



Lamson Paragon

GROUP OF COMPANIES



Welcome to 2013!

To our channel partners and team members, welcome to 2013, **THIS will be our year!**

2012 was a tumultuous year for printers, copy shops and print management companies alike with only those that continue to invest wisely surviving. The Lamson Group continues to invest and develop new products and services targeting vertical segments in a goal to help build **YOUR** business.

In this newsletter we showcase some of those new services, discuss colour and ways improved results can be achieved as well as expose one of the world's most expensive liquids, you may be surprised.

If there is anything further that you would like to read about in our Newsletter please feel free to contact one of our team.

Colour - Spot or four colour process recognise the difference!

Preparing a competitive proposal on a print job can be extremely difficult without relevant and accurate specifications. At Lamson Paragon we are here to help you help your customer. We want to provide you with a market winning proposal that will not only secure the job for you now, but also assist in building and expanding your partnerships with both new and existing customers.

What are PMS colours? Colours created without screens or dots, such as those found in the PANTONE MATCHING SYSTEM®, are referred to as spot or solid colours. From a palette of 14 basic colours, each of the spot colours in the PANTONE MATCHING System is mixed according to its own unique ink mixing formula. Each colour in the System has a unique name or number followed by either a C for Coated paper, U for Uncoated paper or M for Matte paper. Also created without screens, PANTONE metallic and pastel colours are considered part of the PANTONE MATCHING SYSTEM.

What is four colour process? The method of achieving colour in printing is referred to as CMYK, four-colour process or just process. To reproduce a colour image, a file is separated into four different colours: Cyan (C), Magenta (M), Yellow (Y) and Black (K). During separation, screen tints comprised of small dots are applied at different angles to each of the four colours. The screened separations are then transferred to four different printing plates, one for each colour, and run on a printing press with one colour overprinting the next. The composite image fools the naked eye

with the illusion of continuous tone.

What colour is my job? When we are preparing a proposal it is necessary to know if your job will be printed in four colour process or PMS. If PMS colours are to be used, specific PMS numbers or a previously printed sample must be supplied in order to match the colour as closely as possible allowing for paper variants. Corporate colours are crucial to the branding of many companies, so getting the colour right the first time for your customer requires accurate specifications.

What colours can my cheque fugitive be printed? As cheque fugitive ink contains very specific security properties there is only a limited number of standard colours available. Other colours can be mixed at a considerable cost.

To discuss exactly what you need, request a proposal or if you just want to know more about colour, please contact our team on **+61 2 9743 8577** or email via **info@lamsonparagon.com.au**

The key to survival in 2013 will be through adding real value and the diversification of your offer utilising existing relationships... The Lamson Group want to partner as you look to future proof your business...

Subject: The phrase future proofing describes the exclusive process of trying to anticipate future developments, so that action can be taken to minimise possible negative consequences, and to seize opportunities.

Environment...

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

We invite you, our partner to sample the new innovative product Earth Wrap, 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 you're there check out our sister company, Paper Rolls website which is packed with great information and helpful tools to assist you in expanding your knowledge and product line with confidence.

Did you also know that Paper Rolls Australia is now Forest Chain of Custody certified and accredited by both the FSC (Forest Stewardship Council) and the PEFC (Program for Endorsement of Forest Certification).

To find out more about how choosing certified paper roll products can help support responsible forestry processes and contribute to global conservation visit www.paperrolls.com.au today.

Partnership Feedback

We take partnering with your business very seriously and realise your time is invaluable. Therefore we want to make sure that we convey content that is relevant and would love to hear any ideas you might have for future content. Our aim is to educate and communicate with you our Channel Partners in order to build your business and brand. Please email any thoughts or requests to info@chequemates.com.au

Do you really want to Help Your Customer?

Here's some food for thought!

Over the Christmas period there was a report from the consumer advocates Choice, on the cost of ink cartridges. They are calling for a **Government investigation**.

The main points of their report were...

1. A 3.5ml cartridge of HP coloured ink costs \$10.50 through the Good Guys. This equals \$3.00ml or \$3000.00 per litre.
2. Chanel No.5 Perfume only costs \$2.25ml or \$2250.00 per litre.
3. A 18ml cartridge of black ink costs \$35.32 or \$1960.00 per litre.
4. A bottle of Moët Chandon Champagne costs \$75.00 for a 750ml bottle or \$100.00 per litre.

A Choice spokeswoman said printer inks on a per litre basis were one of the most expensive liquids on the planet.

The report said there was no way of telling from the specifications on the packaging how much their printer will cost to run. Manufacturers do not offer standardised sizing for ink cartridges and the ink yield is calculated differently by each brandbase on their own test page files. You can save up to 50% by using third party cartridges - still expensive, but these savings do not take into account performance and quality, which can be uneven and printer heads often require more regular cleaning to ensure printouts were of an acceptable standard.

	Dot Matrix	Laser
Power (watts)		
In use	40	640
In ready mode	20	80
Power save	10	12
Usage per day (hours)		
In use	3	3
In ready mode	3	3
Power save	18	18
Comparative usage	360	2376

And on top of this came another report based on a worksheet prepared for the Department of Defence. In this day and age when power costs are going through the roof and environmental issues are on everyones mind, have a look at this power usage comparison!

