



Lamson Paragon

GROUP OF COMPANIES



The Lamson Group demonstrating continued commitment to our channel partners.

Since our last newsletter the Lamson Group has continued to invest on behalf of our channel partners. We have:

- acquired FTO equipment and software to ensure our partners have barcoded products available on a Trade Basis;
- invested in a future physical site for our CM Solutions team;
- invested in to +Pres Enhance to speed up our transpromo messaging offer with an aim of enhancing your ability to improve your customers cash flow;
- invested in our finishing area for automation of particular tasks to allow us to offer quicker turnarounds.

We exist to help our partners, help their customers... Whilst re-investing in the business and many community programs including the CEO Sleepout, St Vinnies and Bravehearts.

Hopefully we can add value to your business.

Aussie first for Objectif Lune and Cheque-Mates

By Peter Kohn - PacPrint Daily

Trade-only communications provider Cheque-Mates is set to streamline its transactional document printing thanks to software from Objectif Lune.

Cheque-Mates, a division of the Lamson Paragon Group, became the first in Australia to invest in Objectif Lune's PrintSoft Pres Enhance software, which is designed to re-engineer documents without modifying or replacing existing applications.

It will offer Cheque-Mates faster time-to-market and a reduction in costs.

Cheque-Mates chief executive Rodney Frost was at PacPrint to ink the deal with Objectif Lune Australia's managing director, Stuart Drysdale.

"It automates a lot of what we do in other ways at the moment," Frost told the PacPrint Daily. "It allows us to get jobs to market a lot quicker. For some people, it may mean we get their invoices or



Cheque-Mates chief executive Rodney Frost and Objectif Lune's Stuart Drysdale

statements out a day earlier. It all adds up."

Objectif Lune's Drysdale said PrintSoft Pres Enhance would help Cheque-Mates grow its business.

"It will help them bring in more work and to manage it more efficiently."

Didier Gombert, Objectif Lune's Canadian CEO, flew in to PacPrint from Montreal. "Our business is adding more value to documents and alternatively saving the cost of producing them."

Lamson Paragon acquires Four Trade Only

With market consolidation comes opportunity, and when that opportunity comes knocking you run with it, strong and hard, just as the Lamson Group has realised in the acquisition of Melbourne based business Four Trade Only.

FTO's managing director Fred Humphrey said he weighed up a number of alternative homes for the business and eventually chose "customer-driven" trade organisation Lamson Paragon.

The Lamson Group, a trade only industry leader in business forms printing, boasts over 20 years of longstanding expertise.

Whilst transition of the equipment and software was not without problems the

final result will ensure we can effectively support our partners into the future. We have always been able to provide barcoded products via digital means but the installation of the Scitex moves us to an online technology. The learning curve was steep and the dollars invested over budget however as always we aim to provide our partners with every opportunity to satisfy their customers demands.

Rodney Frost, chief executive of Lamson Group's division Cheque-Mates, told ProPrint: "The Lamson Group have been operating in a similar market to Four Trade

Continued page 3...

Environment...

Australia's first TRADE ONLY communications provider to achieve SGP Level 2.

The Lamson Group is the only communications partner in Australia to achieve SGP Level 2 accreditation for all divisions and offer our channel partners an environmental management system to meet printing industry and community expectations. Each brand displayed within the Group is now accredited with SGP Level 2. The Lamson Group is implementing and promoting environmentally sound printing practices by achieving independent certification and accreditation in SGP at their NSW and VIC sites.

What is Sustainable Green Print?

SGP is the Australian printing industry's own recognisable certification programme designed to help printing companies meet their environmental responsibilities and go above and beyond compliance. SGP is achieving a high level of environmental responsibility for the printing industry.

The Lamson Group extend their focus on sustainability.

Paper Rolls Australia have again retained their FSC® (Forest Stewardship Council®) and PEFC™ (Program for Endorsement of Forest Certification) accreditations to further extend the sustainability focus and our intent on delivering best of breed practices to the Australian market, ensuring that every member of the Lamson Group can offer environmentally responsible solutions to our channel partners. We are here to help you, help your customer.



