



Lamson Paragon

GROUP OF COMPANIES

A View From The Top



"Oh what a night" or really what a 365 nights we have had.

The last year has been calamitous for the Australian print industry but as I said in our last Newsletter, "when the going gets tough the tough get going".

Lamson's investments and energies have always had one focus – to help our customers help their customers. We have developed a Trade Only group that is broad in its products and services – forms, security printing, printed and plain bond and thermal rolls, labels, digital colour, transactional processing, inkjet and laser personalisation etc etc. No one else in Australia has invested in your future as much as Lamson's.

We are here to be used and abused – all of which happens but we never deviate from our focus – help our customers help their customers – 365 days a year.

Unfortunately, I get a bit of pleasure out of statistics. Look at these – they may help you in planning where you exert your energy in the future.

Technology and the global economic recession has made a significant impact in all the major print product sectors with the iPad still to spread its influence.

\$m Constant	2007	2008	2009	Growth 2007-09	2010	2011	2014	Growth 2009-14
Books	38,715	38,155	36,378	-6.0%	34,902	34,284	32,428	-10.9%
Magazines	69,430	69,157	66,434	-4.3%	64,655	64,478	64,272	-3.3%
Newspapers	51,312	50,996	47,411	-7.6%	45,932	44,855	41,447	-12.6%
Catalogues	46,182	44,356	39,960	-13.5%	37,685	35,101	31,478	-21.2%
Directories	12,772	12,755	12,265	-4.0%	11,837	11,692	11,156	-9.0%
Security	11,178	10,869	10,393	-7.0%	9,969	9,788	9,430	-9.3%
Advertising	87,124	86,383	82,599	-5.2%	80,496	79,716	79,011	-4.3%
Office Stationery	25,825	22,866	21,149	-18.1%	21,113	20,573	19,326	-8.6%
Commercial	126,830	128,181	126,334	-0.4%	123,726	124,938	129,300	2.3%
Packaging	187,375	191,046	186,561	-0.4%	186,978	190,085	203,321	9.0%
Labels	27,942	27,722	26,562	-4.9%	25,767	25,557	25,148	-5.3%
Total	684,685	682,485	656,048	-4.2%	643,058	641,066	646,316	-1.5%

But guess what – environmental influences are slowly coming into play. It takes 9 litres of water to make a book from recycled paper – it takes 360 litres to make an electronic reader. It takes 2 KW of electricity to make an average book, 100 KW to make an electronic reader. Think about it. I'll be dead before it takes over but good luck because it will guarantee your future and hopefully the Lamson Group.

Maybe a cure for cirrhosis will also come along. Here are some more statistics that may tickle your fancy.

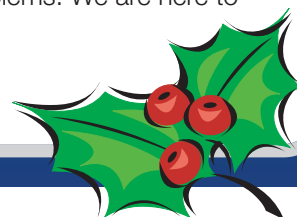
Per Capita Wine Consumption By Country – litres per year

Position in World	Country	Population	2004	2008	% Change
1	Vatican City	932	66.73	66.67	(0.1%)
2	Norfolk Island	1828	58.20	57.44	(1.3%)
3	France	60876136	54.57	53.22	(2.5%)
6	Italy	58133509	48.68	50.06	2.8%
16	Greece	10688058	30.88	32.75	6.1%
27	Germany	82422299	24.08	24.14	0.3%
28	Australia	20624082	21.52	22.70	5.5%
34	UK	60609153	17.70	19.14	8.1%

Come On Aussie – C'mon

After all that trivia may I take this opportunity to sincerely thank you all for your business during the year. To ensure our viability we must continue to grow – all of us. To do that we have to focus on our customers – help them solve their problems. We are here to help.

From Matthew, Rodney, myself and all the team at Lamson's let me wish you all a happy and healthy Christmas and New Year.



CM fulfillment providing innovative outsourcing solutions for warehousing, fulfillment and customer care



Cheque-Mates are a leading provider of innovative outsourcing solutions for warehousing, fulfillment and customer care with leading-edge technology infrastructure to support eCommerce, catalog, retail and direct response companies.

By leveraging Cheque-Mates in-depth industry knowledge and leading edge technology, our partners and clients have seen more efficient operations, new ways of growing revenue, more satisfied customers and dramatic cost reductions. Cheque-Mates have earned positive references from every

one of our leading direct response and eCommerce customers.

With our services, you receive immediate access to business infrastructure capabilities and new strategic markets without the capital investment and time delays associated with creating in-house capability. As a virtual extension of your business, our solutions deliver a superior experience for you in the following areas:

- **Warehousing and Reinvented fulfillment**
- **Freight Management**
- **Interactive Marketing Services**

Cheque-Mates are the leading trade only provider of integrated outsourcing solutions to Direct Response, eCommerce and Brand Manufacturers. We deliver customised solutions to our clients through an integrated order management platform and a network of multi-client distribution centres across Australia.

