



Lamson Paragon

GROUP OF COMPANIES

Issue 4— July 2009

MESSAGE FROM OUR MD

Welcome to the fourth issue of the Lamson Group newsletter. In these hard economic times I hope that all of our valued friends and colleagues are managing to keep business coming through your doors.

In this issue we are pleased to announce the addition of the Xerox Nuvera 288 to the Cheque-Mates Pty Ltd fleet of Digital Laser machinery. This new printer "the fastest cut sheet printer on the market", we know, will assist you in bringing something new to the table at your next sales opportunity with your clients.

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

CHEQUE-MATES INTRODUCE THE NUVERA 288

Cheque-Mates are pleased to announce the addition of a new Monochrome Digital printer. The Xerox Nuvera 288 boasts the title of the fastest cut sheet printer in the industry.

The Nuvera 288 can print a staggering 288 duplex images per minute, with exceptional image quality. It keeps jobs running with a 2.6GHz Dual Core Processor that allows jobs in process to continue printing while ripping any subsequent work. The 288 produces outstanding sheet flatness, providing excellent stack quality and the best possible performance of the inline finishing options.

Capable of printing onto a variety of media types Gloss, Silk, Matte, Board, Tabs, Carbonless and Envelopes from 56gsm to 250gsm and in sizes from 140 X 203mm up to 320 X 470mm. The 288 also allows stapling of up to 100 sheets in one or two positions.

The addition of this printer into Cheque-Mates digital production room is a major investment which we know will benefit you, our valued partner. Allowing you to offer your clients, the unique advantage, of larger print runs in a fraction of the time without sacrificing image or output quality.

To learn more about the Nuvera 288 please contact Rodney Frost on 0418 452 589 or rfrost@chequemates.com.au or visit our website at www.chequemates.com.au

Cheque-Mates Pty Ltd also invest a lot of time and expenditure on the training and development of their team. One of the recent courses undertaken was a Printsoft PReS Essentials course by Team Member Trisha McCoy. Trisha invested both work and personal time to complete this course and successfully completed this course with a score of 90%. PReS is a software tool used by Cheque-Mates Pty Ltd to design and publish personalized documents for both transactional and direct marketing needs. If you have any queries regarding PReS and how it can help you or you clients please feel free to call.



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BUSINESS FORM PRINTERS

cheque-mates

cheque-mates are always on the look out for new products to help you take to your client the latest and most innovative solutions. We are pleased to announce three new services that we believe will give you the edge with your clients. These three products sit under the brand of Cheque-Mates Direct.



MAILDIRECT is a service that collects and aggregates correspondence electronically, offering companies a complete solution for both bulk and low-volume mail lodgements. Template driven, personalised documents can be aggregated into larger volume production runs and forwarded to high volume production printers to save the corporation expense. MailDirect is the one-stop-shop option for many corporate users of bulk mail. To read case studies on this product please visit. <http://www.printsoft.com/products-services/mailedirect/mailedirect-case-studies>.

WEBDIRECT is a web enabled document and composition management service. It is perfect for managing and editing customer correspondence, including invoices and statements. The beauty of WebDirect is that it allows multiple approved users, all working conveniently in parallel if they wish, to access and edit the documents via the web. WebDirect speeds up creation and approval times.

CMDIRECT allows customers to personalise images and create calendars, cards for any occasion, brochures, invites and much more. All they need to do is choose an image from over 1,000 pictures on offer, supply names or messages they would like inserted and the rest is up to us. Following are a few samples of what is on offer.

If you have any questions regarding these new offerings from Cheque-Mates please contact Rodney Frost on rfrost@chequemates.com.au or 0418 452 589. Visit our image gallery at <http://www.chequemates.com.au/CMDirect.aspx> and click on the link





Cheque-Mates have also recently upgraded their Digital Colour Press to the faster Xerox Docucolour 8000AP model. This new printer is capable of printing up to 80 A4 pages per minute on all stock types up to 300gsm without any loss of quality. This now allows us to offer an exceptional quality digital print at a speedier turnaround time. If you would like to see this printer in action please feel free to contact Rodney at rfrost@chequemates.com.au or 0418 452 589.



RFID TECHNOLOGY

RFID technology can be applied to many business processes, namely asset management and tracking, logistics, product identification and tracking, personnel tracking, access control, document management and so on. This technology is also used in quality control processes, product authentication and even operational productivity.

Low-frequency (30 KHz to 500 KHz) systems have short reading ranges and lower system costs. They are most commonly used in security access, asset tracking, and animal identification applications. High (HF) and Ultra High Frequency (UHF) (850 MHz to 950 MHz and 2.4 GHz to 2.5 GHz respectively) systems, offering long read ranges (greater than 30 metres) and high reading speeds, are used for such applications as railroad car tracking and automated toll collection. The significant advantage of all types of RFID systems is the non-contact, non-line-of-sight nature of the technology. Tags can be read through a variety of substances such as snow, fog, ice, paint, crusted grime, and other visually and environmentally challenging conditions, where barcodes or other optically read technologies would be useless.

RFID tags can also be read in challenging circumstances at remarkable speeds, in most cases responding in less than 100 milliseconds. The read/write capability of an active RFID system is also a significant advantage in interactive applications such as work-in-process or maintenance tracking. Though it is a costlier technology (compared with barcode), RFID has become indispensable for a wide range of automated data collection and identification applications that otherwise, would not be possible.

An RFID system consists of three components: a tag, a reader, and a database.

Passive Tags are composed of an integrated electronic microchip and an antenna coil that includes basic modulation circuitry and a non-volatile memory.

The tag is energized by a time-varying electromagnetic radio frequency waves that are transmitted by the reader. The information contained on the tag is transmitted back to the reader through the same radio waves.

Active Tags are powered by an internal battery and are typically read/write, i.e., tag data can be rewritten and/or modified. An active tag's memory size varies according to application requirements; some systems operate with up to 1MB of memory. In a typical read/write RFID work-in-process system, a tag might give a machine a set of instructions, and the machine would then report its performance to the tag.

Readers are the communication core of RFID systems they can both read and write to compatible tags. Readers come in many different configurations and can be hand held or fixed depending on the required function.

Love is in the air at the Lamson Group

Bronwyn Gregory-Jones has announced her engagement to Rodney Kohalmi.

Jadranka Veselinovic has announced her engagement to Danny Kiproviski.

Recently Matthew Frost married Sharmayne Mardon. We wish all these couples all the happiness in their future together.



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www.twitter.com/chequemates Meet the team on facebook or be
updated on a regular basis via twitter.



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