



How to age 15 years in 15 weeks!

Open a new factory and move printing machines interstate! Let me assure you time waits for nobody. But as one of my friends said, "suck it up princess". So onwards and upwards, or as I have annoyed many people over the years, with my expression "when in doubt, attack". The waters of change continue to challenge us all. Paper price increases, currency fluctuations, more industry rationalisation, postage price increases etc. etc, but at the end of the day we have to get on with it!

Our business is here to "Help You To Help Your Customer" and help you to build your business. We continue to invest in new products. In the last three months these include integrated cards, piggy back labels and jumbo reels. This is on top of the barcoding equipment we put in the previous six months.

The Group is your "ONE STOP SHOP" for everyone in the print-communications procurement environment. Come and see if we can HELP YOU!

Australia Post Gets Green Light For Postage Increase

On February 20th Australia Post were given the go-ahead to increase the cost of a basic postage stamp to 70 cents from 60 cents as the digital revolution continues to slow demand for traditional mail despite market research proving that high targeted Direct Mail provides the best ROI to marketers.

The surge of online communication has harmed the traditional postal service, thus prompting the ACCC to raise no objection in allowing Australia Post to increase the stamp price from March 31st, 2014.

With this increase came a host of other increases and service delivery changes. The core facet we see is envelope artwork and adjusting it now for future re-prints, particularly for those of you that purchase stock to cover long periods of time.

For all relevant information regarding changes in 2014 please take some time and look through the website www.auspost.com.au/businessletterchanges.

Here you can download and view Australia Posts' handy guide, **Business Letter Changes Guide (1.66mb)**, that explains how business needs to prepare for the coming changes. Page 9 (as shown right) is of particular interest as it clearly defines the pre-implementation, implementation and post-implementation phases. Importantly let your clients know.

In an attempt to help our Channel Partners protect their businesses, Cheque-Mates have a suite of on-line and electronic distribution alternatives including email, voice, SMS and social media campaigns. These digital products and services are provided as a **TRADE ONLY SERVICE** to help you help your customer.

CM Solutions can also build custom applications to drive even more savings. See page 3 of this newsletter for further information on this truly innovative service.

Envelope transition arrangements

To help you manage your envelope changes, these transition arrangements will operate from 31 March 2014. From 2 June 2014, if you choose the 'Priority' delivery timetable, your envelopes must have the new Priority Postage Paid imprint. We have provided the specifications to the major envelope suppliers, so if you order your envelopes in bulk, you will need to tell them your new requirements.

| Pre-implementation period: 31 March - 1 June 2014 | | | |
|--|---------------------------------|--|---|
| Delivery timetable | Preferred | Acceptable alternative option until 1 June 2014 | |
| Current | POSTAGE PAID AUSTRALIA | POSTAGE PAID AUSTRALIA PRIORITY | <ul style="list-style-type: none"> Envelopes with the current Postage Paid Australia imprint are preferred. Envelopes with the new Priority Postage Paid Australia imprint may be used. |
| Surface (Applicable only to Presort, Charity and Acquisition mail) | SURFACE MAIL | POSTAGE PAID AUSTRALIA | <ul style="list-style-type: none"> Envelopes with the Surface Mail indicator and the Postage Paid Australia imprint are preferred. Envelopes with the Postage Paid Australia imprint only may be used. |
| Implementation period: 2 June 2014 - 31 Dec 2014 | | | |
| Delivery timetable | Preferred | Acceptable alternative option between 2 Jun- 31 Dec 2014 | |
| Priority | POSTAGE PAID AUSTRALIA PRIORITY | POSTAGE PAID AUSTRALIA PRIORITY | <ul style="list-style-type: none"> Envelopes with the new Priority Postage Paid Australia imprint are preferred. Envelopes with the old Postage Paid Australia imprint may be used if they also have a Priority Postage Paid indicator overprinted or stamped to the left of the original imprint. For lodgements over 300 letters we will allow the 'Postage Paid' envelope to be used for the 'Priority' timetable until 1 July 2014 on a best endeavours basis. |
| Regular | POSTAGE PAID AUSTRALIA | SURFACE MAIL | <ul style="list-style-type: none"> Envelopes with the Postage Paid Australia imprint are preferred. Envelopes with the old Surface Mail indicator and Postage Paid Australia imprint may also continue to be used. |
| End of implementation: requirement from 1 Jan 2015 | | | |
| Delivery timetable | Mandatory | | |
| Priority | POSTAGE PAID AUSTRALIA PRIORITY | | Envelopes with the Priority Postage Paid Australia imprint must be used. |
| Regular | POSTAGE PAID AUSTRALIA | | Envelopes with the Postage Paid Australia imprint must be used. |

To learn more about how Australia Post's changes will affect your business or to discover cost saving offerings from Cheque-Mates, please contact our team on +61 2 9743 9547 or email via sales@chequemates.com.au

Environment...

