



## Printing In Australia DIFFICULT - BUT NOT DEAD

The industry faces a significant challenge from the ongoing shift from print towards electronic communications, documents and publications. In addition more retail, financial and business transactions are being conducted or processed digitally thus reducing paper and print requirements. Industry revenue is forecast to fall by an actualised 2.6% over the five years through 2018-19 to \$7.2 billion. Magazines, catalogues and newspapers are under the greatest threat closely followed by forms and documents. Rationalisation and consolidation will continue but at a slower pace over the next five years than the past five years. From 2008-9 domestic demand has reduced from \$9969.7 million to \$8116.6 million down 18.5%. It is forecast to reduce to \$7206 million by 2018-19 down another 11.2%. In the same period employment has reduced from 44,800 to 34,800. It is forecast to drop to 29,000 by 2018-19, half the loss of the previous 5 years.

## THERE IS HOPE!

We have to reduce fixed costs, improve labour productivity and identify niche growth areas YES THERE ARE SOME!

We are here to help you help your customers. We are your Partner Not Your Competition.

**Help us  
help you!**



# Partner with an industry leader

“Leading Business Solutions” was the banner that introduced the history and values of the Lamson Group as featured in Business in Focus Magazine October 2014 edition.

The name Lamson Paragon has been part of the Australian business landscape since 1897. It has been synonymous with all the developments in business communications from carbon paper in cash receipt books via continuous business forms with the explosion of computer installations in the 60s, to RFID and multi-channel distribution of data today.

Lamson Group's whole philosophy has been to provide a broad range of products and services that apply to the operation of any business.



To read the complete  
article please scan



# Future Proof Your Profit NOW!

Ask yourself these three questions:

1. How much time do I, my team or my clients spend on tasks that “create cost rather than generate revenue?”
2. Could I reduce current costs by adopting a more global approach to such tasks?
3. What if my competitors are thinking globally and I am not?

Your partners at Integrated Office Solutions can facilitate a flexible solution that is both time and cost effective for you or your client's business. Integrated Office Solutions coordinate and customise your own dedicated professional team entirely owned by you in the Philippines. Your team will operate as a direct extension of your business working towards your company's ultimate outcomes.

Your team will operate in the time zone that you or your client exist in and can cover 24 hours if needed to expand or process items outside of your normal business hours. Drawing from a pool of highly competent talent your team is staffed with skilled personnel in a diverse range of specialist fields providing flexibility and reducing labour-related risk.

**85% of forward thinking companies outsource some of their infrastructure, why aren't you? Let Integrated Office Solutions build YOUR team in the Philippines today!**

## Why use Integrated Office Solutions?

Forward thinkers in business may ask,

**“Why not just setup a business ourselves in the Philippines?”**

Legislation, visa, immigration and business laws are all obstacles faced by any foreigner wishing to establish a business in the Philippines. It is truly a complex minefield that needs local experience to overcome. If a non-Philippine national invests in a domestic market enterprise, the paid-in capital must not be less than the peso equivalent of USD200,000. This requirement is reduced to the

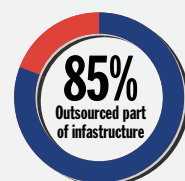
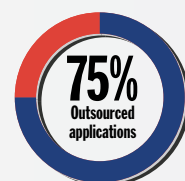
peso equivalent of USD100,000 if the investment will involve advanced technology as determined by the Department of Science and Technology, or will employ at least 50 direct employees. Developing a 50% National Partnership with a resident of the Philippines is a fundamental law that must be adhered to.

Integrated Office Solutions has the experience, professional infrastructure and established relationships to secure an efficient, skilled offshore team for your business or your client's business in the Philippines lowering labour costs and increasing profits.

Companies that embrace this game changing concept have reaped the rewards. This partnership is suited to small, medium or big business, the possibilities are only limited by your imagination.



ITNewcom surveyed 60 executives from some of Australia's top IT spenders and discovered...

