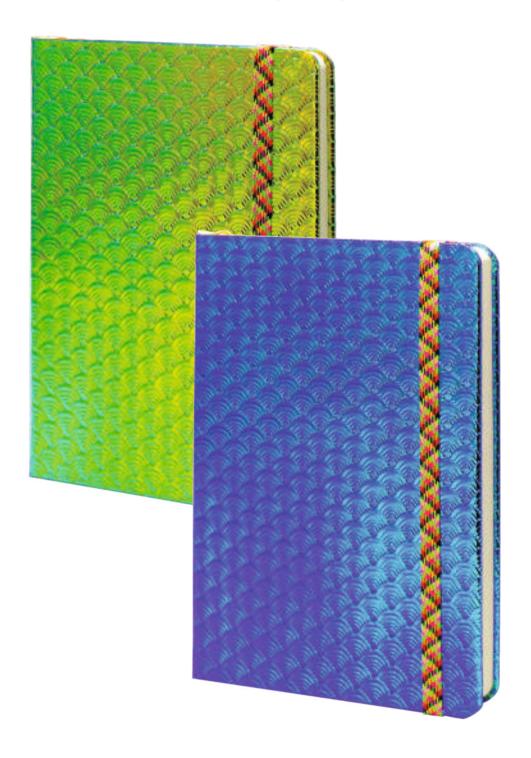
INSIDE: Ivory paper 80 g/m<sup>2</sup> | INSIDE PRINT: 1/1

Pcs display: 12 | Pcs rack: 144





# DAILY PLANNER "ELEGANCE"



SIZE: A5 (105X205) | SHEETS 96

COVER: PU with hologram shine in two patterns and six colors

Elastic band 10 mm in attractive colors | Textile colored bookmarker | Round corners

INSIDE: ivory paper 80 g/m² | INSIDE PRINT: 1/1

Pcs shrink: 1



### FILE FOLDER 3D

"ONE COLOR"



"JUNGLE" FILE FOLDER 3D



SIZE: 3D (315x240 mm)

COVER: Cardboard 1,5 mm

COVER PRINT: 4/0, hologram lamination, elastic band width 10 mm

Pcs in shrink: 1

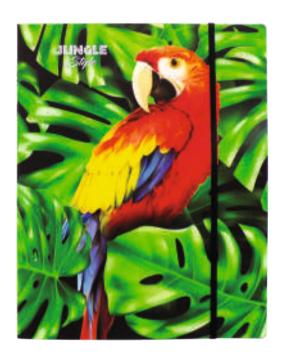
### FILE FOLDER

### WITH ELASTIC BAND

code 66884









SIZE: A4

COVER: Cardboard 600 g/m²

COVER PRINT: 4/0, hologram lamination, elastic band width 7 mm

Pcs in shrink: 1

### NOTES BLOCK MONEY NOTES



**DIFFERENT SIZES | SHEETS 70** 

INSIDE: wood-free uncoated white paper 80 g/m<sup>2</sup> | INSIDE PRINT: 4/1 BACK: cardboard 235 g/m<sup>2</sup>

