



# Lamson Paragon

GROUP OF COMPANIES

**CELEBRATING  
21 YEARS**  
of supporting printers,  
print management companies,  
mail houses and copy shops.  
A lot of businesses have come and  
gone but we are still here to help  
you help your customer.

**AUGUST 1ST 1990**



## Message from the MD

Welcome to the eighth issue of the Lamson Group newsletter.

In this issue we consider the continuing demise of some of the industry's big guns and what that means for Debtors Insurance and paper supplies.

We remind you of our new state of the art site in the Philippines as well as recognising the achievements of one of our great up and coming leaders with Bronwyns achievement through LMA.

As the world economy continues to struggle we look at ways to save your clients costs through RFID implementations. I cannot urge you enough to utilise our knowledge and expertise in this area. Information Management is the key to all of our futures.

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 demand from consumers for 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 could 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 02 9743 8577 to arrange a site inspection.

Regards  
Arthur Frost

## Consolidation Continues...

In issue 6 of our newsletter I covered the traumatic events within the industry with so many companies hitting the wall and the rationalisation being pursued by the private equity companies. I suggested that one of the problems that would emerge from the ashes would be the availability and cost of Debtors Insurance. The decisions that would have to be made as to who the insurers would cover and who the paper merchants would supply.

Unfortunately, everything is going as predicted. The rationalisation continues with the closure of Dynamic Press at Dee Why. Australian Envelopes goes into administration and has now been purchased by an offshoot of Australian Paper – a very interesting set of circumstances for the Australian envelope manufacturers. Moore Australia goes into administration and has now been purchased by Print Media Group. Between Moores' and Australian Envelopes there are unsecured creditors of \$16 million plus. Colourscan goes into administration and the list goes on.

You guessed it. The debtor's insurer gets it in the neck. Up goes the premiums again. I doubt if paper merchants will continue to supply paper to any printer, they can't insure. There will be some instances where paper will only be

supplied on a COD basis. Most printers cashflows won't be able to cope with that and then we get the next round of rationalisation self-fulfilling.

In the background, we have the banking fraternity. It has been mentioned that two of the Australian banks have put up the shutters on the Australian print industry – not interested in funding any capital purchases. Long term this will also have an effect on print prices.

**Don't think this isn't going to affect you.** One or all these issues will eventually have an impact on your business. Whether it be bad debts your supplier has to cope with or a narrowing of the available supply chain or the increased cost coming from higher bank charges and/or higher insurance premiums – we will all be effected.

The most meaningful bit of advice I can give is to be very vigilant with your collections and align yourself with loyal, solid suppliers.

Fifteen years ago, I had thought that a "partnership environment" would emerge between Trade Suppliers and their customers. It didn't then but it might now.

Our group remains committed to helping our customers help their customers.

We are your partner.

## CEO Sleepout for The Homeless is over for 2011 but the fundraising continues... 3 degrees and 2 1/2 hours sleep!

Rodney Frost, CEO of Cheque-Mates, was one of over a thousand business leaders who slept out to raise funds and awareness of homelessness at the 2011 Vinnies CEO Sleepout. Rodney has now extended his role in this event, having taken on the responsibility of Committee Member and Ambassador for this worthwhile cause.

**Fundraising continues and you can sponsor Rodney by going to <http://www.ceosleepout.org.au/ceos/nsw-ceos/profile/?ceo=364>.**

Thanks go to the 68 individuals that have donated thus far, you have helped change lives!  
Thank you for your support.



# Cheque-Mates launches its NEW Manila facility

Cheque-Mates (PH) launched our new state of the art facility earlier this year and it is growing rapidly taking on more team members every month.

The new facility in the Philippines is catering for the expansion of Cheque-Mates IT programming, website development, support, data entry and contact centre services for it's international channel partners.

It was perfect timing with the launch of our new service to the local, CM Solutions. Who would of thought in this day and age that someone would offer a **FREE SERVICE**.

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 adds significant capacity to our increasing footprint in this strategic growth area.

Cheque-Mates are committed to growing its operation in the Philippines and will continue to bring on a lot of experienced team members in this market.

The commitment to working life of the Filipino team has helped us increase the quality of our local Australian services. This naturally drives an increased 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 duplicating our high performance work culture. Cheque-Mates (PH) is focused on providing reliable, cost-effective, professional services to the Document Creation and Distribution Industry.

We are an organisation that understands:

- Multi-Channel (Paper & Electronic) Delivery of Documents via Mail, Email, SMS, Voice, XML etc.;
- Complex billing and customer service processes both inbound and outbound;
- Regulated environments and key drivers behind those environments;
- Secure transmission of information.

Cheque-Mates (PH) is distinguished by the following:

- Partnering to offer 10 years as the only Professional Services provider for High Volume Document Distributors in the Philippines;
- Internationally experienced, customer focused staff;
- Cheque-Mates (PH) services, technologies, and business systems impact approximately 50 Million documents annually.

## SERVICES

### Data Quality Services

- USA/AUS/NZ Address Correction & Standardisation;
- USA/AUS/NZ Postal Pre-sorting;
- NCOA (National Change of Address) Processing;
- Merge/Purge/Casing Database Maintenance;
- File parsing, processing, reporting & conversion;
- Data Entry Services Document Composition;
- Design, Develop and Deploy

Transactional & Direct Mail Applications for both paper and electronic delivery.

### Web Design and Development

### Back Office Operations

### IT Solutions Strategy and Project Management

### Outbound Message automation (PReS/Dialogue/Doc 1 etc)

- Dynamic billing statements;
- Transactional and Transpromotional documents;
- Corporate reports;
- Direct mail;
- Customized insurance policies;
- One-to-one marketing letters.

### Inbound Message Automation

- Automate its document driven business processes:
  - claims processing in insurance;
  - account opening in banking archiving in government electronic health records (EHR) in health care;
  - records management in energy and utilities;
  - messaging and customer service in telecommunications order to cash improvement in retail.

- Automate common document driven business processes including:
  - invoice processing;
  - sales order processing;
  - business process outsourcing.

### Specialised Applications Development

- Job development;
- Consulting;
- Training;
- Design of Customised Document System;
- Technical Information about PReS.

### Business Continuity and Disaster Recovery

Programming Languages:

- ASP;
- C++;
- Java;
- Visual Basic;
- .Net.

## Bronwyn leads the way

Bronwyn Kohalmi 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.

We congratulate Bronwyn on this fine achievement.



## 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 stocktaking. 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 stocktaking 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. This is due to shop assistants spending less time on stock management and 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.

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# 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 utilising 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 standardisation 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 stabilise 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 utilise multi-channel communications as a way of life. They have QR code readers on their phone, recognise 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 customisation 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 personalised URL – it should take the potential customer to a customised mobile device web page offering them an opportunity optimised for and targeted to them personally – not the same generic web page they can get in a dozen other channels.

### 2. Optimised for a mobile device

It also means that whatever you offer, it needs to be optimised for a mobile device. Scanning a QR code and getting a landing page optimised 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 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 optimised to the platforms they will be using for viewing.

## Examples of QR codes, you'll be amazed where you end up!



# 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](http://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](http://www.paperrolls.com.au) today!

### TRADE ONLY SUPPLIERS



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