Commendation granted to the Lamson Group

Last year the Lamson Group undertook a survey to ascertain where cost savings could be made in the consumption of energy at its various manufacturing plants.

Several proposals were adopted, notably the replacement of all fluorescent and candescent lighting at the Sydney plant with next generation LED lighting ranging from downlights to 1200mm tubes covering the complete factory floor.

This decision has proven to be a great success with savings both for the environment and the Lamson Groups' bottom line.

Conducted under the umbrella of a CTIP (Clean Technology Investment Program) project, Lamson have received approval from the NSW Energy Scheme that the proposed energy savings with the lighting upgrades have been attained and we have been commended for this achievement.

Happy 3rd Year Anniversary To Cheque-Mates Philippines!

Can you believe it's been 3 years since Cheque-Mates PH's state of the art facility was officially opened in Manila, Philippines. The operation continues to grow providing reliable, cost-effective, professional services to the Information Distribution Industry. Our new office is nearing completion allowing us to introduce, increased capacity, new technologies and innovative services to help you help your customer.



CREDIBILITY???

Paper Rolls Australia, WHERE YOU KNOW what you get!

Some frightening trends in the Australian Marketplace have unearthed themselves, but Paper Rolls Australia can help protect you against potential legal issues.

Have you ever had the experience of a client telephoning you in a panic requiring a few extra paper rolls as their current supply is exhausted?

"Last time we ordered paper rolls from you they lasted a month, this current batch only lasted 3 weeks and our sales are down this month!", the client protests. "Why?", you ask.

It is industry standard that paper rolls are measured in width x height x core size, the overall length of the roll does NOT come into the equation. Paper rolls vary greatly in length depending on their origin. A box of 50 rolls measuring 80mm x 80mm x 12mm core could have a combined overall length of 2.9 kilometres from one manufacturer and 3.7 kilometres from another, **that's an 800 metre difference!**

Do you know what your cost per receipt is?

There is a reason why paper roll A is more keenly priced than paper roll B.

Ask yourself, am I giving my client what they are paying for? What is the archival quality of this product? Do I know the length of the rolls? Am I creating a risky environment for my client by supplying their business with an inferior product? Could I be liable if my client experiences trading issues due to thermal head damage or unknown roll length causing the shut down of POS registers (lost revenue opportunities)? Are customers going into stores with illegible receipts demanding goods to be exchanged or returned?

Paper Rolls Australia's quality is guaranteed for size consistency, archival coating quality, length of the roll, stock weight, width and all other attributes. We are that confident in our quality control and integrity of product that we will refund you in full if we don't match the specification. Who else in Australia does that?

Let us test your current supplier or manufacturer now for a free comparison across the full specification. Don't get caught through no fault of your own. Expose your competition and educate your customers... or miss out.

To make a no obligation appointment or to arrange your free comparison please contact the Paper Rolls Australia team on +61 2 9738 5600 or via info@paperrolls.com.au.

Visit www.paperrolls.com.au for a FREE printable Reel Length Diameter Calculator

Paper Rolls Australia Pty Ltd

To Calculate Length of Roll using roll/paper specs

| | |
|------------------------|---------------|
| Weight of the roll | 260 grams |
| Weight of the core | 5 grams |
| Weight of paper only | 255 grams |
| Paper Thickness | 52 gms |
| Outer Diameter of Roll | 80 mm |
| Paper Length of Roll | 61,298 metres |

Complete blue sections and please call us if we can help

Phone: 02 9738 5600 www.paperrolls.com.au Fax: 02 9644 1183

Your Partner, Not Your Competition

CM Solutions

To help you help your clients we have a whole division devoted to developing purpose built applications.

What is CM Solutions?

CM Solutions is a fresh innovative service offering from Cheque-Mates that will bring the following to the clients of our Channel Partners:

- **reduced risk;**
- **improved cash flow;**
- **increased revenue;**
- **lower costs.**

Cheque-Mates have further expanded our Information Management specialist team by five hundred percent giving our Channel Partners access to the experience of over one hundred years in the Information Distribution market.

Mailing and Fulfilment continues to be a small part of a much larger communications picture, especially if we are to achieve the four key objectives of **CM Solutions** stated above.

Our experienced team will sit with yourself and your customers to look at their current inbound, outbound as well as internal information flow processes. This analysis and utilisation of our experience is a solution



offering that will end with a **FREE** report (yes this service and report is free) detailing the specific outcomes for each key objective.

This report may make recommendations on anything from simple Direct Marketing Campaigns to the highly complex world of Transpromotional messages. Our team are highly driven to give our channel partners the edge to grow their business through this new offering.

There is no commitment to Cheque-Mates for future steps after this report either, so **YOU CAN'T LOSE** by introducing this service to your customer base.