Pcs in shrink: 10



dim. 120x62 mm code 4534



dim. 127x67 mm code 4529





dim. 140x77 mm code 4536









code 24720

### LUX LINE A4

### **SOFT COVER NOTEBOOKS**

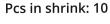


SIZE: A4 (210X297) | SHEETS: 50 + 2

COVER: 2SC 300 g/m² 4/1 + Rounded corners + Subcover 2SC 150 g/m² 4/4

COVER PRINT: 4/1, UV coating, matt lamination

INSIDE: Wood-free uncoated white paper 80 g/m² | INSIDE PRINT: 1/1





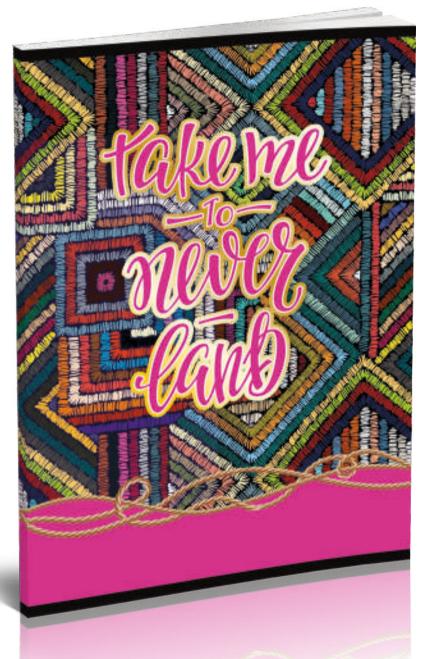






### LUX LINE A5

### **SOFT COVER NOTEBOOKS**



SIZE: A5 (147X 210) | SHEETS: 50 + 2

COVER: 2SC 300 g/m<sup>2</sup> 4/1 + Rounded corners + Subcover 2SC 150 g/m<sup>2</sup> 4/4
COVER PRINT: 4/1, UV coating, matt lamination

INSIDE: Wood-free uncoated white paper 80 g/m<sup>2</sup> | INSIDE PRINT: 1/1 Pcs in shrink: 10

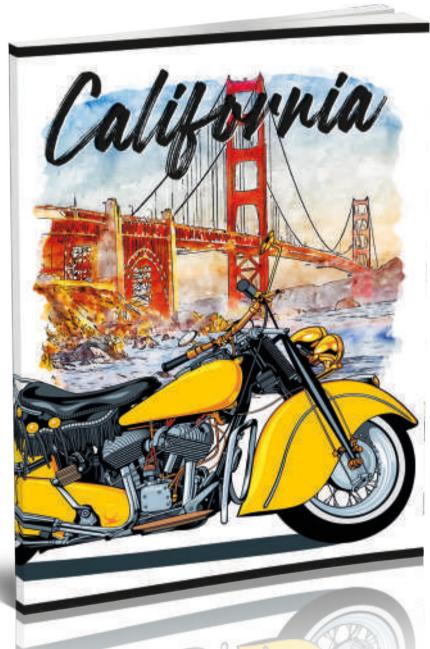






### LUX LINE A5

#### **SOFT COVER NOTEBOOKS**



SIZE: A5 (147X 210) | SHEETS: 50 + 2

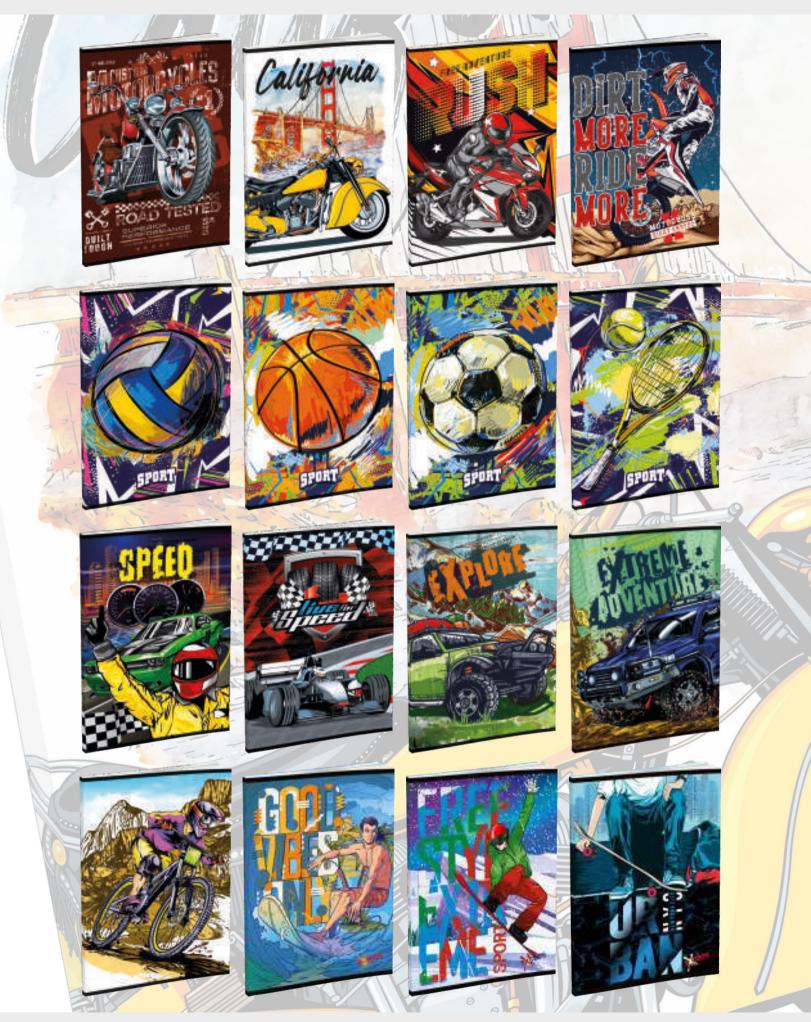
COVER: 2SC 300 g/m<sup>2</sup> 4/1 + Rounded corners + Subcover 2SC 150 g/m<sup>2</sup> 4/4

