



IT'S ALL HAPPENING!

Welcome to our 23rd issue of Inform, we hope that you enjoy the read.

In this issue we hope that you get something out of our update on the recent developments in the Global Paper market. There truly is a lot happening in the carbonless and thermal markets in particular. Please feel free to contact myself or one of our team for tips on how we can help you.

We urge you to keep an eye on the paper that you specify and don't just leave it up to fate for the paper that you receive.

On top of our recent article on channel partner integration we have expanded our offering across into Wide Format. We are running everything from aluminium anti slip floor coverings to wallpaper and fabrics. Not only do we produce, **we install** too. We have even had vehicles onsite being wrapped! We have a great application book available to those interested to help you say "yes I can" to your customers.

Thank you again for all of your support, feel free to let me know if there's anything you'd like covered in the next issue of Inform. It's your newsletter after all.

Have a great day!

Regards
Rodney Frost
0418 452 589



Paper Markets 2017

A lot has been happening over the past few weeks in the paper markets around the world.

Luckily our network was hard at work and we have been able to weather the storm for our partners and lock in our allocation of raw material.

We thought it was important to keep you updated of the International Situation as it isn't getting much coverage in the local media.

1. Thermal Paper

a) Color former chemical (ODB2) shortage

- The Chinese manufacturer that supplies 30-35% of this chemical in the world was closed for environmental reasons by the Chinese Government (The word is that this is a matter of 3-6 months whilst they get things back in line);

b) Appvion USA (formerly known as Appleton) has gone into Chapter 11

- Appvion listed assets in the range of \$100 million-\$500 million and liabilities in the range of \$500 million-\$1 billion, the Delaware bankruptcy court filing showed;

c) Rise in pulp prices.

The above factors have led to higher prices for Q4 2017 to Q1 2018 with the possibility of not receiving orders/shipments on time, even though confirmation has been given by the mills.

Do expect price increases to be in the region of 10% to 20% and if Appvion fails to recover, this will inevitably lead to a further reduction/shortage of 6,000 to 8,000 metric tons per month which will cause further price increases.

2. Wood Free Paper

Pulp price has gone up by USD 100.00 / metric ton in the past 2 months. Prices are expected to remain higher until Q1 2018.

3. Carbonless Paper

Idem Papers closed in the first half of this year which took 150,000 tonnes out of the global market. Carbonless has also affected by rising pulp prices. As such, we do expect prices to remain higher and will continue to increase in Q4 2017. **Be very wary of suppliers that are not using the nominated papers.**

While we are not sure how long this situation will last, we would like to remind all our customers to **place your order as soon as possible or give us your forecast to avoid disappointment as the market situation is highly volatile.**

Introducing Wide Format



For 25 years, Cheque-Mates, has been a big name in the trade only mailing and digital market.

The launch into Wide Format has been an overwhelming value add to our narrow format automated digital print offering.

CM Wide, employs an array of latex and aqueous printers including an HP Latex 360, supported by cutters, plotters and laminators. These new printers will help CM Wide become a powerhouse in the wide-format Trade only sector.

"We are expanding and complementing our current offering by investing in the best of breed wide-format printing and finishing gear. HP's Latex ink technology has certainly played an important role in ensuring our offer to the market matched the market's needs," says Peter Cowell, General Manager at Cheque-Mates.

After a quarter of a century in printing and mailing, providing highly automated bi-directional communication campaigns of both marketing and transactional natures, Cheque-Mates made its move into the wide-format sector in response to client demand, to fill a valuable niche in the industry.

"Our valued channel partners have been screaming for us to hurry up and get into this growing area for some time now. It has always been a key pillar in our overall growth strategy of diversifying whilst complementing our existing offering to our channel partners," says Peter. Business has boomed since CM Wide launched four months ago, with plenty of enthusiasm from clients. "It's been going really well. We've had a lot of support from our Channel Partners, and also our Supply Partners. It's been fantastic," he said.

