

VAT PRODUCTS

Understand which products require you by law to pay VAT (Value Added Tax).

All products on our website exclude VAT which will be added at checkout if applicable. Zero rated products will generally remain zero rated, however there are some exceptions:



Vouchers of Admission

VAT is chargeable if your flyer or leaflet is used as admission to premises, for example using the words 'free admission with this leaflet'



Discount Usage

VAT is chargeable if your flyer or leaflet is used to obtain a discount on goods or services, for example using the words '25% off with this flyer' or similar.



Writable Area

VAT is chargeable if the flyer or leaflet has an area designed to be written on. For example an invitation, form or certificate. This should cover at least 25% of the artwork



Writable Booklets

All booklets are exempt from VAT unless they are to be written in, for example diaries, calendars and record books

For full details on VAT, please check HMRC's official line.

https://www.gov.uk/guidance/zero-rating-books-and-printed-matter-for-vat-notice-70110#P59_4955

Zero Rated	VAT Rated
Books	Business cards
Booklets	Calendars
Brochures	Certificates
Catalogues	Compliment slips
Colouring books (children's)	Coupons
Comics	Delivery notes
Directories	Diaries, envelopes
Flyers	Exhibition stands
Journals	Greetings cards
Magazines	Gift vouchers
Manuals	Forms
Maps	Invitations
Menus	Invoices
Sheet music	Labels
Newsletters	Laminated products
Newspapers	Letterheads
Order of service	Manuscripts
Pamphlets	Medical records
Price lists (without an order form)	Order books or forms
Recipes	Postcards
Sports programmes	Posters
Timetables	Presentation folders
Travel brochure	Price cards and tags
	Questionnaires
	Roller banners
	Stationery
	Stickers
	Table talkers
	Tickets
	Vouchers