COVER PRINT: 4/1, UV coating, matt lamination

INSIDE: Wood-free uncoated white paper 80 g/m<sup>2</sup> | INSIDE PRINT: 1/1
Pcs in shrink: 10

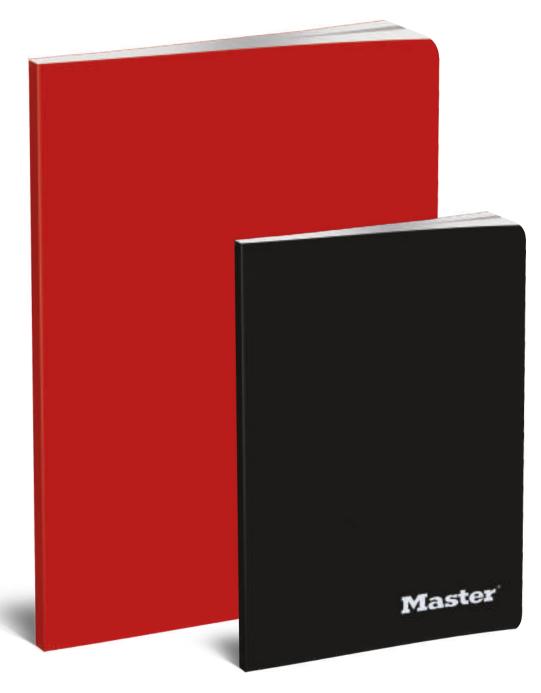






### MASTER LINE A4/A5

#### **SOFT COVER NOTEBOOKS**



SIZE: A4 (205x295) | A5 (145X205) | SHEETS 40

COVER: PVC 280 mic (5 colours) + Rounded corners

+ Subcover uncoated white paper 80 g/m²

INSIDE: Wood-free uncoated white paper 80 g/m² | INSIDE PRINT: 1/1

Pcs shrink: 10

A4 squares - code 70879 A5 squares - code 70877





A4 lines - code 70878 A5 lines - code 70876



### GALAXY LINE A4/A5

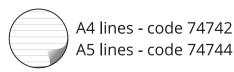
#### **SOFT COVER NOTEBOOKS**



SIZE: A4 (205x295) | A5 (145X205) | SHEETS 40
COVER: Neon transparent PVC 500 mic (3 colors)
+ Subcover uncoated white paper 80 g/m²
INSIDE: Wood-free uncoated white paper 80 g/m² | INSIDE PRINT: 1/1
Pcs shrink: 10

A4 squares - code 74741 A5 squares - code 74743









### NEON LINE A4/A5

#### **SOFT COVER NOTEBOOKS**



SIZE: A4 (205x295) | A5 (145X205) | SHEETS 40

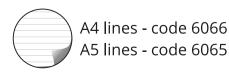
COVER: Neon transparent PVC 500 mic, embossed + Rounded corners
+ Subcover uncoated white paper 80 g/m²

INSIDE: Wood-free uncoated white paper 80 g/m² | INSIDE PRINT: 1/1

Pcs shrink: 10

A4 squares - code 6067 A5 squares - code 6064







# SPIRAL NOTE BLOCK A6/A7 **SOFT COVER**



SIZE: A6 (90x140) | A7 (70X15) | SHEETS 50

COVER: Neon transparent PVC 500 mic, embossed + Rounded corners + Subcover 80 g/m<sup>2</sup>

INSIDE: Wood-free uncoated white paper 60 g/m<sup>2</sup> | INSIDE PRINT: 1/1

A6 Pcs display: 20 A7 Pcs shrink: 10

### SANDY LINE A4/A5

#### **SOFT COVER NOTEBOOKS**



SIZE: A4 (205x295) | A5 (145X205) | SHEETS 40
COVER: 2SC 300 g/m2 + Sandy lamination + Rounded corners
+ Subcover uncoated white paper 80 g/m²
INSIDE: Wood-free uncoated white paper 80 g/m² | INSIDE PRINT: 1/1
Pcs shrink: 10

