



Lamson Paragon

GROUP OF COMPANIES



Message from the MD

Welcome to the eighth issue of the Lamson Group newsletter.

In this issue we are pleased to announce the addition of the new Epson Stylus Pro 7890 24" to our colour production printer selection, giving Cheque-Mates the ability to print large format coloured posters on a wide selection of media types from Matt to a selection of photo papers including Glossy Photo paper, Semi Gloss Photo paper and Luster Photo paper. We know this will assist you in bringing something new to the table at your next sales opportunity with your clients.

Also receive an up-to-date report on Paper Rolls Australia's application for accreditation with the Forest Stewardship Council (FSC) and the Program for Endorsement of Forest Certification (PEFC). Once granted, a range of fully certified paper roll products will be added to our current product lines to meet the ever growing demands for consumers of products that will not contribute to the degradation of the world's forests, but rather may help secure forest resources for the future.

The team at the Lamson Group are always on hand to assist with any questions you may have that help you get the sale across the line. We are also more than happy to show you around our production facilities so that you have a better understanding of the broad range of products and services that we have to offer. Please give me a call on 9743 8577 to arrange a site inspection.

Regards
Arthur Frost

Epson Stylus Pro 7890

Cheque-Mates can now offer you wide format colour printing by adding the new Epson Stylus Pro 7890 24" to our colour production printer selection, giving Cheque-Mates the ability to print large format coloured posters on a wide selection of media types from Matt to a selection of photo papers including Glossy Photo paper, Semi Gloss Photo paper and Luster Photo paper.

Epson Stylus offers industry leading quality output at a high standard

Below are some specs on the new machine

- Featuring all the advanced design technologies of the Epson Stylus® Pro 900 series, the floor-standing Epson Stylus® Pro 7890 is the perfect printer for environments where print widths of up to 24-inches (610mm) are needed. And with the award winning Epson UltraChrome K3 Ink with Vivid Magenta, the Stylus Pro 7890 generates prints with outstanding gamut cover.
- Epson UltraChrome® K3 Ink with Vivid Magenta
- Epson Micro Piezo TFP print head with advanced coating technology

- Professional media handling up to 24 inch wide
- 8 colour ink set with 3 levels of black ink technology (available in 350 or 700 ml capacity)
- New paper feed mechanism
- 2880 x 1440 dpi maximum print resolution
- Easy to use with low maintenance
- Variable Sized Droplet Technology
- Colour LCD
- USB2.0 and ethernet connections standard

Cheque-Mates are continually looking for ways to expand our services and provide our customers complete work flow solutions.



For all colour quotes please contact our
Colour Team Leader Bronwyn Gregory-Jones
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Opportunity beckons as Cheque-Mates launches its NEW Manila facility



Cheque-Mates has officially launched its new state of the art facility in Manila in the Philippines.

The new facility will host Cheque-Mates contact centre services, computer programming, support, digital and web content management, data entry and image processing, creative services, and other higher-value IT and outsourcing services for its International client base.

It is perfect timing as we are about to launch a new service to the local industry, CM Solutions.

CM Solutions is a service focussed on automating business processes through the utilisation of our entire suite of software.

For printers that do not understand mailing but need the functionality, for mail houses that can't afford the high costs of programmers and software licenses, this service will increase your

bottom line and give your customers;

- improved cashflow
- less risk
- increased revenue
- lower costs

The new Philippines operation will provide our clients with a secure, high technology offering, staffed by qualified, multilingual customer communication professionals. The new site adds significant capacity to our increasing footprint in this growth area.

Cheque-Mates are committed to growing its operation in the Philippines. We have brought on a lot of experienced team members in this market and have proven our ability to deliver the best possible solutions to our customers.

The Philippines' talent pool and their value for work have helped us increase the quality of our services

from contact solutions to IT management, which is why we are increasing our capacity in the country. No local jobs will be lost with this new facility being launched, it will be a growth area for our business for many years to come.

The new site will house the latest technology and equipment, which aids in creating high

performance work culture in the company. Cheque-Mates (PH) is focused on providing reliable, cost-effective, professional services to the Document Creation and Distribution Industry.

To learn more about how to take advantage of this launch, please contact our team on

(02) 9743 9547 or email via sales@chequemates.com.au

Cheque-Mates - Your Partner, Not Your Competition

Bronwyn's Achievement

Bronwyn has always been a fantastic team player, she has embraced the Cheque-Mates culture to continually improve and is an integral part of our team.

The Performance Edge course will give her the ability to fine tune her skill sets and push forward with her professional development.



RFID in Apparel Retailing - a recent case study

The recent RFID deployment in a Singapore clothing store chain Coldwear makes compelling reading for apparel retailers. Following are the key benefits the retailer experienced.

1. A reduction in stocktaking time by

up to 90%. This was made possible by the shop assistant using a hand held RFID reader to scan stock instead of manually counting it. It also enabled management to quickly identify which model, size or colour was missing and replenish it almost immediately. This in turn prevented out-of-stocks and resulted in an increase in both customer satisfaction and sales.

