Lamson Paragon
GROUP OF COMPANIES

MESSAGE FROM OUR MD

Welcome to the third issue of the Lamson Group newsletter. In this issue we will cover the benefits of why your customers should be ordering custom printed paper rolls, the key figures on payment fraud and a few updates within the group that will help us all provide faster and more environmentally friendly services to your clients.

We wish to announce the appointment of Adrian Habelreeh as Production Manager for Lamson Paragon to replace Nick Fuller who has opted for a career change as a Hire A Hubby and Brett Edwards who will fill the void left by Greg as Operations Manager who for family reasons has moved to Perth. We wish the boys all the best in their new positions.

Regards
Arthur

CUSTOM PRINTED PAPER ROLLS

Paper Rolls can help your client stay in touch with their customers with Custom Printed Paper Rolls! Custom printing your receipt paper rolls with company logos, return policies, coupons or other creative marketing messages help increase repeat business and customer loyalty.

- Select a grade that will hold printed information longer for faster more efficient returns and more accurate documentation at tax time.
- Customize your receipts to support seasonal promotions and advertise specials.
- Spice up your paper roll with colour.

Paper Rolls are also capable of adding security features which helps protect against receipt fraud. They can also customize the size of your roll to adjust the width and length to your specific requirements.

The benefits of customising receipt rolls are numerous. A few of them being;

- Allows you to use the receipt as a powerful marketing tool to promote your company and its products and allows you to reward loyalty
- Print return and exchange policies.
- Promote new products or services.
- Gives customer a better more professional impression of your company.
- Promotes corporate identity and brand awareness.
- Support seasonal promotions and advertise specials.

DID YOU KNOW ?

Affordable Barcoding on Continuous:

Lamson Paragon has acquired a Printronix Form Printer which allows us to crash number barcodes on short run Continuous Forms. We will continue to do our book barcoding off-line utilising the ink jet facilities at Cheque-Mates. This acquisition, which also caters for weighted modulus numbering etc was the direct result of the needs of some of our customers for short run continuous.

Lamson's, Helping you Help your Customer

Paper Rolls
Australia Pty Ltd

Lamson Paragon
BUSINESS FORM PRINTERS

cheque-mates PTY LTD

Payments FRAUD in Australia

Be of genuine value to your customer. Put the time and effort into designing a secure cheque for them. Use all the security features available whether it be with paper, ink or design.

Look at these figures for Fraud transactions for various 12 month periods from APCA's official report.

	to June 2006	to December 2006	to June 2007	to December 2007
Cheque	2942	2408	1991	1561
Debit Card	29357	34318	39250	44823
Credit/Charge Cards	236271	241063	279222	326186

Number of Cheque Fraud Transactions has reduced by 47% over the period. Debit Card Fraud has increased by 53% and Credit Card/Charge Card Fraud increased by 38%.

By payment type, the rate of :
- Cheque Fraud dropped from 1.9cents to .8 of a cent in every $1000
- Payment Card (Debit, Credit & Charge Cards) Fraud increased from 23.9cents to 27.9cents in every $1000.
    a. Debit Card (that is EFTPOS & ATM) Fraud dropped from 7.7cents to 7.1cents in every $1000.
    b. Credit & Charge Card Fraud increased from 36.9cents to 44.5cents in every $1000.

The largest component of Australia's credit and charge card fraud relates to card-not-present (CNP) fraud and cross-border fraud activity. CNP includes fraud conducted over the internet, phone, mail and fax. As easy as today's technology makes it to shop online, it also makes it possible for fraudsters to operate globally.

I heard a statistic three weeks ago that the usage of Corporate Cheques is growing. In light of the above figures I can now see why. The UK's payment card fraud rate is $1.18 in every $1000. Will we follow suit?

Put the effort in to designing a really secure cheque.

The increased cost of a secure cheque pales into insignificance when compared to the disruption to a business and the time taken to rectify the problem.

Let us help you help your customer.

Long Live the Cheque.

LUCKY WINNER

Di Smith from Consolidated Business Forms was the winner of our random invoice draw for the Lamson Group and won tickets for the Swans Vs Collingwood game at ANZ stadium with her husband Rob. Di & Rob had a very enjoyable evening despite the loss for the home team.

People Tracking using InvenTrack3000 Radio Frequency Identification Technology

In April 2008, around 8000 people attended the week-long Singapore Fashion Festival. No tickets were issued for the event. Instead, people were given an RFID chip containing their personalized show 'tickets' which they attached to their mobile phones During the show, attendees simply flashed their phones near designated gantrys to gain entry.

Radio Frequency Identification technology (RFID) is an easy and transparent system that uses passive identification to track the movement of people. At the Singapore Fashion Festival RFID chips gave organizers the tool to monitor the number and type of people in attendance (including full and part-time employees, guests and media) and discover where they spent their time.

There are many other applications for monitoring people movement. In building management, for example, a wide range of businesses employ RFID technology for access control and emergency purposes. And many schools, colleges and universities are now using RFID-enabled ID cards to track students and employees.

InvenTrack3000 by Intensecomp (represented in Australia by Docuspace) is a visitor management and people tracking system designed using the very latest personnel track and trace software to tailor unique solutions for any organization.

Solution Specifications

InvenTrack3000 is a multi-module platform that can be configured to monitor the location-to-location movement of one person, a group of people (ideal for job site monitoring and replacement of employee time card), and pin-point mapping or graphical representation on screen.