A4 squares - code 66899 A5 squares - code 66897





A4 lines - code 66898 A5 lines - code 66896



# SHINY LINE A4/A5

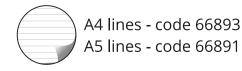
#### **SOFT COVER NOTEBOOKS**



SIZE: A4 (205x295) | A5 (145X205) | SHEETS 40
COVER: 2SC 300 g/m2 + Shiny lamination + Rounded corners
+ Subcover uncoated white paper 80 g/m²
INSIDE: Wood-free uncoated white paper 80 g/m² | INSIDE PRINT: 1/1
Pcs shrink: 10

A4 squares - code 66894 A5 squares - code 66892







## TRENDY LINE A4/A5

#### **SOFT COVER NOTEBOOKS**



COVER PRINT: 4/1, hologram lamination

INSIDE: Wood-free uncoated white paper 80 g/m² | INSIDE PRINT: 1/1 Pcs shrink: 10

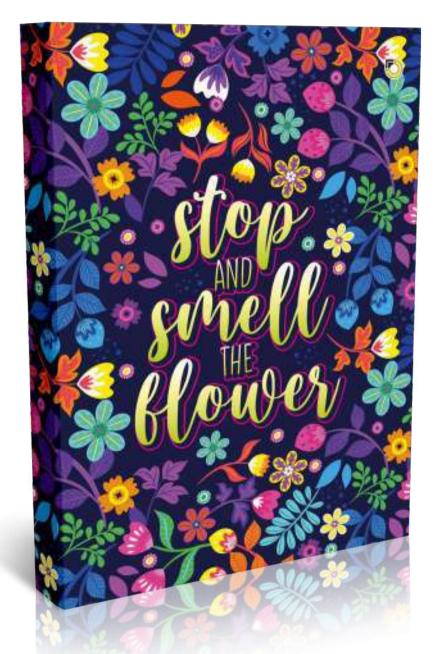






## CLASSIC LINE A4

#### HARD COVER NOTEBOOKS



SIZE: A4 (210x295) | SHEETS: 80 COVER: Cardboard 1,25 mm + 2SC 130 g/m<sup>2</sup> Subcover uncoated white paper 120 g/m<sup>2</sup> COVER PRINT: 4/0, glossy lamination

INSIDE: Wood-free uncoated white paper 55 g/m<sup>2</sup> | INSIDE PRINT: 1/1 Pcs shrink: 5







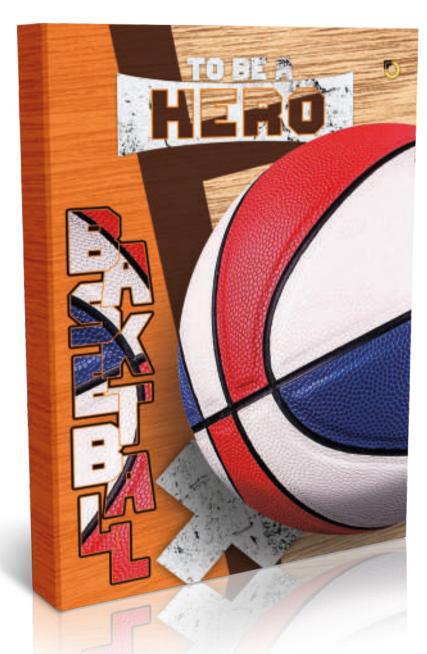






## CLASSIC LINE A5/A6

#### HARD COVER NOTEBOOKS



SIZE: A5 (150X205) | A6 (105x150) | SHEETS: 80 COVER: Cardboard 1,25 mm + 2SC 130 g/m<sup>2</sup> Subcover uncoated white paper 120 g/m<sup>2</sup> COVER PRINT: 4/0, Gloss lamination

INSIDE: Wood-free uncoated white paper 55 g/m<sup>2</sup> | INSIDE PRINT: 1/1 Pcs shrink: 5