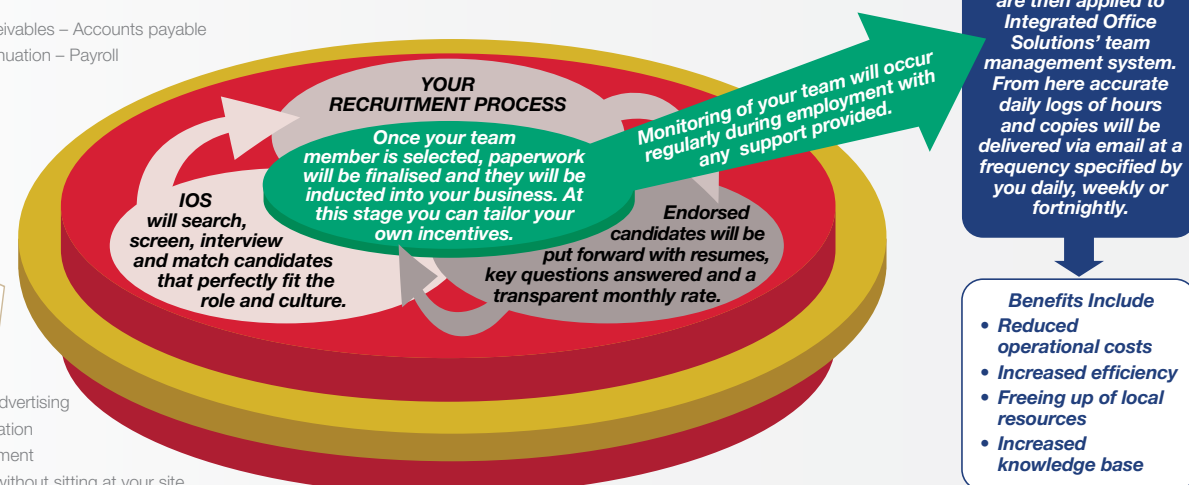


## How Integrated Office Solutions Works

Shared services – Accounts receivables – Accounts payable  
Pre-auditing services – Superannuation – Payroll  
Administration – Reporting  
IT programming – CRM entry  
Data processing and entry  
Web Market Research  
App design and development  
Graphic and creative design

Job description is supplied by yourself or your client.

Website development – Digital advertising  
Search engine and local optimisation  
Campaign and content management  
Any task a person can perform without sitting at your site



## Benefits

Reduce operational costs by at least 30%

Business demands realised with notably lower financial investment compared to employing inhouse local employees.

Increased efficiency

Your own dedicated offshore team that consists of highly competent staff specialising in each specific role, tasks and projects will be delivered on time with quality, efficiency and cost reduction.

Freeing local resources

Freeing resources to focus on your core business is the key to growth. Employing a dedicated offshore team will allow your local operations to apply their skills and energy on your primary competencies.

Increased knowledge pool

Access to an abundance of highly specialised talented people based in the Philippines making the pairing of team members to specified roles easier with increased efficiency.

Complete transparency

Business demands realised with notably lower financial investment compared to employing inhouse local employees.

Quickly extend development

Access to multiple technologies, high speed internet and highly skilled specialist staff, offerings will be enhanced and expanded directly. Extend to 24 hour coverage on a lower cost base if that is an advantage.

Full control without investment and risk

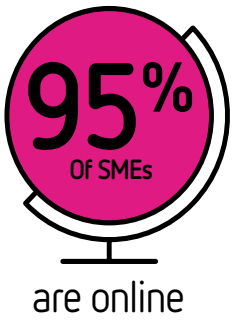
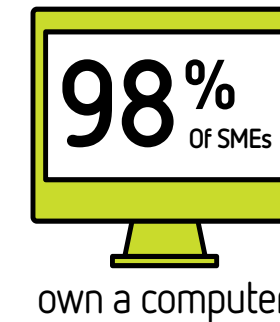
Recruiting, staff benefits, pensions, training, health and safety issues are no longer a concern offering you a worry free setup.

