



# Lamson Paragon

GROUP OF COMPANIES

Issue 6 — June 2010

## A VIEW FROM THE TOP

In my 44 years in the printing industry I cannot recall more tumultuous times. In recent times we have seen the demise of many iconic businesses. Who would of thought Chippendale, Pettaras, Worldwide, Beaver, Paragon Printing (the old Moores of Wodonga & no connection with us), Rapid Digital, Harvest and The Printing Department all would have got into trouble at the same time, and that is mainly only NSW.

Then think about the rationalisation that has taken place with the emergence of Blue Star, Geon and Opus - another 8-10 companies like McMillans, Agency Press, Penfold Buscombe etc. etc. disappearing from the landscape.

### Where to from here??

I'm not sure I'm qualified to answer the question to any degree of authority but I am entitled to an opinion.

I think that the process of rationalisation still has some time to run. Factors that are going to influence the business horizon include total financing costs. All of the companies mentioned above owed money to the paper suppliers - the paper suppliers take out debtors insurance and the insurance company pays out the claims.

### What now?

The insurance companies lift the premium costs and are more selective on who they will insure. Will the paper merchants deal with companies that they can't insure? Only time will tell. Banks come down heavy on companies that don't carry debtor's insurance. One way or another - premiums or interest rates - the cost of funding goes up.

Another influence in our business lives is going to be material cost. Just as in the printing industry the paper mills and pulp mills worldwide have been rationalising. Mills that have not been making money have been closed down and others have changed products on some machines. Catastrophies like the Chilean earthquake have had an impact, as it was the source of good pulp - not as big as the merchants would have us believe - but still an impact. On top of this have a look at the return on investment the major two paper distributors in Australia are returning - Paperlinx and CPI Group. Paperlinx have sold off Shoalhaven and Maryvale to Nippon Paper and are closing Burnie and Wesley Vale.

### No Australian owned Mills.

What do you think will happen to paper and board prices, particularly when the \$A comes back.

### Enough of the negative

What can we do to survive and build our businesses in this environment. Again, I am entitled to an opinion.

My first thought is for us all to recognise the value of our individual customer bases. Each customer represents the source of increased revenue if we can penetrate their business and identify problem areas for which we can provide solutions. There are so many opportunities within every business that we overlook or do not recognise - outside of printing.

By all means use printing as the platform but look for the other things that will benefit them e.g. transactional processing, direct mail campaigns, promotional products, fulfilment, manufacturing processes, inventory tracking etc. etc.

Strangely enough The Lamson Group can help with all of these - even some of the printing.

Don't overlook the relevance of doing a SWOT analysis of your own businesses. Do they still call them SWOT - strengths, weaknesses, opportunities and threats? Identify the things that influence the health of your business and spend more time on the things that matter and less time on things that have little influence.

No business can survive without ideas, energy and passion. Most of that comes from within. We all have to step up to the plate and deliver. As the old saying used to be



"when the going gets tough, the tough get going".



Paper Rolls  
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Lamson Paragon  
BUSINESS FORM PRINTERS

cheque-mates

We in The Lamson Group have diversified and invested in areas where we believe we can help our customers help their customers. In the last six months we have installed two new inkjet machines, bigger lasers in colour and black and white, a 5 colour Mark Andy label press and extended our software suite ten-fold.

**Has any other Trade Only Supplier done that for you?**

Just as you have to penetrate your customers we have to penetrate ours - you.

With your support we plan to be here supporting you through all of the times ahead. Like everyone else we have our problems but we have never wavered from our commitment to our customers. We have the ideas, energy and passion. Feel free to use them.

Please give us a ring and let us help build your business.

Look forward to hearing from you.

## **HOT OFF THE PRESS!**

### **Lamson Paragon purchase another Label Press**

As a further sign of our determination to provide an unparalleled range of products and services for our customers we have invested in a 16" wide 5 colour Mark Andy label press together with a turret rewind unit.

