



Lamson Paragon

GROUP OF COMPANIES



Can you believe we are less than three months out from Christmas?

It has been a tumultuous year for printers, copy shops and print management companies alike with 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 as well as expose some serious legal risks that surround Consequential Loss. As times get tough, shortcuts will be taken.

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



The Lamson Group are proud to announce our new partnership with World Vision through the support of our sponsor child **Natali Castro Cussi** from Bolivia.

Avoid Consequential Loss

Some frightening trends have been discovered in the Australian Paper Marketplace and we want to help you protect yourself against potential legal issues.

Inferior paper in the paper rolls and other printing markets is extremely risky for your clients business.

Saving 20¢ on a 'unit' may cost you hundreds of thousands of dollars in a claim if you don't know what you are buying or selling.

View this realistic example: Company A is supplying Company B with thermal rolls; All of a sudden Company B's thermal head repairs bills sky rocket; During this time Company B loses ability to generate a receipt and either stops selling or has to close down POS registers (lost revenue opportunities); During this time Company B's customers are coming in to stores with illegible receipts demanding goods to be changed over; Company B realises this is all caused due to inferior thermal rolls and takes Company A to court for all consequential losses including costs and lost revenue.

If you align the exact paper type you are buying with the exact requirements of your client and they are educated you will be fine. Same story with other printed products!

Paper Rolls Australia DO NOT compromise with cheaper, inferior grade papers. 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 and is approved by Epson.
2. **SILVER GRADE** is our standard quality thermal paper rolls that provides an archive ability of up to a maximum of 2 years.

Both grades are tested for heat, light and moisture resistance, durability and print quality. Don't risk your image fading.

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 jamming and is a major contributing factor to the malfunction and destruction of printer and POS equipment.

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

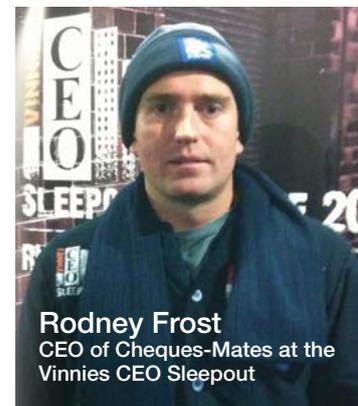
To learn more about Paper Rolls Australia's quality thermal paper rolls, contact our team on **+61 2 9738 5600** or **info@paperrolls.com.au**

Supporting the 2012 Vinnies CEO Sleepout to raise \$5.3 million

The Vinnies CEO Sleepout began as a local community venture in Sydney's Parramatta in 2006. Since then, the event has raised important funds for Vinnies Homeless Services across Australia.

The aim of the Vinnies CEO Sleepout is not only to raise funds, but also raise awareness of homelessness.

On Thursday 21st June 2012, 1032 business leaders from around Australia including Rodney Frost, CEO of Cheques-Mates, slept rough for just one night to experience first-hand what over 100,000 Australians experience every night. Nationally with your kind and generous support more than five million dollars will go directly to Vinnies' homeless services across the country this year.



Rodney Frost
CEO of Cheques-Mates at the Vinnies CEO Sleepout



Did you know Lamson Paragon also manufacture...

Lamson Paragon is an industry leader in business form printing and has been in operation for over 20 years. Longstanding expertise enables Lamson Paragon to combine proven printing processes with quality and service that will help you help your customer.

Our services include continuous forms and cheques, unit sets, laser forms and cheques, books and pads, security envelopes (payroll advice, PIN advice, library reminder notices, membership advice, subscription notices etc), piggy-back labels on forms, sophisticated numbering (modulus numbering, jumbo numbering, MICR encoding, OCR A and OCR B numbering), barcoded documents – all fonts (books, pads and sheets), thermal tickets (POS receipts, EFTPOS receipts, cash register rolls, library tickets) and invisible ink printing.



Custom Self Adhesive Labels

Ensure your product stands out from the crowd with our wide range of multi-coloured custom printed self adhesive labels. Produced inhouse, our extensive range of materials, shapes, sizes and up to 5 printed colours, ensure we can produce the right label for you.