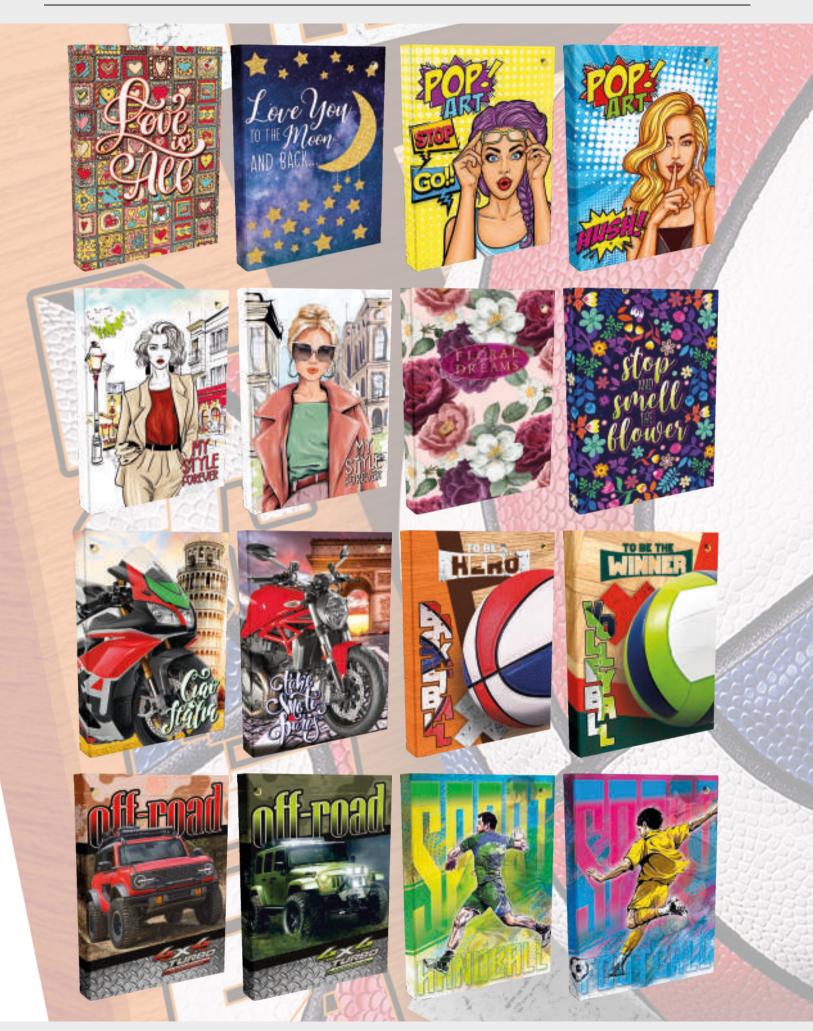






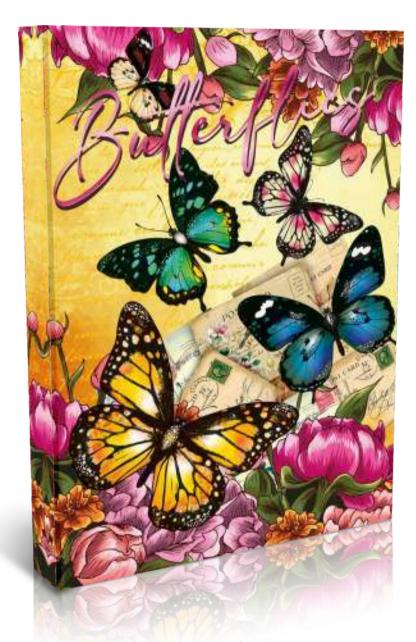






### LUX LINE A4

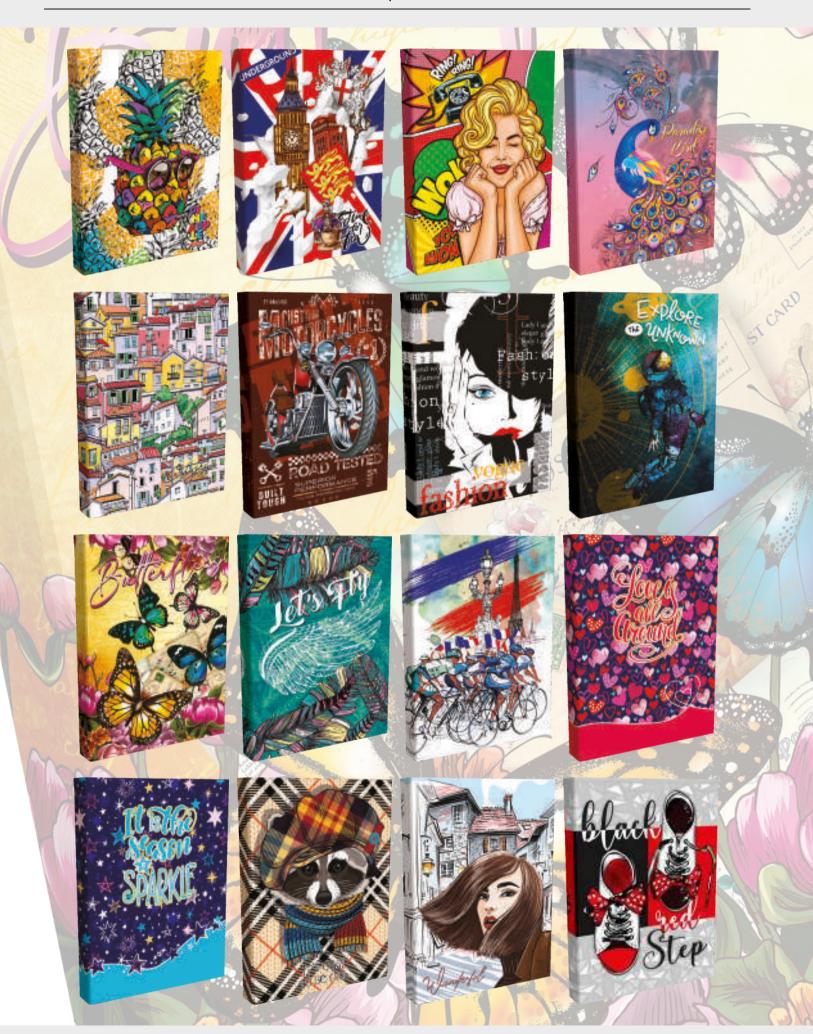
#### HARD COVER NOTEBOOKS



SIZE: A4 (210x295) | SHEETS: 96
COVER: Cardboard 1,5 mm + 2SC 150 g/m²
+ Subcover uncoated white paper 120 g/m² + Rounded corner
COVER PRINT: 4/0, UV coating, matt lamination
INSIDE: Wood-free uncoated white paper 70 g/m² | INSIDE PRINT: 1/1
Pcs shrink: 2







### LUX LINE A5

#### HARD COVER NOTEBOOKS



SIZE: A4 (210x295) | SHEETS: 96
COVER: Cardboard 1,5 mm + 2SC 150 g/m²
+ Subcover uncoated white paper 120 g/m² + Rounded corner
COVER PRINT: 4/0, UV coating, matt lamination
INSIDE: Wood-free uncoated white paper 70 g/m² | INSIDE PRINT: 1/1
Pcs shrink: 2







## TRENDY LINE A4/A5

#### HARD COVER NOTEBOOKS



SIZE: A4 (210x295) | A5 (150X205) | SHEETS 96
