



Lamson Paragon

GROUP OF COMPANIES



Check out the Cheque

It is now 352 years since the first cheque was written. It has served the world of payments well, however its time may be drawing to a close – maybe.

The driving factor is the cost. Cheques are the most expensive form of payment, strangely enough, followed by cash.

But what about the customer. Payments Councils around the world are taking different viewpoints – so are Governments.

There is no doubt cheque usage is declining. In Australia, we now use 356 million cheques per year. Twenty years ago we used close to 1 billion cheques in a year.

In the US in the last 5 years, the volume has dropped from 30.5 billion cheques in 2006 to about 22 billion in 2011. The trend in Canada and Ireland is contradictory. Cheques in those two countries still represent about 75% of all non-cash payments. Sweden and the Netherlands have ceased cheque usage through Government mandate in the Netherlands and the actions of Swedish financial institutions to price cheques out of the market.

The UK is interesting. In 2009, a decision was made by the UK Payments Council to phase out cheques completely by 2018. In 2010, the Government Treasury Select Committee stepped in & announced an inquiry into the Payments Council decision. People are comfortable with cheques because of habit & tradition. They are suspicious of the security of some alternative technologies.

What will happen in Australia? Because Australian Banks are well organised & cost is the driver my guess is we will follow the Swedish model & cheques will be priced out of the market – maybe over the next 5-10 years.

No matter what happens cheques won't be with us for another 352 years.

Welcome Back

The year of the Dragon has arrived – GAME ON.

The only confusing part is what game are we all playing – M&A, Survival, Growth Consolidation or even Monopoly. They are all demanding and dangerous games.

The first plays are intriguing. Manroland has been divided into two divisions and sold off with about 1500 job losses – IPMG & PMP will get their new presses.

In Australia, unfortunately Craft Print has been considered unviable and will be closed with the loss of 46 jobs. PMP have just announced a 25% decline in profit announcement – within 3 months of their last announcement.

We live in a volatile economic environment in a very volatile industry. In previous issues of our Newsletter, I have urged everyone to value their client. To add value to your offerings to make it harder for them to leave you. Rid yourself of the "Any printing today" mentality and don't sell on price. The total solution has a higher value than the sum of the parts – so charge for it. Don't underestimate your value.

In Chinese astrology dragon people excel – the dragon Chinese zodiac year is special and we can be part of it.

The answer is understanding the difference between Information Management and Print Management and capitalise on it. Don't be negative – be a dragon – excel.

We at Lamson's are here to help.

We are here to help you help your customers. Print management is part of Information Management and we can help with the lot – data, print, distribution etc...

Despite the volatility, we continue to invest and to provide offerings that hopefully give you the opportunity to value add. Another press was added to our fleet last year and Paper Rolls has now acquired international certification with the Forest Stewardship Council® (FSC®) and the Program for Endorsement of Forest Certification (PEFC™). This provides value add to some of the more demanding customers.

Let us help you help your customer. We are your partner.

Fairplay Print's Corey Hunter takes out 2011 WA PICA Graduate of the Year!



The Lamson Paragon Group of Companies was proud to congratulate Corey Hunter on being awarded the 2011 WA PICA Graduate of the Year in August of this year.

Through his hard work and good study ethic, Corey has proven to be a great asset to Fairplay Print. A third year apprentice, he is the first apprentice Fairplay Print has taken on.

As part of Corey's award he received a grant of \$3000, which he will spend on attending DRUPA in Germany.

The Lamson Group of Companies would like to wish Corey continued success through his chosen career. The sky's the limit.

CM Archive

Customer-Friendly Digital Archive System

CM Archive is a powerful software application service that lets you see an exact replica of your customers documentation over the web in seconds.

Enhanced Customer Service

CM Archive's unique structure enables you to offer a broader range of tools to your customers without the need for any special hardware or software.

100% Replica Documents

CM Archive's generated archives are 100% dot to dot replicas of your printed documents.

Speed

In most cases CM Archive's images are available online prior to the printed document reaching your customer. CM Archive is capable of archiving your entire print run ready for presentation over the web within 24 hours.

Security

CM Archive's software architecture ensures complete security. The only

way to access these CM Archive images is as a registered CM Archive operator with the relevant access privileges.

Economical

You only pay for each image processed through the CM Archive system, minimising the need to invest in expensive hardware and specialised software. The CM Archive is created directly from your existing print spool.

Index Any Information

CM Archive enables you to index any information within the document, whether it is useful for customer service operators now or in the future.

A User-Friendly Solution

The fully featured user interface simplifies the archive and retrieval workflow. Operators require minimal training and support calls are reduced.

Small Stored Image Size

At less than one kilobyte stored image size, CM Archive offers storage sizes that are approximately one third the size of the accepted industry average.



Key Benefits

- Start immediately. No lengthy installation period.
- Uses the current print file without the need for new infrastructure.
- Implementation is minimal - simply enable a web browser and log-in to the system.
- Improve customer service. "Stay on the same page" literally.
- Costs are tied to usage, providing short-term payback.
- Minimal administration is required, increasing solution efficiency.
- Document retrieval is performed in seconds, increasing operator productivity.
- CM Archive's unique image format secures your sensitive customer data.