Through using the expertise available a solution can always be found. Be confident that with **CM Solutions** your offer will be one of "Yes is the answer, what is the question".

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

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

Some Big Shoes to Fill

A big thank you goes out to Brett Edwards for his tireless hard work and ten years of commitment to Cheque-Mates NSW. Brett's next phase in life sees him relocating to sunny Queensland where we wish him all the best in his future endeavours.

To fill Brett's shoes, Peter Cowell has joined the team at Cheques-Mates NSW as the new NSW General Manager.

Peter's background encompasses everything from running his own family's print business in the late 90's to driving sales relationships for some of the larger print and mail houses in the last decade. Peter's experience during some very tumultuous times sees him battle hardened and ready to help drive positive experiences and revenue growth. His focus is delivering effective, progressive solutions to our Channel Partners.



Newly Qualified Jack

On Friday the 28th of February Jack achieved Forklift Truck Driving accreditation. By completing the two day course with flying colours - Jack obtained his licence to operate a forklift truck and LF WorkCover assessment. Cheque-Mates NSW now has redundancy during the day shift and increased flexibility to ensure our promises to our Channel Partners are met!

Congratulations Jack!!!



Your Partner, Not Your Competition



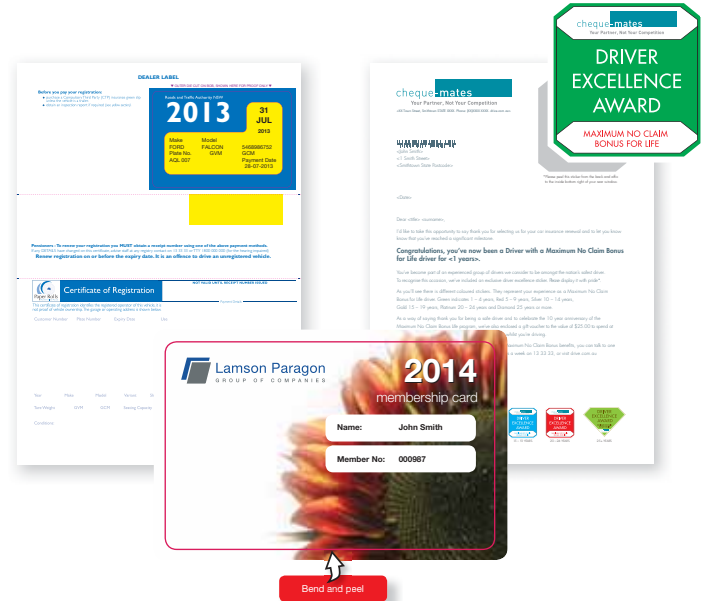
Achieve impact that lasts by combining letters and mailers with cards and labels

The Lamson Group is Australia's first Trade Only partner in print and communication to offer integrated label and card printing as a value added service right here in our Sydney manufacturing plant, proudly printed in Australia.

At Lamson our entire existence is built on our belief in building your business and helping you help your customers. Our team is always here to ensure that your needs are not only met but exceeded time and time again.

With this mission at front of mind we are excited to offer our valued Channel Partners the innovative services of our newly installed integrated solution.

Fed off a continuous reel, or from pack to pack, this unique solution allows a laminated gloss or matt card to be personalised and built into a letter or mailer - in one simple process. These cards are durable, though not bulky and can be customised to any shape or size using a die. Depending on the quantity, items can be manufactured in bulk or conveniently personalised as required using an office laser printer or **one of Cheque-Mates' many mail offerings.**



Also offering integrated labels, Lamson's solution combines documents and labels together on a single piece of paper. Excellent for promotions and vehicle window labels, this efficient solution eliminates mismatches and reduces mailing costs through easier processing, reduced weight and substrate costs. Single or multiple labels can be positioned anywhere on the printed job and can virtually be any shape or size. Suitable for desktop and high speed printers, folders and inserters. The 'bend and peel' action allows easy release by the end user.

Partnered with Cheque-Mate's Trade Only distribution and mail offerings, Lamson's newly installed solution opens up a whole new world to our valued Channel Partners. Don't take our word for it, come in and see for yourself by setting up a site tour today!

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

- Membership cards
- Loyalty programs
- Promotional reminders
- Event registration
- Payment cards - e.g. barcoded
- Introduction letters/business cards
- ID cards/name badges
- Loyalty mailers and incentive programs
- Vehicle registration labels, parking permits
- Promotional flyers with stickers
- Pathology request forms
- Barcoded ID labels and forms
- Mailing and 'Return Goods' labels
- Consignment notes
- Security documents
- Delivery dockets



TRADE ONLY SUPPLIERS

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Arthur Frost
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Paper Rolls
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cheque-mates
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Fairplay Print
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