



Are YOU offering Mailing, fulfilment and distribution services?



CHEQUES AND THEIR FUTURE?

The continued demise of the cheque gains speed. Between June 2002 and December 2014 the volume of cheques used reduced by 71%. There were only 167 million cheques used in 2014.

Since then the introduction of two innovations seems to put another nail in the coffin for cheques. Superstream is a compulsory system whereby all employers with 20 or more employees must lodge their date and payments electronically. This is mandatory on 30 June 2015. If the employer has less than 20 employees it becomes compulsory by 30 June 2016.

The second innovation attacks the high value end of cheque usage. Conveyancing facilities property settlement and transfer of funds online. It became available for lawyers, conveyancers in NSW and Victoria in February 2015 and Queensland, Western Australia in May 2015. No longer will there be a need for face to face settlements and the exchange of documents and bank cheques. It's adoption will gradually increase and in turn it will affect the number of cheques used.

What's next? - Digital currency!

RIP Cheques - you served us well.

The Commercial Printing game is not getting any easier that is for certain. The Digital world continues to grow and take an increasing share of the market. Competition is fierce.

You already have great customers – are you getting your fair share of their spend though?

Did you know it costs ten times more to hunt down a new client than it does to grow an existing client?

Your business may not have mailing machines or have the facilities to warehouse, fulfil or distribute. Cheque-Mates does! Your trusted TRADE ONLY partner has spent millions on machinery and technology. Experience and

know how means you don't have to worry – we do all the hard work to make you look good in front of your customers.

Did you know for every \$ spent on printing \$6 are spent on value added services (mail, warehousing, fulfilment and distribution)?

Don't let your competitors take away your rightful share of your customer's wallet. Talk to Cheque-Mates NOW about how to increase profitable revenue from your existing customer base. If you don't – someone else will.

Want to know more?

Contact us on (02) 9743 9547 or sales@chequemates.com.au



Studio Services

You can rely on our experienced Pre-press Department to help you with all artwork.

Our Pre-press Department features a fully digital, PDF-based workflow and employs digital pre-press hardware and software technology to ensure successful completion of your job.

The Pre-press Department is committed to getting your project done on time and error free. Our knowledgeable staff is ready to help you with the preparation of your print project and can answer any questions you may have. By working with you we hope to eliminate any delays or problems that might otherwise hinder the swift completion of your project.

The Pre-press Department consists of an art department and a plateroom. If you need help with your artwork we can produce it for you, or show you, what to consider when preparing it yourself. All incoming jobs are checked for errors (preflight) and prepared for the appropriate machine.

- Current generation Mac OS X and Windows workstations
- Fully Automated Trueflow computer-to-plate (CtP) system incorporating PDF workflow
- Full Digital Prepress Workflow

All common use graphic arts, page makeup, illustration, image manipulation and imposition software are utilised including; InDesign, Quark, Photoshop and Illustrator.

Preflighting

Before finished pages go through to the remaining processes, a validation is done to check if all the data meet the necessary production requirements.

To output data, pages or complete flats have to be ripped or rendered before going to the CtP device. This process usually also includes:

- Colour separation
- Checking for plate gap
- Trapping
- Screening

Proofing

- Soft copy PDF proofs
- Black & white or colour digital laser hard copy proofing using conventional laser printers

Colour

When evaluating the colour of images on your computer don't go by the representation on your screen unless it is accurately calibrated using professional monitor calibration software and hardware. Even if it is properly calibrated remember that it is showing RGB transmitted light rather than light reflected from CMYK pigments.

How many colours is your job to print? Is it to print as spot (pms) colours or should it be CMYK? Maybe a combination of both?

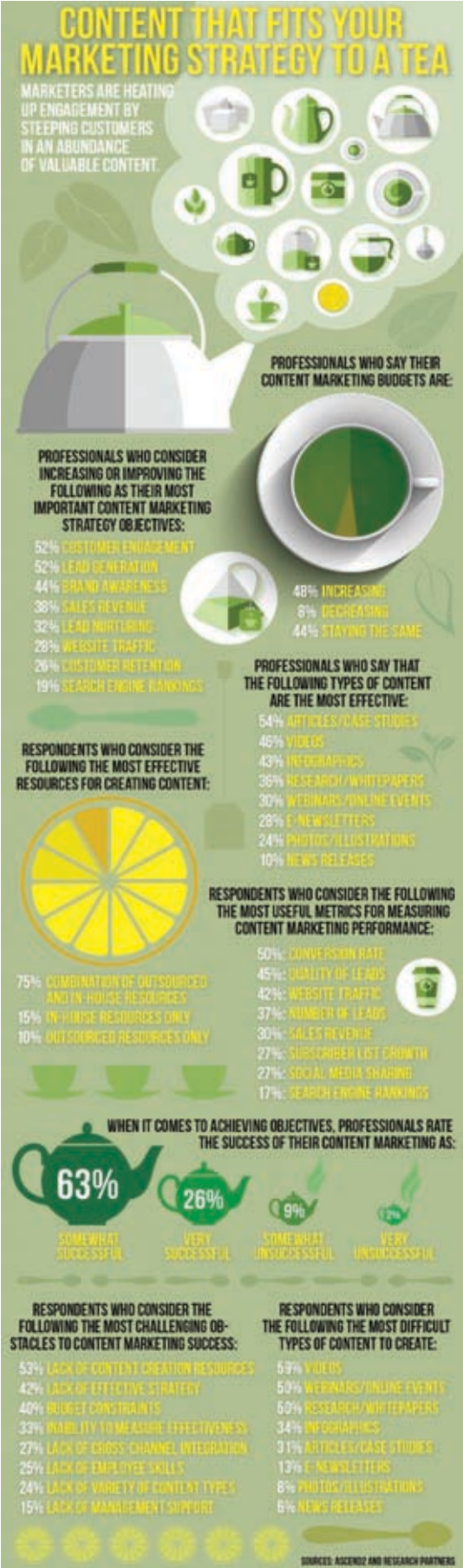
Keep control of your job by ensuring the correct colours are the only ones used. If your job is CMYK then ensure that all spot swatches have been converted in the document. One thing to watch out for is the CMYK breakdown of spot colours from within different software packages, and even from within different versions of the same software.