Receive an accurate, market winning proposal first time. How?

Preparing a proposal for 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 secure the job for you now and assist in building and expanding partnerships with your customers.

Win the job with an accurate proposal from Lamson. How?

When it comes to books or multi-part forms accurate specifications on plate changes from part to part can be the difference between winning or losing the job. How does one know what to specify?

Do the printed images differ from part to part? Are the sheet headings, type, numeric masking, colours or numerous other elements differing between each of the printed sheets and may result in the job being recosted. It is important to state if all parts are common or not in their content and colour, this will determine the amount of plates and press time and result in an accurate winning proposal first time.

Desensitising

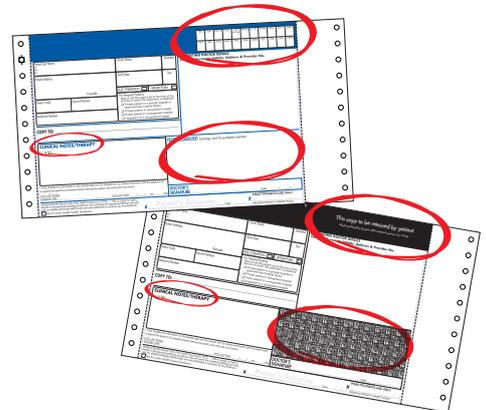
If desensitising is required on various parts, please show where it is to appear by providing PDF artwork with the

desensitising included. A plate will be output for desensitising.

Providing accurate specifications for your print jobs will generate benefits for all involved. Endeavouring to provide a service to your customer with knowledge and fresh ideas will make a point of difference between you and your competitor.

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

Lamson Paragon - Helping you help your customer



TRY THIS COST SAVING IDEA...

Could you suggest to your customer that if all parts are the same except the sheet headings, using a legend could reduce the cost of the printed job significantly. For example if you have a 4 part form with sheet headings, placing a legend on the form could mean going from 4 plates to 1 plate. Saving time and money. Think about it!

Price Rises

The depreciation of the \$A is the basis on which paper manufacturers are applying price increases to carbonless and thermal paper.

The A\$ has depreciated by about 15% in the last 3 months and it was

inevitable prices would increase as most merchants deal in \$US or €euros.

The information we are being told is that the price increases will become effective in September. It is anticipated the price increases will be in the order of 6-8%.

Who knows what the future holds??

Your Partner, Not Your Competition



Why pay for two processes when you can reap the rewards from just one?

Cheques-Mates would like to introduce you to YOUR new Colour Envelope Solution.

At Cheque-Mates we thrive on new technology and the benefits it brings to you, our channel partners. So with this in mind Cheque-Mates have again expanded our value add options with the purchase of your new cutting edge colour envelope printer. This acquisition allows us to offer our channel partners the option of having short run envelopes printed and used for mailings within Cheque-Mates or supplied to you within 1-2 business days.

The majority of envelopes produced today are printed offset, meaning expensive plates and setup costs. With our new innovation, Cheque-Mates has the ability to print and personalise your client's envelope order in one single pass! Say goodbye to the days of waiting for envelopes to be printed and then waiting again for the mailing house.

To learn more about your new colour envelope printer or to request samples, please contact our team on +61 2 9743 9547 or email via info@chequemates.com.au.

Help your customer get their message to market quicker!

Cheque-Mates' new investment can print either mono or colour and can take envelope sizes as small as C6 up to C4, it can also print custom size envelopes. We can print from supplied PDF files or a template can be created for return address details. It has the innovative capability to print artwork onto the envelope in the same pass as printing personalisation details, which reduces production time and costs. Unlike conventional printers that must traverse back and forth across the page, this system has a fixed head that prints as the media continuously moves along. Printing at a resolution of 1600 x 800 dpi, exceptional print quality is assured.