CM Wide works with a range of substrates and applications, from basic bond paper through to textiles, decals, floor and wall graphics, pull-up banners and magnetic materials - not to mention hi-end vehicle wrapping and installations. "There's just so many new and innovative substrates, it's amazing," Cowell said. "From DL flyers to 5 metre window decals, our partners demand consistency and we can deliver on that."

Though he admits it's been a bit of a learning curve, Cowell is confident that he and his team, including highly experienced new talent with expertise in sign and display, have the skills necessary to ensure CM Wide's success. "Our experience in the small-format digital space means we're very good with managing colour, automating workflows and managing different types of RIP software, so that's a huge help. In just four months we have printed and installed numerous quality projects. The feedback from our channel partners has been exceptional - something our team are really proud of,"



"Having the right team members in the right positions has been important to allow us to add value for our channel partners and to be the 'trusted advisor' many need," he said.

Our Installation Service is really driving hassle and risk free projects for our partners!

There has been a lot of time spent researching International Trends and markets to ensure that this division is relevant to our partners.

Key markets and relationships where you will find these

opportunities are under your nose, here are just a few:



- > Manufacturing
- > Commercial Real Estate
- > Ad Agencies
- > Construction
- > Events, Meetings and Conventions
- > Business Services
- > Restaurants
- > Schools/Education
- > Hotel/Motels
- > Retail
- > Hospitals/Healthcare
- > Banks/Financial

What is the application? We have the solution... for indoor, outdoor and even underwater!

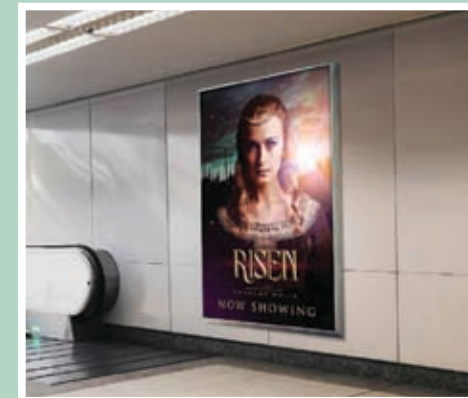
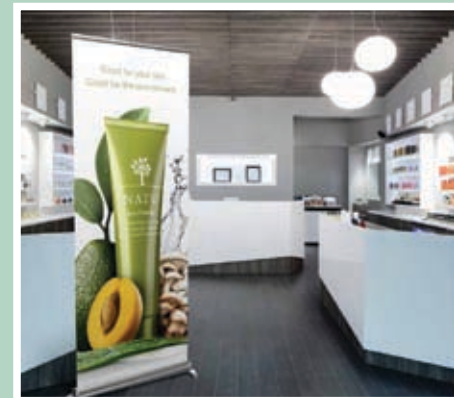
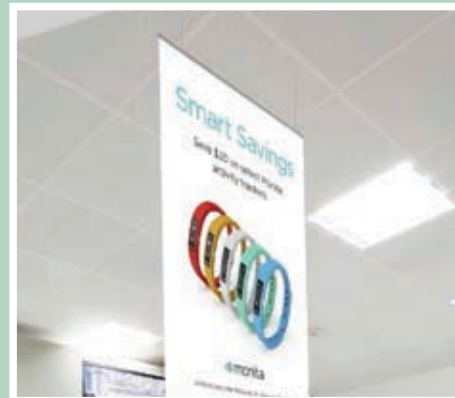
Cheque-Mates New Latex Wide Format HP Printers deliver high quality print on a diverse range of wide format media and substrates to suit all applications.

- > Pull Up Banners
- > Outdoor Signage
- > Custom Whiteboards
- > Wall Graphics
- > Floor Graphics
- > Backlit Films
- > Decals
- > Posters
- > Murals
- > Point of Sale
- > Textiles
- > Vehicle Graphics
- > Magnetic Signs
- > Window Stickers



Please send any enquiries to sales@chequemates.com.au and our team will look after you. Alternatively give us a call on (02) 9743 9549.

How Can Wide Format Benefit Me and My Business?



There are so many uses for large format printing within businesses of all shapes and sizes. As you can see from the images, the main takeaways are high impact and a professional image for your business. The overall aim of which, is to make your business / product stand out in a busy market - and ultimately make you more sales!