A good idea is to have a look at the separations to ensure they are as you expect them. This can be done in Adobe InDesign by pressing the Shift key and the F6 key at the same time (or Window/Output/Separations Preview) or in Adobe Acrobat Pro by going into Advanced/ Print Production/Output Preview. Doing this at design stage minimises delays and protects against error.

Archiving for Reprints

We regularly archive final print-ready files for faster reprinting, and can also incorporate document changes if required. This ensures quality consistency and helps to save on both space in your server and time to reprint within short notice.

As a Marketing Services Partner to your clients it's important you get involved in assisting the generation and delivery of valuable content.



The Lamson Group can help with your client's content creation or delivery. Contact our team on (02) 9743 8577 or email sales@lamsonparagon.com.au to discuss your ideas.

NOW there are Two!

We are very pleased to announce yet another addition to the Cheque-Mates Trade Only Digital Print Room.



July saw the second Fuji Xerox Colour 800 Press install Cheque-Mates further bolstering our already impressive line-up of digital machines. We are really excited about the new addition of the 'clear toner' allowing us to 'spot varnish' with offset like results.

The addition increases our flexibility and ability to run high quality work across the two machines with unparalleled colour consistency – perfect for large colour variable mail campaigns.

Our recent 'lights out' automation and integration into one of our channel partners systems has delivered previously unprecedented colour

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volumes, printing, finishing, packing and distributing up to 150 individual jobs per day. The vast majority of these jobs are sent out in less than 48 hours so having the robust technology in place to meet the new demands was very important to Cheque-Mates and our ability to deliver to our partners requirements. Having the second 800 has laid the foundation for solid growth with our capacity now significantly increased to meet our partners needs.

- Sharp, rich image quality
- Vibrant colours
- High definition print at 2400 x 2400 dpi
- Up to a sheet size of 330mm x 488mm
- Variety of substrates available
- Latest software and technology

To discover your new potential, present ideas, request a proposal or just want to know more, please contact our team on +61 2 9743 9547 or sales@chequemates.com.au or visit our website www.chequemates.com.au.



Lamson Medicharts Pty Ltd

Lamson Medicharts delivering SKY GEL® to Australia

SKY GEL® is an ultrasound gel applicable to all external ultrasound procedures. **SKY GEL®** has a dual viscosity formulation which can be applied as a lubricant and scans as a fluid. **SKY GEL'S®** unique water based formulation makes it friendly for use on all ultrasound apparatus. Scanned images are clear and sharp as the unique formulation maximises the level of conductivity with least interference. **SKY GEL®** promotes accurate diagnostic results with sharp and vivid scans. **SKY GEL®** contains Halal compliant ingredients which are safe for use amongst Muslim and non Muslim users.

Ultrasound Gel

Features:

- Premium quality gel
- Available in 260g squeeze bottle or 5kg kettle
- Manufactured with treated water
- Acoustically perfect
- Medium viscosity
- Bacteriostatic (prevents risk of bacterial contamination)
- Water soluble Hypoallergenic
- Excellent lubrication and glide properties
- Greaseless, odourless and non-staining
- Salt and alcohol free
- Non-irritating to the skin
- Spreads evenly without running or drying
- Highly conductive formulation
- Non-corrosive
- Convenient and recyclable packaging
- Dispenser pack comes with handle for easy handling and convenient twist tap
- Blue in colour
- Suitable for a wide range of applications
- Not to be used on unbroken skin
- For external use only
- Halal certified ingredients
- Successfully passed by TGA Microbial Laboratories

260g squeeze bottle packaging



5kg kettle packaging



Australian Government
Department of Health and Ageing
Therapeutic Goods Administration
ARTG 195147



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