## Case Study

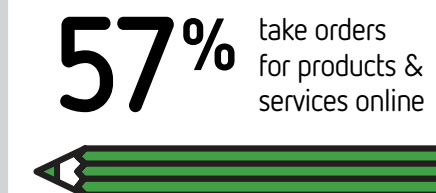
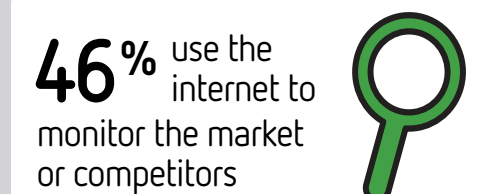
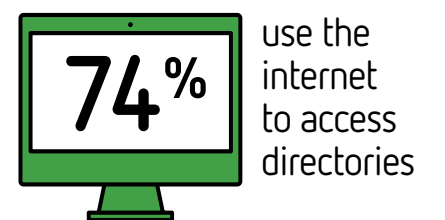
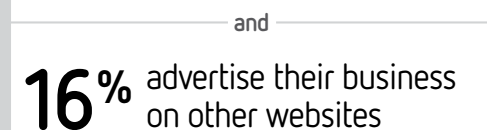
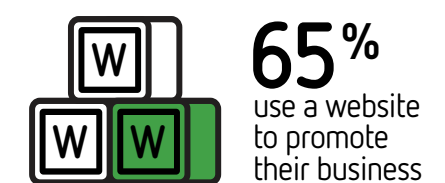
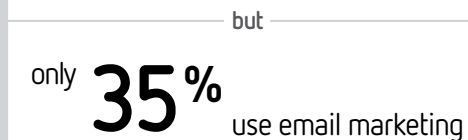
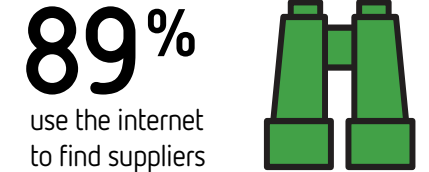
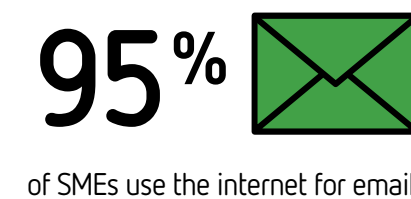
**IOS is currently saving one Channel Partner in excess of \$300,000 by developing a highly skilled dedicated team with Integrated Office Solutions in Manila. This has allowed use of their local resources in a vastly more productive way driving quicker turnarounds and higher customer satisfaction whilst enhancing profit.**

- Benefits Include**
- Reduced operational costs
  - Increased efficiency
  - Freeing up of local resources
  - Increased knowledge base

# The FUTURE...



## How Online SMEs are using the internet



\*SME - Small to Medium Business

Source: Sensis-eBusiness-Report-2014



# NOW It's Serious!

Introducing your NEW state of the art Fuji Xerox Colour 800 Press from Cheque-Mates.

"We want to showcase the new Fuji Xerox Colour 800 Press as a high end, truly professional device. (We have a responsibility to alert our Channel Partners to be wary of buying on purely price and risking their brand by placing work on a toy)", so expressed Group General Manager Rodney Frost on delivery of Cheque-Mates new state of the art digital colour press.

The Color 800 Press delivers sharp, rich, digitally mastered image quality. Utilising low melt, EA (Emulsion Aggregation) dry ink and new fusing technology, the Color 800 Press brings you a wide colour gamut that can produce vibrant, high definition images with smooth sweeps that command and hold attention. The Color 800 Press delivers one of the widest ranges of media handling, from a lightweight 55gsm to a hefty 350gsm whilst delivering vibrant, high definition image quality at 2400 x 2400 dpi for excellent sharpness and uniformity.

Achieve and maintain high quality print faster with optional Full Width Array and Automated Colour Quality Suite, a set of colour management tools. Your colour-critical jobs can be completed faster, while maintaining consistent, accurate image quality. Outstanding midtones, crisp text, pure neutrals, detailed shadows, bright highlights and excellent photo rendering are perfect for producing today's hot specialty photo applications.



You can print anything from lightweight mailers that save on postage to thick, heavyweight photo keepsake applications. With sheet sizes up to 330mm x 488mm, the press can handle multi-up jobs and accommodate applications needing full-bleed trim.