Labels can be supplied in different formats such as rolls, fanfold packs or as sheets. We have the capacity to die cut labels or rolls with space in between, making applying by hand or machine increasingly productive and cost effective.

Individually cut labels promoting special events, campaigns or products, may require labels to be finished as single or individually cut labels. This is another service offering provided by Lamson Paragon, **YOUR TRADE ONLY PARTNER**. Labels can be delivered to you in bundles, paper banded or shrink wrapped depending on the end user's requirements.

In house office labels may be required in sheet form for use through laser printers or photocopiers to service areas of variable information. We can manufacture sheet sizes to suit your customer's specific needs, from simple rectangles to the most intricate of shapes.

Custom Thermal Tickets

Lamson Paragon's custom thermal tickets are available on many different paper stocks with a print repeat of up to 24 inches and the ability to print 6 colors. Your client has full scope in designing the front of the ticket while the reverse of the ticket is an ideal place for sponsor advertising and disclaimers.

Generic Thermal Tickets

Lamson Paragon's generic thermal tickets are printed on 300 D.P.I. thermal stock with a thickness of .75mm. Included is a one inch stub on the leading edge of the ticket with the reverse of the ticket displaying a timing mark 13/16" from the leading edge of the ticket.

Safety Features

Lamson Paragon offers the following safety features that can be added to your ticket order at your request; Black Light (UV), Micro Printing, Heat Sensitive, Numbering, Coin Rub and Holographic Foil.

To discuss exactly what you need or to make a no obligation appointment, please contact our team on +61 2 9743 8577 or email via info@lamsonparagon.com.au

Your Partner, Not Your Competition

Cheques-Mates would like to introduce you to YOUR new VersaLASER® CUTTER



Cheque-Mates consistently invest in new technology so that you don't have to.

To that end Cheque-Mates are proud to present our newest offering, the VersaLASER® Platform VLS 6.60 Laser System. Now you can **value add to your digital printing business** by expanding your revenue opportunities, **reducing costs** whilst allowing you the **flexibility** to produce a wide range of new innovative products and services to your clients.

Designed to handle complex cutting, detailed 3D engraving, precision scribing, intricate scoring and permanent marking applications, the VersaLASER® opens your business to a whole new world of opportunities.

Ideal for printing industry applications such as intricate die cutting, custom made digital stickers, banners and signage, the VersaLASER® can be used on materials

as diverse as wood, plastic, acrylic, glass, cloth, paper, anodized aluminum, rubber, wood veneer, fibreglass and more, making it perfect for applications in the automotive, aerospace, electronics, manufacturing, medical, fashion, awards and packaging industries.

Versatile - Process various materials (including paper, metal and wood) with diverse applications.

Flexible - Create one-off prototypes or mass-produce products up to a size of 813mm x 457mm.

Cost Effective - Operating costs deliver outstanding value.

Innovative - The unique, patented technology delivers unmatched performance, convenience and value at an affordable price.

Total trade offering for personalised point of sale solutions

In today's economic climate it is important for your customer to establish a point of difference between them and their competitors. With Cheque-Mates total trade offering for personalised POS solutions we can help you assist your client in achieving the upper hand in this highly competitive market.

Cheque-Mates' new offering can only be called revolutionary.

For several years it has been possible to personalise simple text on POS material. But with the forward advancement of digital technology Cheque-Mates can now personalise anything that needs to create a difference between locations or branches within the same company while maintaining brand and campaign identity.

Using our extensive experience with data management along with our advanced systems in the POS space, Cheque-Mates can provide your client with an effective personalised point of difference solution.

We've got the answers and we are sure you've got the questions...

To learn more about how to take advantage of these innovative services or to make a no obligation appointment, please contact our team on +61 2 9743 9547 or email via info@chequemates.com.au.

Your Partner, Not Your Competition



Spot the differences?

This new offering from Cheque-Mates allows for real positive outcomes for clients. Cheque-Mates can produce varied shapes using our new up to the minute Laser Cutter. Any substrate can be utilised such as different weighted and coated papers, card, vinyl, adhesive products and waterproof materials up to A1 in size. Quantities from 1 to 10,000 are suitable, with fast turn arounds guaranteed.