As a trade supplier this should make us particularly competitive on long run rolls work. The press should hold its own on cut sheet A4 work and sprocket punched fan folded labels.

Let us help you help your customers.

Give us a go. The press will be operative from June 1.



### ***CONGRATULATIONS***

Matthew and Sharmayne Frost welcomed into the world on the 14th February 2010 their son Bailey Arthur Frost. He was not a tiny bundle of joy but rather a large one. He weighed in at a whopping 4.5kg and nearly 60cm tall. He is a first grand child for all the proud grand parents and we are sure he will bring much joy to them all.



# Cheque-Mates introduces CM Workflow

Managing document workflows can involve numerous procedures for production, compliance and record keeping which can vary for each business case within an enterprise or through a production centre.

CM Workflow can streamline management of these critical tasks, centralising command and control for extensive workflow process automation.

CM Workflow provides a framework for automation with a drag-and-drop interface that allows an administrative user to configure, create and monitor jobs within the system and manage the whole lifecycle of document production processes. This gives our business partners access to high integrity, low risk systems to cut their administration costs and increase cash flows.

Communication Workflows From Simple to Complex - CM Workflow can automate custom workflows with any level of complexity.

- ◆ **Cross-System Processing** - CM Workflow's flexible configuration framework allows seamless integration of processes involving disparate enterprise systems (Accounting, CRM, etc.).

- ◆ **Tasks of Any Variety** - Processes can be as simple as scheduling database updates or as complicated as load balancing processor intensive tasks across multiple systems. Outputs from CM Workflow include print, email, fax, voice, SMS, XML and more.

- ◆ **Unlimited Workflows** - CM Workflow is designed to be command central. It's open and flexible architecture allows for an infinite variety of workflow definitions.

- ◆ **Core Benefits** - The days of manual errors are over. The audit control logs capture every step within a desired workflow allowing your various administration teams to focus on client relationships. Cost reduction through decrease of mouse clicks, speed to market, hand processing and alternative methods of distribution guarantee savings to your business. CM Workflow can also be deployed to purely process data to generate reports and data files with Cheque-Mates acting as your trusted and flexible IT services partner.

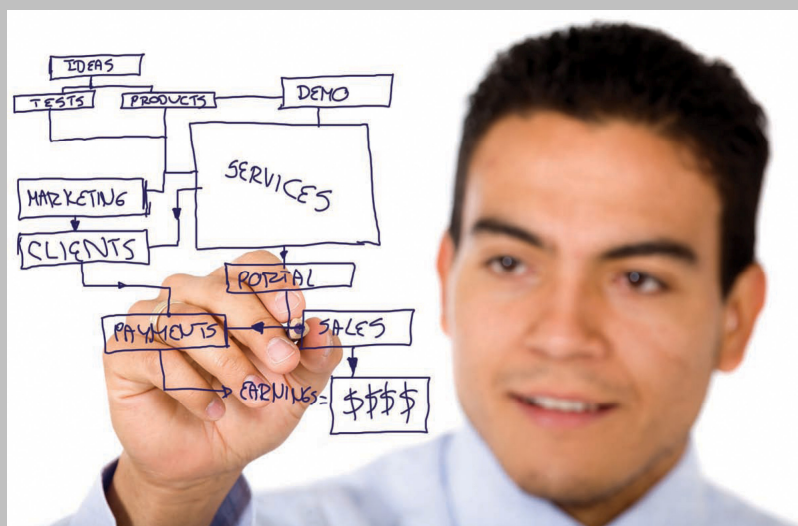
- ◆ **Command and Control** - While you can use CM Workflow to automate particular workflows and optimise and monitor targeted business processes, its capability to simultaneously manage diverse workflows provides efficiency and management benefits. Having one point of contact can provide visibility and ease maintenance and monitoring burdens. Similar efficiency benefits come from having a centralised point of contact to manage inputs, such as file uploads from web portals, outputs such as sorted and processed jobs and feedback such as email notifications.