COVER: Cardboard 1,5 mm + 2SC 130 g/m²
+ Subcover uncoated white paper 120 g/m² + Rounded corner
COVER PRINT: 4/0, hologram lamination
INSIDE: Wood-free uncoated white paper 70 g/m² | INSIDE PRINT: 1/1
Pcs shrink: 2







### SPIRAL NOTEBOOKS

#### SPIRAL HARD COVER NOTEBOOKS



SIZE: A4 (205x295) | A5 (150X205) | SHEETS: 80

COVER: Cardboard 1,5 mm + 2SC 130 g/m² 4/0 + Rounded corners

COVER PRINT: 4/0, UV coating, matt lamination

INSIDE: Wood-free uncoated white paper 70 g/m² | INSIDE PRINT: 1/1

Pcs in shrink: 1







### MASTER SPIRAL NOTEBOOKS

#### **SOFT COVER NOTEBOOKS**



SIZE: A4 (205x295) | A5 (150X205) | SHEETS: 70 (2 sub), 105 (3 sub), 140 (4 sub) COVER: PVC 280 mic (5 colours) + Rounded elastic band Ø2mm INSIDE: Wood-free uncoated white paper 70 g/m² + Dividers uncoated white paper 250 g/m² 2/1 - 35 sh. | INSIDE PRINT: 1/1 Pcs in shrink: 1

