



Lamson Paragon

GROUP OF COMPANIES



## Lamson Open New Melbourne Manufacturing Facility

**This was a decision made out of obligation to our existing and future channel partners.**

In a surprise move in a mature segment of the industry Lamson Paragon have decided to open a TRADE ONLY manufacturing facility in Dandenong Victoria. When questioned about the decision Rodney Frost explained it was really a decision made out of obligation to our existing and future channel partners. We have always committed to “helping our customers help their customers”. With the reduction in capacity in the marketplace with the Four Trade Only and Midway closures it created an obligation for us to support the broader market. We already have many partners in Victoria and we are hopeful that our decision will generate some loyalty and allow us to pick up extra work to fully utilise the new facility. It won't be as big as our Sydney plant but it will have enough capacity



to ensure we provide the service levels to our partners that their customers demand of them. As a TRADE ONLY manufacturer it is essential our partners have the confidence to entrust their work to us at our new Victorian production facility. We are Your Partner, Not Your Competition.

**To discover how this new venture will benefit your business, please contact our team on +61 2 9743 8577 or email via [info@lamsonparagon.com.au](mailto:info@lamsonparagon.com.au)**

Can you believe Christmas is just around the corner?

It has been a tumultuous year again for mailing houses, printers, copy shops and print management companies alike. The Lamson Group continues to invest and develop new products in a goal to help build **YOUR** business.

In this newsletter we showcase some of those new services as well as expose credibility issues in the paper roll industry. As times get tough, shortcuts will be taken.

Check out our **NEW Capabilities Statement** online by scanning the QR code below



## 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!**

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*From all of us at the Lamson Group we'd like to thank all of our Channel Partners for their support in 2013. Here's to 2014, may it be our best year yet! Merry Christmas to all and a happy and healthy New Year.*

## Environment...

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

As the market continues to contract, make your point of difference with the Lamson Group's environmentally responsible solutions. We are here to help you, help your customer.



### Cheque-Mates Philippines' **NEW Office** **Nearing** **Completion!**

For a rolling update visit [www.chequemates.com.au](http://www.chequemates.com.au) and read about the benefits for your business.

**We are located on Level 2!**

# Procedures Striving for Customer Satisfaction

With the overall objective of making sure our customers satisfy their customers we have had to modify our procedures to cater for the new Melbourne facility. To ensure we are cost effective the Dandenong factory will be purely manufacturing with limited infrastructure costs.

All of the paperwork will be controlled out of Sydney. The first step is to double the quoting/customer service input. To provide certainty contact points we will divide our Channel Partner's into two pools A-K and L-Z. Jon Grosse will be responsible for A-K and Jennifer Frost for L-Z.

Providing specifications will be returned within 6 working hours. Once a progressable order is received (ie. complete job specifications with print ready artwork, printed samples if available and detailed delivery instructions) a PDF proof will be forwarded for approval. Once approved the job bag will be forwarded to production and a discussion made as to whether the job will be produced in Melbourne or Sydney. A despatch date will be advised at that point in time and the necessary paperwork and plates allocated to the scheduled press.

Once the job is complete a despatch advise will be communicated.

All paperwork and samples will be forwarded to our accounts area in Sydney for invoices and the mailing of samples to our Channel Partners.

In summary:



John Grosse  
**A-K**



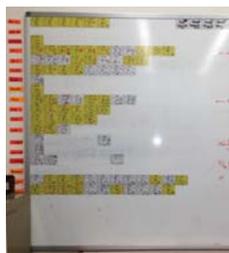
Jennifer Frost  
**L-Z**



Dinah Marabong  
**Order Entry**



Catherine Donnelly  
**Pre-Press**



Adrian Habelreeh  
**Production Schedule**



**Production**



Paul Pomeroy  
**Despatch**



Sunita Devi  
**Accounts**

Currently we have two presses and two collators in Melbourne. In February we will have four presses and two collators.

We genuinely apologise for the turmoil of the last six months. Beginning of 2013 we had no plans of opening in Melbourne. The closure of Four Trade Only and Midway dictated that we support our Victorian Channel Partners and establish a manufacturing facility in Victoria.

Don't underestimate the hurdles that have to be overcome in opening a green field site. You need premises, presses, people, power and patience. Paul Richards and Nick Fuller are entitled to a big pat on the back. Their energy got us over those hurdles and whilst there is another Grand National scheduled for February (the installation of the next two presses) the experiences of the first stage will stand us in good stead.

From a positive point of view it means Lamson's have added three key products in less than 12 months – bar coding, jumbo reels and integrated cards/labels. Hopefully this helps all our customers help their customers more.

We know there has been pain but hopefully we will all gain.

**Your Partner, Not Your Competition**

# Cheque-Mates the Pro in marketing and display solutions

As a leader in innovation Cheque-Mates are constantly investing in the latest technology on behalf of our Channel Partners.

Designed to give you the edge within the communications marketplace with fast 1-2 day turnaround, our POS solution provides quality, consistency and versatility.

Using a variety of roll media as well as 10 inks (11 inks onboard with autoswitching between Photo and Matte Black), state of the art software, a maximum resolution of 2880dpi x 1440dpi, printer speeds ranging from 0.8 minutes for an A1 draft to 13.4 minutes for A1 super photo quality, Cheque-Mates' offering is your complete source for all your clients short run wide-format needs.

Partnered with Cheque-Mates' revolutionary **laser cutting system**, designed to handle complex cutting, detailed 3D engraving, precision scribing, intricate scoring and permanent marking applications or the ability to laminate to A1 size, mounting on corflute or on one of many backing substrates or adhesives, Cheque-Mates opens your business to a whole new world of opportunities providing your client with a



complete POS marketing solution for their next campaign.

A-Frames, backlit LED light boxes, premium exhibition display banners, snap display frames, counter stands, display cards, decals, wobblers and scratchy tickets are just the beginning of Cheque-Mates' ever expanding offerings.

It is this dedication to our Channel Partners that keeps Cheque-Mates looking for ways to add value to your business by expanding your revenue opportunities and reducing cost whilst allowing you the flexibility to provide a range of new and innovative products for your customers without the price tag of purchasing the equipment yourself!

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

**To learn more about this exciting new offering from Cheque-Mates, please contact our team on +61 2 9743 9547 or email via [info@chequemates.com.au](mailto:info@chequemates.com.au)**

## CREDIBILITY???

### Paper Rolls Australia, WHERE YOU KNOW what you get!

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#### 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](mailto:info@paperrolls.com.au).**

**WE NOW SUPPLY OUR ROLL LENGTHS (IN METRES) TO ALLOW YOU TO COMPARE!!!**



**Your Partner, Not Your Competition**

# 22nd 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 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 time out from their hectic schedules to celebrate with our team.

Also discussed was the establishment of Lamson's new Melbourne manufacturing facility and Paper Rolls Australia's leading edge credibility initiative in the length and quality of paper rolls in Australia.

With the formalities over it was time to bring on the laughs with comedian and ventriloquist Darren Carr, a finalist on Australia's Got Talent. He had us all doubled over in hysterics with his one liners and hilarious ventriloquism routine. With the drinks and conversation flowing freely the day was one of immense enjoyment. From all of us at the Lamson Group we'd like to thank all of our Channel Partners for their support in 2013. Here's to 2014, may it be our best year yet!



## TRADE ONLY SUPPLIERS

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

  
**Paper Rolls**  
Australia Pty Ltd  
**Rodney Frost**  
P 02 9738 5600  
E rfrost@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