**"We want to showcase the new Fuji Xerox Colour 800 Press as a high end, truly professional device."**

EA Low Melt Dry Ink requires no fuser oil to deliver a smooth, offset-like finish at high speeds plus advanced imaging technology with new long-life photo receptors, auto-cleaning dual wire corotrons, new belt fusing, and in-line cooling module deliver high impact prints with maximum reliability. While this may sound technical, it will give you the confidence to deliver whilst enabling a point of difference for your business.

- **Sharp, rich image quality**
- **Vibrant colours**
- **High definition print at 2400 x 2400 dpi**
- **Up to a sheet size of 330mm x 488mm**
- **Handling media from 55gsm up to 350gsm**
- **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](http://www.chequemates.com.au).

# Personalised Thermal Paper Rolls

A fraction of the cost you'd expect!

As a leading Australian manufacturer and supplier of conventional and specialised paper roll products, we take great pride in providing our customers with premium quality products that offer true value for money.

With this focus in mind Paper Rolls Australia are proud to offer a great new product that will allow your client to stand out from the pack without the price tag you'd expect.

Targeted at the restaurant, cafe, pub, club, entertainment and retail sectors Paper Rolls Australia now supply a range of three contrasting printed customised thermal rolls personalised for these industries.

With a Silver rating and three year archival coating these individually designed rolls allow your customer to personalise their receipt rolls demonstrating a point of difference to competing businesses that may only present blank receipts.

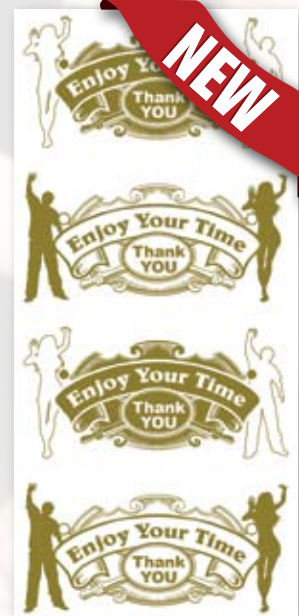
Value add to your current offering for just a little extra per



**Supermarket/Store**



**Restaurant/Bistro/Cafe**



**Pub/Club**

**Only 2% more than the cost of plain silver thermal rolls**

roll. These pre-printed thermal rolls are fun, individual and genuinely stand-out. Always in stock Paper Rolls Australia can despatch your order promptly with fast overnight delivery to Sydney, Melbourne and Brisbane, two day delivery to Adelaide, two to three day delivery to most Country areas

and five days to Perth.

As a TRADE ONLY supplier with more than 20 years experience Paper Rolls Australia offers quality, attention to detail and care in each order we receive and despatch. We exist to help our customers develop and grow.

To receive a free sample, discover how this new range can extend your business or find out about Paper Rolls Australia's many other offerings, please contact our team on +61 2 9738 5600 or visit our website [www.paperrolls.com.au](http://www.paperrolls.com.au)

## PAPER PRICES

Paper prices from the three big merchants are set to go up as the Australian \$ falls to its lowest value in four years.

**Spicers** have already increased prices by 6 - 9% in late December.

**Doggetts** have advised prices will rise by up to 8% on February 2. Simon Doggett points out that the \$A has fallen by 23 cents since early last year.

**BJ Ball** have advised prices will rise between 5-7% across their range of products which was implemented approximately 1st February.

As **ALL** carbonless and thermal papers are imported by the merchants they are most vulnerable to the fluctuations in the \$A.

We will monitor the movement closely and hedge whenever practical.



# Poor data quality costs

a significant portion of marketing budgets.

When it comes to marketing, it's all about achieving optimal results, which means reducing waste, increasing response rates and improving overall communications. Now, more than ever, customer data quality and relevance are the key drivers of successful marketing campaigns.

Developing and maintaining relevant and accurate customer data is not easy. This process can be divided into six vital elements:

Add demographic, geographic and behavioral data points to your target profile so you can identify your best customers and prospects.

Gain visibility into which communications are hitting their intended targets and measure which marketing dollars are generating the highest ROI to understand where to spend the next marketing dollar.