Large format printing would therefore be highly beneficial to any business considering adding any of the following to their marketing activities:

- > Outdoor advertising (such as PVC banners or bus stop signs)
- > Signage
- > Exhibitions, tradeshow or events

How can we help you, help your partner?



cheque-mates



WIDE-FORMAT
NEW
TRADE ONLY!

PULL UP BANNERS
OUTDOOR SIGNAGE
CUSTOM WHITEBOARDS
WALL GRAPHICS
FLOOR GRAPHICS
BACKLIT FILMS
DECALS
POSTERS
MURALS
POINT OF SALE
TEXTILES
VEHICLE GRAPHICS
MAGNETIC SIGNS
WINDOW STICKERS

Unlock additional revenue streams and increase your margins with **Cheque-Mates' HP LATEX** wide-format digital printers and finishing gear.

Enter new markets - be unstoppable!

Please send any enquiries to sales@chequemates.com.au and our team will look after you. Alternatively give us a call on **(02) 9743 9547**.



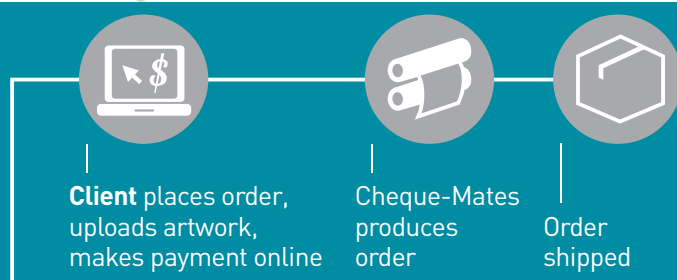
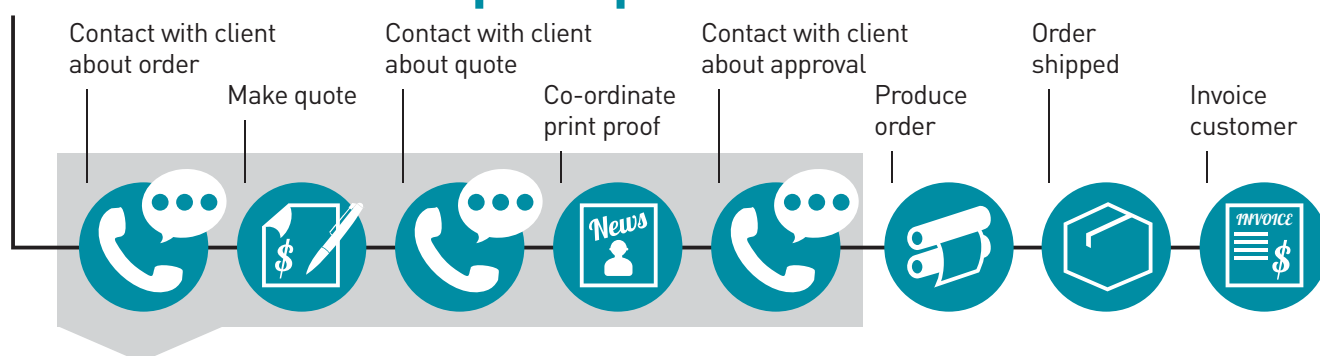
Start taking online orders today!



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 branded website; you just setup your product list and pricing margin, configure your payment gateway and you're ready to take online orders.

Your current order print process



Your FUTURE order print process with cmw2p

- 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
- Work funnelled through trusted trade supplier Cheque-Mates
- Significant cost and time saving advantages for your business
- Pay Cheque-Mates for printed collateral only, no ongoing fees

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



Women in Print, is just as the name suggests – a collaboration of women in the print media industry. This group acts as a support team, offering opportunities to network while benefiting women from all walks of life, in and around the industry. The Lamson Group actively supports and encourages all women within the industry and our proud that we are a part of their Supporter Sponsorship program for 2017.



Some of our Lamson Group staff at the "Women In Print Breakfast Series 2017"