A4 - 2 sub - code 73034

A4 - 3 sub - code 73035

A4 - 4 sub - code 73036



A5 - 2 sub - code 73037

A5 - 3 sub - code 73038

A5 - 4 sub - code 73039



### TRENDY SPIRAL NOTEBOOKS

#### SPIRAL HARD COVER NOTEBOOKS



SIZE: A4 (205x295) | A5 (150X205) | SHEETS: 80

COVER: Cardboard 1,5 mm + 2SC 130 g/m² 4/0 + Rounded corners

COVER PRINT: 4/0, hologram lamination

INSIDE: Wood-free uncoated white paper 70 g/m² | INSIDE PRINT: 1/1

Pcs in shrink: 1







# SMART LINE A4

#### **SOFT COVER NOTEBOOKS**



SIZE: A4 (205 X 295) | SHEETS: 52 COVER: Cardboard 250 g/m² (white-white) COVER PRINT: 4/0, glossy lamination

INSIDE: Wood-free uncoated white paper 60 g/m<sup>2</sup> | INSIDE PRINT: 1/1













## SMART LINE A5

#### **SOFT COVER NOTEBOOKS**



SIZE: A5 (145 X 205) | SHEETS: 52 COVER: Cardboard 250 g/m² (white-white) COVER PRINT: 4/0, glossy lamination

INSIDE: Wood-free uncoated white paper 60 g/m<sup>2</sup> | INSIDE PRINT: 1/1
Pcs in shrink: 10











## SMART LINE A5

#### **SOFT COVER NOTEBOOKS**



SIZE: A5 (145 X 205) | SHEETS: 52 COVER: Cardboard 250 g/m² (white-white) COVER PRINT: 4/0, glossy lamination

INSIDE: Wood-free uncoated white paper 60 g/m<sup>2</sup> | INSIDE PRINT: 1/1 Pcs in shrink: 10





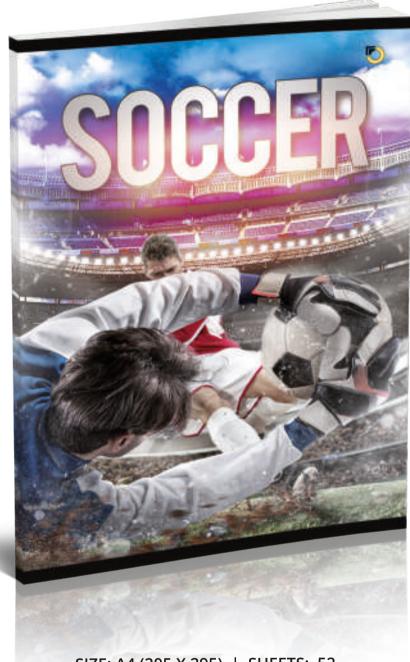






## ELITE LINE A4

#### **SOFT COVER NOTEBOOKS**



SIZE: A4 (205 X 295) | SHEETS: 52

COVER: 2SC 200 g/m<sup>2</sup>

COVER PRINT: 4/0, varnishing

INSIDE: Wood-free uncoated white paper 55 g/m² | INSIDE PRINT: 1/1













# ELITE LINE A5

#### **SOFT COVER NOTEBOOKS**



SIZE: A5 (145 X 205) | SHEETS: 52

COVER: 2SC 200 g/m<sup>2</sup>

COVER PRINT: 4/0, varnishing

INSIDE: Wood-free uncoated white paper  $\,$  55 g/m $^2 \,$  | INSIDE PRINT: 1/1