At Cheque-Mates we can even manufacture, kit and distribute to your client or set-up an online system which enables call-offs to be actioned when your client places an order, all this undertaken with the discretion of a total trade supplier. Utilising CM Fulfilment alongside this service sure does give you a one stop shop.

Characteristics of Paper

Paper is without a doubt the largest and most important raw material used in printing today. A world without it would be impossible to imagine!

When taking into account the fact that paper is without a doubt one of the most important ingredients in producing quality print it becomes apparent that the choice of paper is not only important but essential. With such a vast range of paper type and quality available in the market these days there are many important factors to consider.

Due to the many different features and variables of paper it can be extremely difficult to make an informed decision about what paper is most suited to your customer's particular product and application. Without having all of the facts it is easy to make the wrong decision. As your partners in print we pride ourselves in providing the education needed so as to avoid the negative consequences that will inevitably arise as a result of inadequate knowledge of paper and its various attributes.

Once we understand how something works we also understand why it behaves in the manner it does. Raw materials are the first port of call for paper manufacturing and these materials can be obtained from a variety of sources, whether it be cotton, softwood, flax, hemp or recycled paper the important thing to remember is that there are many options available.

The grain of the paper is determined during the manufacturing process to be either long grain, where the grain runs parallel to the length of the paper, or short grain where the grain runs parallel to the width of the paper. This in turn affects the strength of the paper which can be assessed in several ways; tensile strength (resistance to



stretching), tear and fold resistance, bursting strength (pressure resistance), stiffness, pick resistance and the strength of the paper when wet.

Alongside raw materials there are several other factors to be considered, even the PH level of paper can affect the end result in terms of image sustainability, with certain levels of alkaline affecting the drying process of the ink being printed on the paper. However there is no real way to stop ink or even tinted paper from fading eventually without proper archiving. Image quality and durability can also be affected by the porosity of paper, or how quickly air passes through it, allowing the ink to be absorbed and therefore determining the gloss factor of the print.

While the weight of paper is measured in gsm (grams per square metre) the bulk of the paper is measured in terms of μm (microns), therefore the thickness

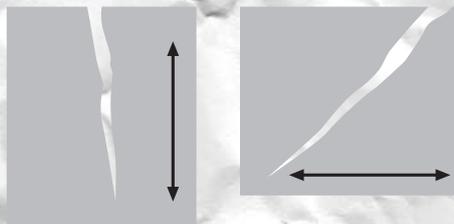
of different papers may vary greatly even if the gsm is the same.

Opacity, gloss and whiteness and brightness may all sound similar but in fact are very different things, opacity is the measure of the paper's ability to resist the passage of light and gloss is a measure of the paper's shine factor. Whiteness refers to the paper's ability to reflect under normal lights whilst brightness the percentage to which it reflects under a standard wavelength of blue light.

Last but certainly not least we have smoothness which is also integral to print quality, especially colour printing. The smoother the paper the better finish you will get overall.

All of these factors affect the printability of the paper, which is in layman's terms is the ability to produce superior print, which is why knowing your paper and it's characteristics is of the upmost importance. The last thing we want in the printing industry is to be producing anything less than the highest possible quality products best suited to your customer's needs.

If you aren't sure of a particular substrate or have any technical queries our team here at The Lamson Group are ready and willing to assist.



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

TRADE ONLY SUPPLIERS

 **Lamson Paragon**
BUSINESS FORM PRINTERS
Arthur Frost
P 02 9743 8577
E arthur@lamsonparagon.com.au


Paper Rolls
Australia Pty Ltd
Arthur Frost
P 02 9738 5600
E afrost@paperrolls.com.au


Rodney Frost
P 02 9743 9547
E rfrost@chequemates.com.au


Fairplay Print
Arthur Frost
P 02 9743 8577
E arthur@lamsonparagon.com.au


Peter Thornhill
P 02 9645 4236
E pthornhill@docuspace.com.au