Return Message Management

A Full Communication Solution

Controlling returns of mail, SMS, email, etc.



An often neglected component of end-to-end mail management is the return to sender/mail response process. Returns cost money – not only in physical handling processes, but also in missed sales. On average 17% of end customer records change every year. Our Returns Management service helps you reduce your customers returns, by removing expired or out of date records from their database. Keeping their data fresh ensures that they can stay in touch with their customers, saving them money in the process and showing that you care about their business.

Cheque-Mates understand that dealing with return mail can be a nightmare for you and for your customers. 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.

In brief **Cheque-Mates** become the return address for all undelivered mail items (we provide you with a return address PO Box to print on to your envelopes). As items are returned to us, each mail item is scanned or recorded and entered to a daily update file. Once recorded to the data file, each item is securely shredded and a certificate of shredding supplied. A daily update file is

provided to you, updating your systems with the fact that mail to an individual customer or supplier account is being returned. This enables you to prevent further mailings and undertake action to identify whether the recipient has moved or the address is erroneous. Our secure processing facility is able to handle literally millions of items. Costs for the service are surprisingly low and remove the headache of handling multiple occurrences of returned postal items.

We manage inbound mail collection, separation and processing on behalf of our channel partners end clients. This includes both unopened RTS processing and requests for further information or completed applications that require both opening, scanning and handling. This may include Return to Sender mail, data entry and processing of responses or fulfillment of literature or marketing material requests.

We employ best of breed technologies with inbound mail automation to efficiently process documents and, as with all of our services, we integrate your clients inbound mail requirement into a tailored solution to meet your needs.

Tracking down lost customers is a key optional feature of our RTS service. Mail packs returned with no forwarding address for your lost, but highly valued customers, are firstly processed back into our mail management system for reconciliation for

campaign and other unique identifiers. Some clients take this service one stage further and ask us to identify the root causes and remedial action for the returned mail items. The details for each individual "lost" customer are then compared with various databases such as Australia Post's master list of address change notifications. Utilising this process we have been able to provide clients with updated address details for over 50% of their customers deemed as "lost".

Receiving inbound communications from end customers is a critical part of your clients outbound mail process. From customer feedback forms through to offer fulfilment and resending of items, we can assist you in business. This can be done via multiple feedback streams such as web, email, fax and reply mail. We also offer full structured and unstructured OCR scanning and data entry for inbound communications to automate this functionality for your client.

Each of these solutions is tailor made to fit the requirements of the client and we understand that this is not a one size fits all solution.

Offer this to your client's now, you have nothing to lose!

To learn more about how to take advantage of this specialised service, please contact our team on +61 2 9743 9547 or email via sales@chequemates.com.au

101 Uses for RFID

When it comes to radio frequency identification, imagination has no bounds. See how others are using RFID – it may spark your own ideas for new ways to employ the technology.

By John Edwards August 29 2011

When it comes to radio frequency identification, imagination has no bounds. Originally targeted at tracking and managing pallets, cases, containers and other assets in the supply chain, RFID is now rapidly expanding into areas the technology's original developers never could have imagined.

Emerging applications are appearing in a wide range of fields – from the arts and education to social networking and travel – as RFID breaks free of its supply chain roots and heads into uncharted territories.

For anyone who has watched RFID technologies steadily gain power and sophistication over the past decade or so, the technology's move into new and exciting applications seems like a logical and natural progression.

"When it first started, it was all about I'm going to take this RFID solution and I'm going to show it to everyone and I'm going to get into every market I can!" says Drew.

Nathanson, director of research operations for VDC Research. *"Then it kind of started moving toward, it's just too big and broad of a market; I need to have some specialisation and some focus."* Today, narrow verticals are in vogue. *"This has been evolving over time, and now you have these polished solutions that are really easy to get into,"* he says.

As RFID increasingly inserts itself into an ever-growing number of specialised fields, the technology has become an essential part of daily life for all sorts of people, not just logistics administrators, manufacturing supervisors and warehouse managers.

Consider, for example, how New Zealand livestock farmers are using RFID to ensure food safety. Or the way Dutch researchers are pioneering the development of life-enhancing – and lifesaving – sensor-based medical technologies.

RFID Journal editors and reporters recently surveyed the RFID industry as it now exists beyond traditional supply

chain and asset-tracking applications. We compiled a list of the 101 most innovative applications in fields ranging from mass transit to mobile marketing and beyond. As you examine the list, you'll see that RFID is being used to solve everyday business problems, enhance customer services, educate children and entertain people.

We hope you'll enjoy this peek into RFID's boundless future – and that it will spark an idea or two for ways in which you can employ the technology. Subway track workers, for example, may soon be a lot safer because Keith Sheardown, former general manager of Bombardier's transportation technology solutions unit, attended RFID Journal LIVE! Canada, in December 2007. While learning about the technology, he was inspired to use RFID to improve rail worker. *"You never know when or where a good idea will strike you,"* Sheardown says.