Create channel-specific personalisation, take advantage of suppression, and establish channel efficiencies.



Aim your marketing dollars at the most lucrative segments; maximizing campaign effectiveness and getting the message, channel and timing right.

Old data is bad data. Keep your data complete, correct and current for increased response rates.

Ensure a single view of your prospect or customer. Eliminate waste and lower the cost of communications.

Updating your file ensures that your messaging will actually reach the targets selected from the Enhance and Target stages. Poor data quality can cost companies 15 to 25 percent (or more) of their operating budget\*. Making sure you have complete, correct and current contact data is essential to drive the ultimate success of your campaigns.



## Vinnies Easter BBQ

There was a massive turnout for the Vinnies Homeless BBQ on Easter Sunday this year sponsored by Cheque-Mates and Centre Wealth Management, with over 400 homeless people showing up to eat, chat and join in the festivities. A huge thank you goes out to those generous souls that helped on a night normally spent with family, they were more than happy to give their time to those who were without their family on Easter.



## - a revenue increasing trend!

**Expand your business offering by supplying TITO tickets to your client's in the Club and Hotel Industries.**

Players insert cash into a gaming machine and begin to play. When the player is ready for a break or wants to finish, they press COLLECT and a ticket is printed with the collected credit amount.

The ticket is then either inserted into another TITO machine via the bill acceptor for continued play or redeemed for cash at a cash redemption machine or cashier station.

**TITO offers:**

- Increased game floor performance - decreases number of hand pays resulting in longer periods of gaming machine operation
- Increased customer service levels - reduced time at cashier stations and easy transition from one gaming machine to another or to break-out areas.
- Increased security - cash clearances from gaming machine are no longer required or minimal
- Reduction in cash handling errors
- Increased efficiency - manual processes such as hand pays are automated freeing up floor staff

**Paper Rolls Australia offers:**

- Trade only supplier delivering competitive pricing
- Multi colour custom printed thermal tickets incorporating your logo, message or advertising
- Guaranteed roll length, pay for what you expect
- Produced using only Appleton paper, the industry approved paper for smooth operation through printers and scanners
- Guaranteed 7 years archival quality
- Australia wide delivery

- **Increased customer service levels**
- **Increased security**
- **Reduction in cash handling errors**
- **Increased efficiency**

To receive a free sample, discover how this new range can extend your business or find out about Paper Rolls Australia's many other offerings, please contact our team on +61 2 9738 5600 or visit our website [www.paperrolls.com.au](http://www.paperrolls.com.au)

## Congratulations!

*Cheque-Mates Philippines celebrates four years.*



## Lamson Group recognised in The Energy Savings Scheme

Recently the Lamson Group were proud to receive certification of it's achievements in The Energy Savings Scheme, a scheme designed to reduce electricity consumption in NSW by creating financial incentives for organisations to invest in energy savings projects. Energy savings are achieved by installing, improving or replacing energy savings equipment.

The Lamson Group achieved:

- A reduction of 1520 megawatt hours of electricity;
- Avoiding 1611 tonnes of carbon emissions;
- Responsible recycling of old luminaires avoiding mercury entering landfill.





# 23rd Annual Lamson Group Christmas Cruise

They came from all over Australia to join us on the famous Lamson Group Christmas Cruise on Sydney's magnificent harbour.

There were some new faces this year as Channel Partners, Supply Partners, Management and Team Members delighted in a leisurely afternoon of live music (performed by The Gold Beats), wining and dining whilst discussing the year that was and the continuing challenges our

industry confront today.

After feasting on a delicious buffet lunch it was time to say thank you to our Channel Partners, not only for their continued support over the years but also for taking time out from their hectic schedules to celebrate with our team.

With the formalities over it was time to bring on the laughs with magician and comedian

Brendan Mon Tanner. He had us mesmerized with his slight of hand and doubled over in hysterics with his witty remarks. With the drinks and conversation flowing freely the day was one to remember.

From all of us at the Lamson Group we'd like to thank all of our Channel Partners for their support in 2014. Here's to 2015, may it be our best year yet!

