



## IT'S ALL HAPPENING!

Welcome to our 24th issue of Inform, we hope that the issue is relevant and valuable.

In this issue we cover the latest global trends in plastic cards as well as a relatively new marketing tool from Australia Post that will drive print and help your clients grow. Our team have mastered the tool and can support you by organising the entire process.

Do you have an online strategy? Would you like to allow for 24 x 7 interaction with your business? Is there something peculiar that you'd like to offer in a Web-To-Print site that you just haven't been able to achieve? We are driving this with great results for our Partners and that is helping them serve their customers faster whilst optimising the supply chain.

A note of thanks goes out to our Partners for a great day spent on Sydney Harbour. It is truly inspirational to watch the friendships evolve that began at this event. We have included some "before dark" photos of the big day.

Thank you all for your ongoing support and if there is anything that you would like covered in the next issue of Inform please do let me know.

Have a great day!



## With Apps like "Stocard" your clients no longer need plastic cards!

With the various mobile Apps available now Business to Consumer (B2C) companies all over the world are transferring to Integrated Cards to save money. Now every organisation can afford to issue their own customised cards.

The cards are fully laserable making them an ideal solution to personalise. Add to this the cost saving opportunities and the enhanced accuracy by not having to match separate documents and cards and the concept begins to speak for itself.

Integrated Cards are manufactured as part of the printed sheet. They consist of two, sometimes three core elements, a base carrier which for example would be your introduction letter, a backing laminate for the back patch and in some cases a face laminate. The document is produced by printing the carrier then applying the back laminate (and face laminate if required) giving it a plastic look and feel, the carrier is then die cut through the card shape but not through the back laminate, the card can then be peeled out from the carrier because the back patch holds it in place.

Our laminates come in matte, satin and gloss on the front and gloss on the back. All can be laser printed, with matte and satin also being "signature compatible", so they can be written on with a pen where a signature is required. Cards can be supplied in any shape, size and any number of cards in one form.

We can also offer a full **Print and Mail Service** for your integrated cards. Once printed, the integrated card forms can be personalised using a laser printer and inserted into a mailing envelope ready for distribution either to the recipient or bulk delivered to you.

The most popular applications for integrated cards are:

- ▶ Membership Cards
- ▶ Student ID Passes
- ▶ Travel Passes
- ▶ Discount Cards
- ▶ Promotional Cards
- ▶ Loyalty Cards
- ▶ ID Cards

Please feel free to call or email our team if we can assist.

## Do you need a great Web To Print site?

Create YOUR own personalised website with **CM W2P** to receive orders from customers online for a wide variety of YOUR products printed digitally through YOUR trusted partner Cheque-Mates.

An innovative new offering from Cheque-Mates, it is a totally automated service where customers complete the entire ordering process online through YOUR dedicated website. The **CM W2P** solution contains all of the necessary functions including YOUR own branded website; you just setup your product list and pricing margin, and you're ready to take online orders.

### CURRENT order print process



Contact client, receive order



Request quotes from suppliers



Create quote, send to client



Client approval to proceed, request artwork proof



Send proof to client, follow-up for approval



Approval given, send order to manufacturer



Order in production



Order shipped



Invoice customer, wait for payment

### FUTURE order print process



Client places order, uploads artwork, makes payment online



Cheque-Mates produces order



Order shipped

- Your own web-2-print offering
- Dedicated website created with your logo and branding
- Choose your price margin
- Automated online freight calculator
- 24 hour print turnaround available
- Significant cost and time saving advantages for your business

To learn more about this innovative offering please contact our team today on **+61 2 9743 9547** or email via **info@chequemates.com.au**

## Let's get involved AGAIN this year!



On the 22nd June 2017, 1,300 CEOs slept out in the cold. Experiencing for one night what over 105,000 Australians experience every night.

Their commitment has increased the profile of homelessness and your generous support has raised crucial funds for Vinnies homeless services.

### Let's get involved again this year!

The Vinnies CEO Sleepout® began as a local community venture in Sydney's West in 2006. Since then, the event has raised important funds for Vinnies Homeless Services across Australia and heightened awareness of homelessness. Our goal is not just to service the homeless, but to bring about an end to homelessness.

Homelessness is an issue close to our heart with our founder spending time on the streets as a young man, no one should have to live like that.

Rodney Frost, Group CEO for the Lamson Group will be attending his 8th event by sleeping out on Thursday 21st June in the 2018 Vinnies CEO Sleepout®. Due to the generous kindness of sponsors we have raised over \$75,000 (\$10,000 in 2017).

In 2018 why not nominate yourself or your Managing Director or CEO. Registration is now open.

To learn more about this worthwhile cause and see how you can assist visit <http://www.ceosleepout.org.au>

Your generous support and donations will not only provide immediate and emergency assistance but pathways to a brighter future. Sleep out or donate this year and show your support.

*To improve and enhance the lives of others in the community, the Lamson Group supports and participates in many charitable events. Giving back is a core value of the Lamson Group and we like to share that value as it is close to our hearts.*



# Campaign Targeter –

## Taking the guesswork out of promotional mail

Campaign Targeter is the innovative online tool from **Australia Post** that helps you reach new customers by creating more effective promotional mail campaigns.

Campaign Targeter offers flexible and easy-to-use mapping tools to accurately define your delivery catchment area.