2. It achieved up to 99% accuracy in stock taking. Using RFID to do stock takes instead of relying manual counting, significantly reduces human error and achieves near perfect stock take accuracy.

3. It made daily inventory stock taking possible. Because the system is fast and accurate stock takes can be done every day.

4. A reduction in stock shrinkage by

more than 50%. Combined with a more accurate stocktaking process and product tracking, items were less susceptible to loss due to mishandling or theft.

5. An improved sales process and customer service. Because shop assistants are spending less time on stock management they can spend more time with customers.

6. ROI within a year. With increased sales due to the reduction in out-of-stocks and with faster replenishment of stock, the retailer achieved far better sales than stores without an RFID system and gained a return on investment within a year.

For more information contact info@docuspace.com.au or call (02) 9645 4236 or visit www.docuspace.com.au



QR CODES

QR (Quick Response) codes are the latest silver bullet in multi-channel marketing in the US and Western Europe. Everyone seems to be jumping on the QR code wagon, including most recently the US Postal Service, who is offering a three percent discount for mailers using one (or a similar 2D code) on their mail in July and August.

The word on the street is very mixed; some companies swear they've boosted response rates; other say nothing happened. Are there secrets to successfully utilizing QR Codes? And what are the hidden dangers in QR codes, dangers that if misused can not only sabotage a campaign but turn potential customers off your product and your brand?

QR Codes are a more recent addition in the US and Western Europe; they have been in the Japanese market longer and have become commonplace, providing us with a potential adoption process. They've followed Gartner's hype cycle progression rather well. In Japan, they are moving into the Enlightenment stage. For marketers in the US and Western Europe QR codes are still moving up the hype cycle hump and are likely to soon drop into the Trough of Disillusionment. Marketers have a limited time to successfully leverage the novelty of QR codes before they fade into the overall landscape. But do so carefully – it is also possible to easily annoy or run off a potential customer by not providing them the experience they are expecting when they click through.

The Secret?

Buried behind all the hype is an ugly secret. Too many marketers are simply dropping in a QR code to an otherwise unchanged TransPromo campaign and expecting miracles, then declaring QR codes are overhyped when they see no significant uptick in responses. To successfully use a QR code in a marketing campaign requires close attention to three critical points: technical quality, usage demographics, and expectations.

Technical Quality

QR Codes are still a fairly new technology, especially in the US and Western Europe. Unfortunately, there is little standardization yet in terms of generation and readers (even though QR Codes themselves are controlled via two ISO standards). There are multiple products which will generate them, and multiple apps to read them. For example, PC World currently lists 179 different QR Code reader apps for the Android platform. Some mobile device manufacturers are adding pre-loaded QR Code readers which should help stabilize the market. But not all generators and readers are created equal.

If you generate a bad QR code, or if your QR code can't be read, your marketing campaign crashes very early. Be sure your QR Codes can be successfully read. Expand your testing process. To do a production-quality test, you should have available a variety of mobile devices loaded with a variety of QR Code reader apps that you use to test your campaign material both during development and during production. At a minimum, test your production-generated QR codes using multiple mobile devices (BlackBerry, Apple & Android). Make sure they can be read and that the link provided is correct. An incorrect QR Code or a QR Code that is unreadable to your potential customers will destroy a campaign before it ever starts.

Usage Demographics QR codes are still leading

edge in the US and Western Europe. The majority of the people who will click through your QR code in your marketing piece are early adopters. They are familiar with and utilize multi-channel communications as a way of life. They have QR code readers on their phone, recognize QR codes, and are inquisitive enough to click on them to see what's on the other side. They expect more from social media, are hard to please, and have very high expectations. Disappoint them and you won't see them again. An initial failure with QR codes to this group likely means they won't click on another of your QR codes in the future, and may even abandon your product altogether. With them, you get one shot. You've got to make it count.

Expectation

These early adopters are familiar with new technology (especially on mobile devices) and are technology savvy. What do these savvy users expect? They demand a novel experience – something new, something different, something they can't get otherwise. Having your QR code click through to an ordinary web page they could reach through your web site isn't going to impress them. You need to provide an additional experience your potential customer can't access any other way.

To bring in the Japanese experience, a 2009 NetAsia Research study showed three primary reasons to click a QR code - 32% to use a coupon, 31% to apply for a special promotion, and 23% to have more information on a product. If your potential customer can get the coupon or apply for the promotion through four other channels, why should they click on your QR code? What makes the QR Code experience special for the potential customer?

If you want to quickly drive your prospective client into the Trough of Disillusionment about not only your use of QR code, but also about your product and brand, give them the same experience they can get through a different channel.

What does this mean when planning your customers QR-based campaign? A focus on two critical issues:

1. Novel experience

It means a successful campaign based around QR codes must offer the potential customer a new, novel, and interesting (to them) experience when they click through. It must offer them something they feel is unique and special – a video, a discount, a special promotion, a game, an offer – that they can't get through any other channel. Also given the audience you can probably squeeze in a quick survey of two or three questions to allow for further customization of the final offer(s). Make it interactive; give them something to do and experience.