There are three key RFID technology applications utilized in InvenTrack3000:

1. Passive tracking with close **proximity contact card**.
2. Passive tracking via **vicinity tag** (up to 10m).
3. Active tracking using **battery powered tag**.

Proximity Contact Card

Proximity contact cards are similar to the access control cards used to open doors. The card—an employee ID, student pass or other access permit—contains a unique identification number that represents the holder. When the card is tapped on a reader it informs InvenTrack3000 of the holder's identity as well as the time of tapping.

This technology is low-cost, and fast and easy to install. Tracking occurs whenever the card is tapped on the reader. If there's no tap, the system cannot track.

Vicinity Tag

Vicinity tags enable distance tracking of a card/tag holder who may or may not be aware that they are being monitored. This is because the readers or detectors can be placed in areas within the detection range not visible to the user, for example above walkways or corridors

There are also gantrys with readers that will identify the user and record the time they passed the gantry.

Another implementation of vicinity tags is via a reader kiosk, which can be situated to

detect tags within range and record and identify users, and even greet them if required. The detection range runs from 50cm to 5m, depending on the RFID system deployed. Detection triggers the software that powers the kiosk.

Active Tag Tracking

Active tag tracking is suitable for real-time and pin-point tracking.

Active tags are powered by an internal battery capable of transmitting tag-holder information by the day, the hour, the minute – even seconds — informing the host application of tag locality, direction of movement, temperatures and a range of other digital signals.

A comprehensive solution

InvenTrack3000 is a comprehensive tracking solution covering hardware and software solutions.

The highlights of the system's capabilities:

i. Automatically identify, locate & account for people (workers, contractors, visitors &others) in designated areas.
ii. Strengthen secured area access control.
iii. Account for personnel during emergencies.
iv. Integrated to monitor assets and equipment.
V. Interface with security, human resources and other systems.

InvenTrack3000 can also monitor productivity by detecting a badge or tag at a location and correlating the holder with a particular job.
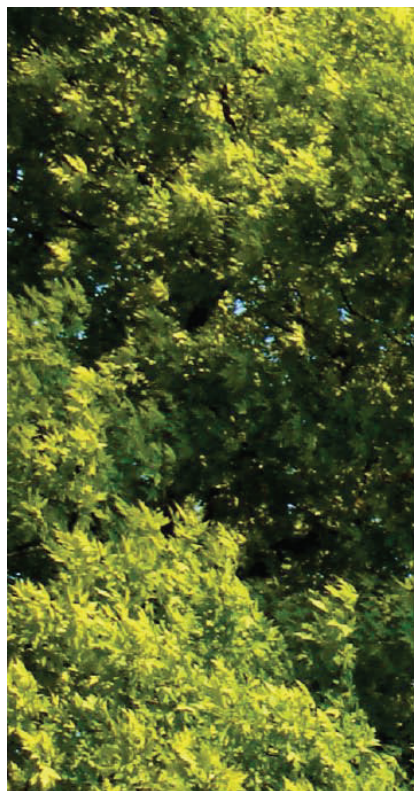
The basic components of InvenTrack3000 are properties, locations and assets (the badges or IDs issued to employees, visitors, students etc).

Once configured, the network of readers linked to InvenTrack3000 will monitor all IDs in the system. When a badge moves from one location to another, location information is automatically updated.

Each property can have many locations, and each location many assets. The movement of assets at every location is monitored and uploaded into a historical database that can generate movement reports based on assets or locations to facilitate location and redeployment of critical assets or people.

When employees sign in for work, they just 'tap-in' into the tracking zones, and 'tap out' at lunch or at the end of shift. InvenTrack3000 records each employee's time log for the day. There are any number of site-specific business rules that can be added into InvenTrack3000 to provide real-time information whenever required.

Environmental update

In our first news pages we spoke about the need to care for the environment and, as a business what our environmental responsibilities are. Cheque -Mates are always looking for greener alternatives.

Our newest addition is our multi-purpose, white A4 80 GSM paper, This paper is made from 80% Bagasse (sugar cane waste) and 20% plantation eucalypt fibre. It is manufactured under the ISO 14001 environmental standard and the ISO 9001 manufacturing standard.

Our newest paper product is endorsed by:
- WWF.
- Greenpeace Australia.
- Australian Conservation Fund.
- Wilderness Society.
- Friends of the Earth Australia.

This product will help reduce green house gas pollution caused by logging renewable resources helps prevent the destruction of 30,000 acres of forest land every year.

Cheque-Mates are pleased to offer this premium product to our clients. We have tested the product on our Xerox Nuvera lasers with great success.

DocuColor 252

Cheque-Mates have taken delivery of our second Colour Laser Printer due to the high demand for digital colour printing.

The DocuColor 252 Digital Colour Printer/Copier adds significantly to our platform. The DocuColor 252 delivers 2400 by 2400 dpi image quality and excellent fine line reproduction.

The 252 sets the benchmark in image quality and is the perfect partner to the DocuColor 5000. The DocuColor 252 is capable of printing all your newsletters, brochures, presentation documents and invoices.

On the 252 we can also hole punch and staple on the fly. We are able to print on stocks up to SRA3, 300GSM, proving that the DocuColor 252 is a true partner to the DocuColour 5000.

Transpromotional Mail

Cheque-Mates now have the software and know how to expand any Transactional Processing Mail into Transpromotional Mail. This allows your customer to convert a cost into a revenue. Transpromo mail focuses specific information to, your Target. Blend this with colour and your response rate can quadruple. Its not hard to see the benefits.

Cheque-Mates, Helping you to Help your Customers.

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