+PReS Enhance

Five years ago Cheque-Mates made an investment in leading edge technology by purchasing **+PReS Automate**, this gave our partners the ability to offer the automation of all regular business processes as a service. Now in 2013 we have added another leading edge software product ... **+PReS Enhance** to keep our partners at the 'pointy end' of technology available to the industry.

What is +PReS Enhance?

+PReS Enhance is software designed to re-engineer pre-formatted documents without modifying or replacing existing applications used by your end-client. These documents can be supplied in a number of different formats:

- Postscript
- PDF
- AFP
- Raw data

This fits perfectly into a solution where the end-client generates their documents and simply wants them to be 'prepared' for print, email, fax, voice or sms delivery.

So what does this mean for our partners?

In our experience over the past few years, more and more end-clients already have their documents pre-formatted for printing or electronic delivery and require the expertise of Cheque-Mates to prepare these documents for delivery, whatever the requirement.

With this new offering from Cheque-Mates we can provide your

end-clients with a variety of functions:

- Converting both input and output formats to be tailored for the required distribution channel.
- Print production optimization of any document output that will reduce size of files and increase print speed.
- Add unique possibilities, such as: pictures/logos and other images, alter layouts, and OMR marks or Inserter barcodes, as well as 2D & 1D barcodes.

... and not only that, the exciting part is that **+PReS Enhance** is fully integrated with **+PReS Automate**! That means that you can now not only get the benefits of a Fully Automated Solution but you can now add to that the benefits of **+PReS Enhance** as listed above.

Lamson Paragon acquires Direct Mail & Marketing's trade business *continued from page 1*

Only for decades, both with separate strengths.

"With the continued consolidation of the market it makes sense to bring this

under our trade banner rather than let it out to a retail business".

The Lamson Group wholeheartedly believe that with this acquisition

we can confidently provide your customers with a reliable, sustainable alternative for all barcode and inkjet online products. This addition complements our existing range and

Your Partner, Not Your Competition

Vinnies Easter BBQ



A massive turnout for the Vinnies Homeless BBQ on Easter Sunday sponsored by Cheque-Mates and Centre Wealth Management, with over 300 homeless people showing up to eat, chat and join in the festivities. Firstly a huge thanks to **Cheyne** and **Claudia Perrin** and **Catherine Donnelly** as well as **Jeremy Boller** and his team of twelve along with another two colleagues of mine, **Paul Tannous** from iGroup and **Yumi Millan** from HMCIP for their time and effort.

On a night normally spent with family these generous souls were more than happy to give their time to those who were without their family on Easter.

One particular example was three young children who travelled on the last train to Newcastle every night to sleep and then return on the first train to be able to collect foods from the various charitable organisations. Obviously young, frightened and alone they refused help from our good friend Josie at Vinnies and fled in fear of being taken away and separated. While it is heartbreaking to know they are still out there alone it is even more frightening to think that 70% of our Homeless are women and children.

We mustn't just dwell on the negative though, after catching up for a friendly chat on the night with our friend Romeo from the October BBQ we received the happy news that he

now has his own one bedroom studio! He dropped by to say hello and remind us not to forget to put the clocks back an hour the following Sunday (except iPhones as they do it themselves) – lovely chap!

It just shows how much can change and how much can be achieved in such short a time with some help and support from those around us in the community. As they say, many hands make light work!

A great night was had by all and it even included some great entertainment from a fantastic one man band and despite some council restrictions we still managed to serve up over 80kgs of Chicken, 50kgs of Salad and countless bottles of water and soft drink.

Jeremy's team had generously organised some toiletries packs for everyone to take away with them and of course Easter wouldn't be Easter without the Chocolate Eggs we all love so much, some more than others.

Back to the drawing board now for the next event but I'll keep you informed. The whole purpose of our Group is to create positive experiences for all we are involved with, creating better people for our future. Aim for the moon and you'll be among stars.



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


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


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


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