Ideally, in the TransPromo environment, each QR Code placed on a transaction document should be the equivalent of a personalized URL – it should take the potential customer to a customized mobile device web page offering them an opportunity optimized for and targeted to them personally – not the same generic web page they can get in a dozen other channels.

2. Optimized for a mobile device

It also means that whatever you offer, it needs to be optimized for a mobile device. Scanning a QR code and getting a landing page optimized for conventional web browsers won't

make the user experience better. Squinting and trying to read lots of small text, having to zoom in to multiple areas on a page, or large photos and videos which don't display well on mobile devices mean very quick abandonment of your site and their interest.

Your creative designers must develop separate web presences for QR Code campaigns. Using the same mobile test platforms you used to verify your QR Codes were valid and readable, click through and insure the final offerings are easy to read on those same mobile platforms.

Successful QR Code Campaigns

What does all this mean in terms of planning and executing a marketing campaign? QR codes can't simply be bolted onto an existing campaign with any hope of success. The campaign must take into account the critical requirements of a good QR Code campaign from the beginning.

QR Codes can offer a new opportunity in your TransPromo campaigns. Using classic TransPromo techniques, specific, targeted offers need to be developed for each user (or each small group of users). These offers need to be designed in a format suitable for display on a mobile device. The QR Codes need to be created for each offer and added to the transaction document.

And tracking needs to be added so key metrics can be captured and rolled into the next campaign to improve it. At a minimum, the number of click-throughs from the QR Codes needs to be measured, as well as the number of successful conversions after click-through. With mobile devices, you have a multitude of other data available to you as well. Not only who clicked through, and when, but also potentially valuable data such as what device they are using and where they there were when they clicked through. Ask your data analysis group what they could do with this extra data.

Use the same segmentation tests here as you would on any other campaign; make multiple offers using multiple creative's and test which work better with which segment of your early adopters. Yes, this is significant amount of additional work, but it is the difference between a successful campaign incorporating QR Codes and a failed one.

Reaching QR Code's Potential

QR Codes can offer a new, novel and exciting opportunity that early adopters will scan and click through. They can provide a campaign differentiator for the early adopter group, and help increase your brand awareness and brand cachet as well as drive more eyes to a campaign. QR Codes can even increase your sales on specific products. But the campaign must appeal to those early adopters, offering them a novel and exciting experience when they click through optimized to the platforms they will be using for viewing.



Cheque-Mates Website



Paper Rolls Website

Paper Rolls Australia is Forest Friendly

There is no doubt that papermaking is a very industrialised process and has the potential to impact unfavourably on the environment – particularly the world's forests, waterways and soils. As a paper converter, our impact is perhaps far less directly environmentally detrimental than, say, a mill, but as a valued partner in the paper industry, Paper Rolls Australia (PRA) recognises the importance of the need to take care of the world's forests and the environment for the long term.

Public awareness in more recent years has called for the timber and paper industries to drastically reduce the negative environmental impact by altering some of the processes involved and reducing toxic chemical input, but more importantly, implementing ways to sustain and manage the world's forests, where the wood pulp is sourced.

In keeping with PRA's commitment to uphold strict environmental policies and to service the needs of the consumer, we have recently commenced the application process for accreditation and certification with two international bodies: the Forest Stewardship Council (FSC) and the Program for Endorsement of Forest Certification (PEFC). Both these bodies are global organisations with the same important mission – to help preserve and protect the world's forests by promoting responsible forest management and to provide a credible link between responsible production and consumption of forest products (ie: primarily wood and paper products).

A system has been developed and adopted by the FSC and PEFC (and several other counterpart organisations across the globe), whereby wood or a wood by-product originating from a certified well-managed/sustainable forest can be tracked throughout the various stages of processing to verify that it is indeed a "certified" product and has remained so from its origin in the forest to the end result as, for example, a Paper Rolls Australia product. This system of tracking the product's path through its various processes from origin to end is referred to as a Chain of Custody (CoC).

The process to obtain Chain of Custody certification involves an extensive audit of current business practices – particularly those in the manufacturing/converting processes – plus the addition of some new ones, to ensure that we comply with the level of environmentally sound practices required. It is a lengthy and timely process to achieve certification, but one we believe is well worthwhile.

Once our certification has been granted, we will be adding a range of fully certified paper roll products to our current product lines to meet with the growing demand by consumers that their purchases of wood and paper products will not contribute to the degradation of the world's forests, but rather might help secure forest resources for the future. We'll keep you posted on our progress.

Paper Rolls Australia Website

Our new website: www.paperrolls.com.au has been live now since the end of November last year and is rapidly increasing in traffic. The new site is packed with information on our current product range and displays the extensive capabilities of the Lamson Group as a whole. Our user-friendly tools like: 'How to Measure a Roll'

and the 'Paper Roll Size Selector Tool' have proved a great success. The FAQ's are also very popular – covering everything you need to know about how thermal paper works; how to avoid damage to your printer equipment; printing on your rolls, plus order and delivery information.

Check out www.paperrolls.com.au today!

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