1. Keeping Traders Honest

The New York Stock Exchange is using a real-time location system to track the handheld computers traders use to make transactions. The system will send a message to management if a trader goes to an unauthorised floor, where he or she could gain non-public information that could be used to make an unfair transaction.

2. Preventing Theft

From cargo, cars and casino chips to library books, retail apparel and tires, businesses world wide are tagging and tracking items to detect and deter theft. They are using a variety of approaches. A car dealership in Toronto, for example, employs an RFID system that alerts office management when a key has not been returned following its removal from a secure case. A German retailer incorporates RFID tags with electronic article surveillance functionality for loss prevention into each garment's product-care label.

3. Safeguarding Pharmaceuticals

Gador Laboratories, one of Argentina's largest drug providers, is RFID-tracking individual pharmaceutical products, as well as the pallets on which they are transported, to reduce counterfeiting. Nigeria's National Agency for Food and Drug Administration & Control is using an RFID system to authenticate pharmaceuticals to combat counterfeiters, and to improve the quality of medications sold in that country.

4. Ensuring Food Safety

What do cattle and deer have in

common, other than four legs, a tail and soulful eyes? In New Zealand and a growing number of other locations worldwide, the answer is RFID tags. Beef and venison are a cornerstone of New Zealand's agricultural exports market. Therefore, protecting domestically raised cattle and deer is a priority for both ranchers and the national government. That's why New Zealand's meat production industry has formed National Animal Identification and Tracing (NAIT), a company that provides New Zealand livestock owners, processors and government authorities with timely, quality information on livestock movement and locations.

Russell Burnard, chief executive for Wellington-based NAIT, notes that the insight provided by RFID livestock tracking technology promises to become an essential tool for ensuring food safety. *"In the event of a bio-security or food scare, it will enable cattle and deer to be traced much faster than with current manual systems, and will provide more reliable and up-to-date information on animal movements,"* he says. *"It will allow tracing to take place in large-scale outbreaks that would not be feasible under current manual systems."* RFID-generated data will also enable the New Zealand Ministry of Agriculture and Forestry's bio-security division to craft more accurate and useful disease and prevention programs, he adds.

The system is already in use on a limited scale. *"The RFID tag records the animal's unique ID number,"* Burnard says. *"Farmers then enter this [data], along with the sex, species and date of birth of individual animals, into the NAIT database."* NAIT's tracking technology is being implemented on cattle ranches first, with deer meat providers expected to join the program in March 2013. The system is currently voluntary, but could become mandatory with the passage of proposed government legislation in mid to late 2012, he says.

Falling tag and reader prices are making livestock tracking increasingly appealing to ranchers worldwide, yet cost remains a concern. *"RFID is not overly expensive for livestock track and trace, but it's expensive enough, especially if you're a small cattle rancher,"* observes Michael J. Liard, an RFID industry analyst at ABI Research. *"It's not like this is Walmart, it's a cattle rancher, so price points are still important."*

The above article is sourced from RFID Journal and is the first of a series. So stay tuned, there's more to come in the next issue of the newsletter.

For more information contact Peter Thornhill at Docuspace: pthornhill@docuspace.com.au

Choose FSC® & PEFC™ Certified Paper Rolls and Help Make a Difference

Further to our report in the June 2011 newsletter, Paper Rolls Australia is very proud to announce our recent success in becoming Forest Chain of Custody certified with both the FSC® (Forest Stewardship Council®) and the PEFC™ (Program for Endorsement of Forest Certification). Our Chain of Custody (CoC) certification with both these international bodies is just part of our commitment as a leading partner in the paper industry to contribute to and encourage our customers to contribute to the preservation and conservation of the environment worldwide.

Chain of Custody (CoC) certification means that we can now offer a wide range of paper rolls, tickets and tags using paper stock from well-managed/sustainable and controlled non-controversial sources. Sustainable and well-managed forests help protect endangered plants and animals and ensure that felled trees

are replaced at the correct rate to maintain the forest and its ability to continue to provide us with the natural materials used in paper production. The FSC® and PEFC™ also work tirelessly to ensure that the rights of native communities around the globe are respected and help to eliminate illegal logging, which impacts greatly on flora, fauna and indigenous people – usually with devastating results.

All timber and timber-based (ie: paper) products, that originate from well-managed forests certified by the FSC® or PEFC™ display the appropriate FSC® or PEFC™ trademark logo as proof of their authenticity and only those products produced and sourced from genuine certified origins are permitted to use these registered trademarks.

Our range of fully certified paper rolls and paper roll products will all carry the official FSC® and PEFC™ trademark logos enabling our



customers to buy with confidence and choose paper products that don't add to the destruction of natural environments, but that help support sustainable forestry processes and contribute to global conservation on a grand scale.

*More information regarding FSC® & PEFC™ certified products is available on our website: www.paperrolls.com.au



The mark of responsible forestry



Note: In Australia, PEFC™ CoC Forest Certification has mutual recognition with the AFS® (Australian Forestry Standard), a non-profit organisation supporting and promoting sustainable forestry to Australian consumers.

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 to you and therefore we are open to requests on content to help educating or communicating to you in order to build your business and brand. If you have any thoughts please email to info@chequemates.com.au

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