You can locate new customers by using integrated Helix Personas to identify your target audience and view them on the map.

Using this dynamic online tool, you can self-serve your own promotional mail campaigns from creation and mapping through to booking, so your communication hits letterboxes on time and on budget.

### How does it work?

#### Individualise your account

Campaign Targeter caters to small and large businesses with single or multiple users and locations. You can create unique customer accounts, manage multiple users and access privileges, and assign mail agencies.

#### Map your campaign

Increase the effectiveness by accurately defining delivery areas.

- Enter an address or drop a pin
- Set a radius or draw a boundary
- Select from preset boundaries, including suburbs, postcodes, government or electoral divisions
- Upload your own locations and boundaries

#### Add customer insights

Customer insights is a powerful feature that enables you to easily identify your target audience and locate them on the map. You can choose from a range of available insights including basic demographic information or sophisticated Helix Personas® that harness population and psychographic data such as lifestyle, attitudes, behaviours and values to locate your audience.

#### View campaign details up-front

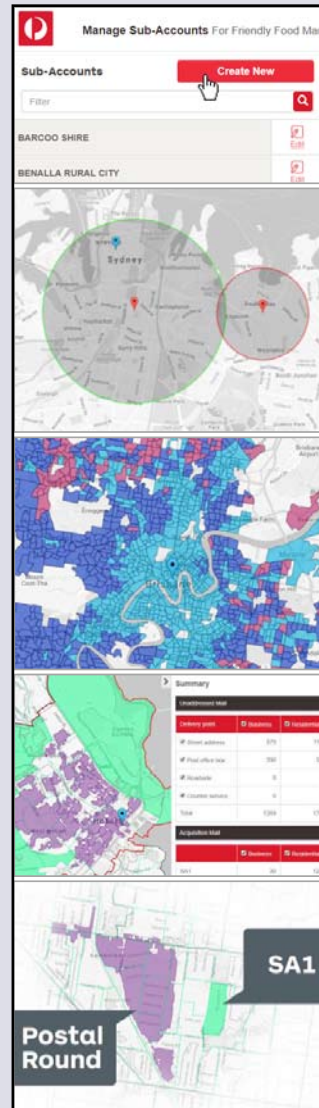
Campaign Targeter gives you simple options for managing the cost versus coverage of reaching the addresses in your defined catchment area. A campaign summary table displays an estimate of the costs and address counts for delivery by Australia Post's Unaddressed Mail and/or Semi-Addressed Mail services.

#### Use reliable Australia Post services

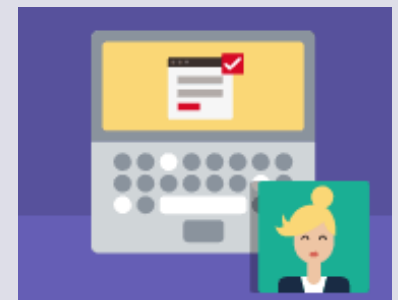
Australia Post offers reliable bulk mail services to support your needs. Unaddressed Mail offers our lower cost option and is delivered at a postal rounds level. Acquisition Mail allows you greater accuracy, making it possible to target to a group of approximately 400 households at an SA1 level.

**For more helpful information please contact our team via [sales@chequemates.com.au](mailto:sales@chequemates.com.au)**

**For a short video to learn more about this complementary online promotional mail service you can head to YouTube and search “What is Campaign Targeter”. Please feel free to contact us as your Trade Only Communications Partner we can handle all of this for you including the searching, booking and physical handling.** [https://youtu.be/W\\_zz-fcr\\_CU](https://youtu.be/W_zz-fcr_CU)

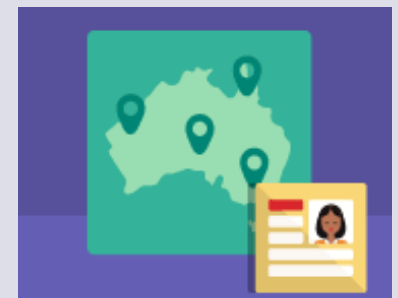


## Create a campaign in 4 Easy Steps



### 1. Create

Set your campaign details and preferences, and nominate who'll be working on it.



### 2. Map

Use location options and/or customer insights to start planning your campaign.



### 3. Finalise

Review your campaign summary, including cost estimates, delivery areas and address counts. Refine things further, or download your campaign summary report and booking files.



### 4. Book

Choose from our reliable bulk mail options – Unaddressed Mail or Acquisition Mail – and create a booking online, using the files you saved earlier.

## Congratulations!

Well done to Margaux Monteiro, GM of Integrated OS, for being recognised as a Future Leader in the Philippines and driving a great culture whilst embracing innovation at Integrated OS. Thanks to Sprout for the feature (you can read the full article on their Facebook site below <https://www.facebook.com/sproutsolutionsph>)



# 26th 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 Sinead Lee and Daniel Rhodes from Accoustic Grooves), wining and dining whilst discussing the year that was and the continuing challenges our industry confront today.

It really is an honour to introduce people on the cruise and then watch the relationships grow and flourish. Some of these relationships are now over 20 years strong and it's those communities that are created where we feel we are giving back. This is certainly one of our annual highlights.

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 Phil Cass. He had us 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 2017. Here's to 2018, may it be our best year yet!