To learn more about how to take advantage of the benefits of **"CM fulfillment"**, please contact our team on (02) 9743 9547 or email via sales@chequemates.com.au

**Cheque-Mates
- Your Partner,
Not Your Competition**

Dear Valued Partner,

Thank you for your support during the year 2010.

The Christmas Season is drawing near and we would like to take this opportunity in wishing you, your staff and your loved ones a Merry Christmas and a Happy New Year.

Please note that Cheque-Mates (Vic) will be closing for a little break over the Christmas period.

We will be closed from 12.30pm Thursday 23rd December 2010 and will reopen for business on Tuesday 4th January 2011.

If you miss us why not jump onto our website and checkout our newest trade offering (CM fulfillment) at <http://www.chequemates.com.au/CMFulfillment.aspx>

We look forward to assisting you during the year 2011.

Regards

Peter Antoniadis

General Manager

Cheque-Mates (Vic) Pty Ltd

STOP PRESS

Biodegradable plastic and packaging is a modern necessity for our ever-endangered environment. In response to this growing need **Cheque-Mates** are now offering our print and fulfillment partners a biodegradable plastic option for use on the Sitma plastic wrap line.



We invite you, our partner, to sample Earth Wrap, a new, innovative product and help protect our precious environment.

To find out more visit www.chequemates.com.au or give the **Cheque-Mates** team a call on (02) 9743 9547.

While online, check out
Paper Rolls Australia's new website
www.paperrolls.com.au

it is packed with great information and helpful tools to assist you in expanding your product line with confidence.



Leadership Roadmap

As part of Cheque-Mates ongoing strategy to be the best service providers in the market place, the Executive Management Team have set themselves a three year development plan to enhance their current knowledge and expand their management potential. This development plan will see them become more effective and productive managers of the business, which will place Cheque-Mates in safe hands moving into the future.

The first step in this journey was for Brett Edwards & Jason Lovell to take on the challenge of courses through LMA (Leadership Management Australia). With Brett completing the Effective Personal Leadership on 8th December 2010 and Jason completing the Performance Edge training course on 23rd October 2010.

"This has been a life changing experience" said Jason after the

graduation presentation he made to all of the course attendees, LMA Course Coaches & Manager/Mentors.

Through the unique learning experience of the LMA Courses both Brett and Jason have expanded their knowledge on:

- Goal Setting
- Communication Skills
- Time Management
- Team Performance and Empowerment
- Motivation

From the experience gained from these courses and over the next 3 years the Management Team at Cheque-Mates are looking to not only ensure our customers satisfaction with our service, but also to empower all members of the Cheque-Mates Team to strive to be the best they can be so that they can gain the satisfaction of achieving and setting new high standards.



docuspace

RFID starter kits a hit with Universities

In March 2007, Docuspace partner Intensecomp released its UHF starter kit, completing the offering for all common passive RFID development kits.

Intensecomp was first to market with its High Frequency (HF) kit, which was followed by the Low Frequency (LF) and then the UHF kit.

The CSIRO was the first customer for the HF kit, followed by the University of Wollongong, the Australian Defence Force Academy at the University of New South Wales and La Trobe University.

The purchases were made to enable research into the capabilities of RFID, to provide a platform for inquiry and develop applications for livestock, animal tracking and asset control.

As RFID applications for automated data capture emerge, their value is quickly being realised on the bottom line.

The University of Newcastle and Deakin University have both purchased kits so they can continue to experiment, research and learn about the use of RFID in applications as diverse as document management

and high level security environments.

TAFE NSW and TAFE WA have also bought HF kits to accelerate the progress of asset tracking applications.

Developers and systems integrators like Diamond Code and Design and Industrial Control Technology have also used the kits as a pathway to creating ID systems for mining camps and industrial process control in manufacturing respectively.

As the Chinese philosopher Confucius once observed: "Every journey of a thousand miles begins with a single step".

Whether you want to enhance existing systems by plugging in an RFID module or start from scratch and develop that 'killer app', begin your journey with Docuspace.

www.docuspace.com.au
info@docuspace.com.au



19th Annual Lamson Group Christmas Cruise

They came from all around Australia to enjoy the now famous Lamson Group Christmas Cruise this year on magnificent Sydney Harbour. Clients, suppliers, management and team members delighted in a leisurely afternoon of wining and dining whilst discussing the year that had been and the challenges our industry faces in the years to come.

After feasting on a delicious buffet lunch, Matthew Frost thanked everyone for taking the time out from their hectic schedules to attend and for their continued patronage and support during the year. He also summarised the heavy investment the Lamson Group has made this year on behalf of it's clientele and the future direction the Group is steering towards.

He then introduced comedian Paul Martell, who for 30 minutes had the audience doubled over in hysterics with his fantastic impersonations and laughable jokes.

With formalities concluded the drinks began to flow freely, need we say more.



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**From all of us
Merry Christmas and
have a healthy and
happy New Year.**