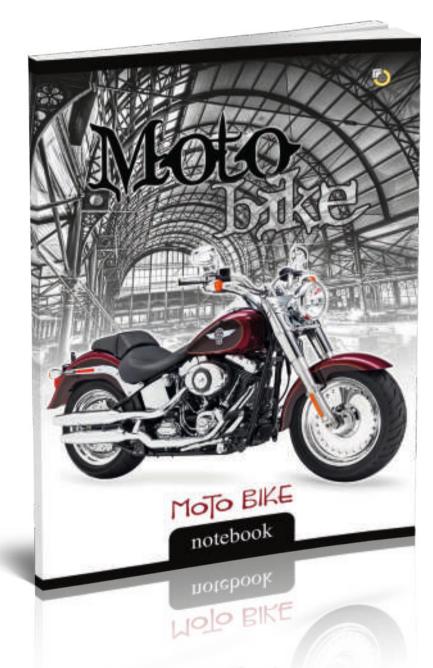






### ELITE LINE A5

#### **SOFT COVER NOTEBOOKS**



SIZE: A5 (145 X 205) | SHEETS: 52

COVER: 2SC 200 g/m<sup>2</sup>

COVER PRINT: 4/0, varnishing

INSIDE: Wood-free uncoated white paper 55 g/m² | INSIDE PRINT: 1/1











## SPIRAL NOTE BLOCKS

#### **SOFT COVER**



SIZE: A4 (210x295), A5 (150x205), A6 (95x140) | SHEETS: 50

COVER: 2SC 300 g/m<sup>2</sup>

COVER PRINT: 4/0, UV coating, matt laminating

INSIDE: Wood-free uncoated white paper  $\,70~g/m^2\,\mid\,$  INSIDE PRINT:  $\,1/1\,$ 





### NOTE BLOCKS

#### **SOFT COVER**



SIZE: A4 (210x295), A5 (145x205), A6, A7 | SHEETS: 50

COVER: 2SC 300 g/m<sup>2</sup>

COVER PRINT: 4/0, varnishing

INSIDE: Wood-free uncoated white paper 55 g/m<sup>2</sup> | INSIDE PRINT: 1/1





# COLORING BOOK A4 **SOFT COVER - 12 DESIGNS**

SIZE: A4 (200x285) | SHEETS 8 COVER: Cardboard 230 g/m² | COVER PRINT: 4/0, glossy lamination INSIDE: Wood-free uncoated white paper 80 g/m² | INSIDE PRINT: 1/0 Pcs shrink: 10





# BUSINESS FORMS IN BLOCKS

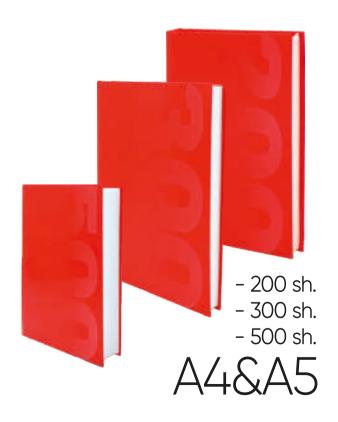


### BUSINESS FORMS



## BUSINESS NOTEBOOKS

#### **HARD COVER**



# BUSINESS BOOKS HARD COVER



### FILE FOLDER

#### PREMIUM A4 80 mm

glossy lamination

### FILE FOLDER

CLASSIC A4 50 mm





FILE FOLDER CLASSIC A5 80 mm



FILE FOLDER





FILE DIVIDERS

• 4 colours, • 100 pcs • 24x10,5 cm • 250 g/m²



FILE DIVIDERS

• A4 • 10x5 colours • 250 g/m<sup>2</sup>

### COPY PAPER A4 PASTEL



COLOUR MEMO CUBE • 7x7x5 cm • 80 g/m²



COLOUR MEMO CUBE • 9x9x5 cm • 80 g/m²





























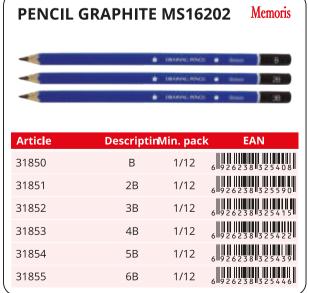








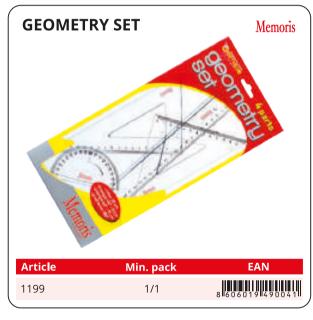










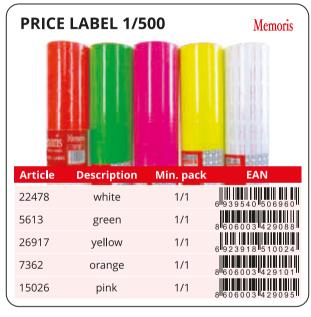




































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