**We guarantee that we can increase your revenue** once we identify your qualified prospects. Hard cost savings are anywhere from \$1,000 a month to over \$150,000 per annum for your clients.

We would like to open the opportunity to sit and discuss these products with you and work through the opportunity.

All we need it twenty minutes of your time. Please contact Rodney Frost on 0418 452 589 or [rfrost@chequemates.com.au](mailto:rfrost@chequemates.com.au) or visit [www.chequemates.com.au](http://www.chequemates.com.au)

**If you don't offer the solution, somebody else will.**

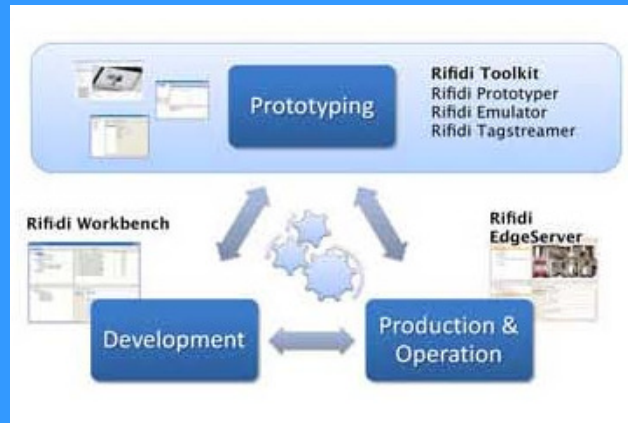


## RFID Middleware Course Learn from the expert

Two day RFID Middleware implementation course conducted by Rifidi trainer from US. This extensive training with hands-on sessions

The RFID course covers the following topic:

1. RFID Middleware Architecture
2. Data Collection Using RFID Middleware
3. Rifidi Middleware Platform
4. Prototyping Using Rifidi Prototyper/Emulator
5. RFID System Performance Evaluation
6. Development of Real Application Using Rifidi
7. OSGI, Esper, SAL and Rifidi Edge Server
8. How to integrate Rifidi into ERP system
9. Interacing with RFID readers
10. Programming with Esper and Rifidi SDK
11. External Input/Output Control
12. Antenna Selection in RFID
13. Adding new sensor into Rifidi
14. Programming RFID Reader
15. RFID System Evaluation



Upon completion of this course, you will be equipped with the knowledge of implementing RFID system using Rifidi Middleware as well as in-depth understanding of RFID integration and implementation.

For enquiries on this course please contact Peter Thornhill on 0411 020 440 or via [pthornhill@docuspace.com.au](mailto:pthornhill@docuspace.com.au)

## Cheque-Mates Team Get Healthy

In today's social climate of eating healthier and living healthier it is hard to ignore the need to keep up. In an effort to build on the Cheque-Mate's great team orientated work structure, the management have decided to get the group moving - literally.

The entire Cheque-Mates team are participating in The Global Corporate Challenge 2010. The GCC aims at promoting the benefits of a healthier and fitter lifestyle, as well as building on the foundations of team work.

The Challenge begun on the 20th May and lasts for 16 weeks, teams of 7 players are formed with a team captain nominated to get players motivated and to encourage a bit of "competition" with the other teams.

During the course of the challenge players log on to the GCC website to record their daily step count, 10,000 steps is the recommended minimum by the World Health Organisation to improve health and to reduce the risks of disease. Players can also record any kilometres they do either bike riding or swimming, although a couple of team members have suggested that they could strap the pedometers to their, toddlers, cats or dogs this is not actually allowed.

The team will be holding a couple of "fun" days to really get into the spirit of living healthier, one being a get together at Centennial Park where they will be put through their paces by a trainer who works with some top AFL players - the word fun has been used very loosely in regards to this day but we are sure the team will come away with a greater respect for each other (as well as some very sore muscles they didn't know existed).

We encourage any of you that are looking at building a healthier workplace to look into undertaking the GCC in 2011. For further info on the Global Corporate Challenge go to [www.gettheworldmoving.com](http://www.gettheworldmoving.com)



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