Laser printer uses 6.6 times more power than a dot matrix printer, dot matrix saves 85% compared with laser. The comparison based on a 8 hour day and printers are not turned off at the end of the day. A line matrix printer prints up to 150 times more pages than a laser toner cartridge, and only has 1 or 2 consumable items where a laser has 8 or more!

THE BOTTOM LINE

No one can deny the quality or flexibility of laser or ink jet printers and they justify any costs in certain applications, such as: marketing proposals, training manuals, price lists etc.

BUT, BUT, BUT...

What about repetitive applications such as Purchase Orders, Delivery Dockets, Invoices etc. Dot matrix printers win hands down if your customer is still paper based and is using laser or ink jet printers, the above may be of some value to them. It has increased value if they are duplicating images against 2 part sets. The best website for line printers is Tally Genicon. They also sell laser and ink jet printers but they recognise there is still a genuine place for line printers.

IF YOU REALLY WANT TO HELP YOUR CUSTOMER.....



Moët Chandon costs \$75.00 for a 750ml bottle or \$100.00 per litre.

Chanel No.5 Perfume only costs \$2.25ml or \$2250.00 per litre.

A 3.5ml cartridge of HP coloured ink costs \$10.50. This equals \$3.00ml or \$3000.00 per litre.

Your Partner, Not Your Competition

CM Return Message Management *making* Customer Communication Simple

Cheque-Mates understand that dealing with return mail can be a nightmare. We also know that by actioning the “dead” or response mail efficiently we can help your clients keep customers that they otherwise may have lost track of, or alternatively improve customer experience by processing the response mechanism in an efficient manner.

Helping our partners help their customers, Cheque-Mates’ CM Return Message Management offering can reduce cost, improve cashflow, reduce risk and increase revenue by sending outbound communications, from invoices to statements, to marketing pieces in the format/channel that the recipient prefers... letting the customer decide how you communicate with them.

Data remains king and the importance of running efficient communications hinges on the quality of that data. With the CM Return Message Management suite of solutions you can enable your client to be comfortable that there are no “dead” delivery points and that the recipient is receiving the message that is sent.

If you’ve got the questions, we’ve got the answers...

To learn more about how to take advantage of this innovative service, make an obligation free appointment or to set up a site tour of our facilities, please contact our team on +61 2 9743 9547 or email via info@chequemates.com.au.



Is your Customer getting the *right price* and *archival expectations* from their current thermal paper rolls?



Did you know that archival quality thermal paper rolls come in various grades and enter the market at different price points depending on their application? Thus some customers may be either spending too much in alignment to their application or not realising the legal importance of choosing a paper roll with the correct archival ability.

At Paper Rolls Australia we frequently visit this scenario with customers, and with our vast experience and expertise in archival quality thermal paper rolls, we consistently achieve positive outcomes for our channel partners by reining in cash flow, whilst maintaining archival expectations.

At Paper Rolls Australia we offer two grades of archival thermal paper rolls:

1. **GOLD GRADE** is our premium quality thermal paper rolls offering. It provides an archive ability of 5 to 7 years. Approved by Epson, these paper rolls are stringently tested for heat, light and moisture resistance, durability and print quality. Don't risk your image fading.

2. **SILVER GRADE** is our standard quality thermal paper rolls that provides an archive ability of up to a maximum of 3 years. Again these paper rolls are tested for heat, light and moisture resistance, durability and print quality.

DO NOT compromise with cheaper, inferior grade papers. They can be coarse and act as an abrasive on the thermal print heads of your customer's printer. They tend to produce prolific amounts of “paper dust”, which causes damage to the print heads, and is a major contributing factor in the malfunction and destruction of printers and POS equipment.

Be confident that whichever grade of thermal paper roll you purchase from Paper Rolls Australia you can be sure it is a quality product that will meet your customer's expectations.

To learn more about Paper Rolls Australia's quality thermal paper rolls or to discover the many other solutions Paper Rolls have to offer please contact our team on +61 2 9738 5600 or email via info@paperrolls.com.au.

Paper Rolls Australia's KEY PRODUCT LINES offering includes:

- Thermal Receipt Rolls
- EFTPOS Rolls
ATM Rolls
- Gaming Tickets and Cards
- Dry Cleaning Products
- Specialty Application Rolls
- Ribbons, Labels, Printers

Helpful Tip: Replacing your printer ribbon regularly on your docket printer helps to ensure a clean, crisp image on your receipts.



Your Partner, Not Your Competition

21st Annual Lamson Group Christmas Cruise

They came from all around Australia to join us on the famous Lamson Group Christmas Cruise on Sydney's magnificent harbour. Channel Partners, Supply Partners, Management and Team Members delighted in a leisurely afternoon of wining and dining whilst discussing the year that was and the challenges our industry faces in the years to come.

After feasting on a delicious seafood buffet

lunch it was time to say thank you to our Channel Partners, not only for their continued support over the years but also for taking the time out of their hectic schedules to celebrate with our team.

It was also discussed that the key to survival in 2013 would be by adding real value through diversification of your offer, whilst utilising existing relationships.

With the formalities over it was time to bring on the laughs with comedian Paul Martell who had us all doubled over in hysterics with his uncanny impersonations and stand-up. With the drinks and conversation flowing freely the day was one of immense enjoyment. From all of us here at the Lamson Group we'd like to thank all our Channel Partners for their support in 2012. Here's to 2013, may it be our best year yet!



TRADE ONLY SUPPLIERS

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Paper Rolls
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Fairplay Print
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