

Can you believe we are only two 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 examine how the digital world continues to stomp it's footprint on both our personal and business lives, we look at future paths and trends. **KEEP UP TO DATE AND INFORMED.**

Plus do you have any old relics in your printshop? No we don't mean the Boss!

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



MULTICHANNEL MARKETING THE PATH TO PURCHASE

Australia Post recently surveyed more than 9,000 Australians and how they view ALL ADVERTISING. It sheds light on the what they feel are the most effective channels for promotional messages and which channels they find useful when interacting with businesses.

1. The top five channels consumers consider to be most effective for advertising messages are: catalogues and flyers, TV advertising, press (newspapers and magazines), radio advertising and **personalised direct mail**.

3. For cross-sell, consumers consider websites and **direct mail** the two most useful channels.

5. When considering their options for switching and making a final decision, consumers consider websites and **direct mail** as the most useful channels.

For customers, it's all about choice: if you are not currently using a multichannel marketing mix, you could be missing out on an opportunity to connect with different target audiences.

2. For industries such as superannuation, utilities and telecommunications, websites, TV advertising and **direct mail** are considered the three most useful options when making a final purchase decision.

4. As existing customers, consumers view **direct mail** and **email marketing** as the two most useful channels through which to be kept informed.

Cheque-Mates has been involved in the communications industry since 1992. We are Australia's most unique trade only inbound and outbound communications house, offering an array of customised information management solutions, together with A1 customer service. Our promise is to work with you and utilise our experience and processes to focus on cutting costs, reducing risk, increasing revenue and improving cash flow.



What do I do next?

Call us on 02 9743 9547 or email info@chequemates.com.au and we will arrange to sit with you and discuss your current environment, future needs and any queries you may have.

UNDERSTANDING THE RESPONSIBLE MANUFACTURING OF PAPER

Ever wondered what those little ECO credential symbols on the Paper Rolls website actually mean? Do you care? Should you care?

If looking after the environment is important to you or your clients, then the answer is yes. Environmental credential (ECO) symbols represent types of certification within the paper industry - the official 'thumbs up' green standard. Paper Rolls credentials fall into the Forest Certifications category.

If you print a project on a paper stock that carries a certification then you can often use the correlating eco symbol on the printed piece. This is important for clients who have strong environmental philosophies as it tells the end user that there has been a conscious decision made to use a sustainable paper.

For clients who are not natural 'green thinkers', then as a designer pointing out the advantages of choosing environmentally sound paper is not only doing your bit for the planet but also adding value to the business relationship. Your client may then be seen as a market leader towards environmental issues. This can enhance the perceived quality of the company and its product or services. And the beauty is - there is absolutely no additional cost in adding the eco credentials icons to a printed project. Your client is improving their image for free!

Forest Certifications pertain to paper manufacturing at the source - the forests and plantations.

CHAIN OF CUSTODY FOREST CERTIFICATIONS

Chain of custody refers to certifications that use a track and trace system to confirm how much wood fibre is from a certified forest. Chain of Custody certifies that all wood raw material is sourced from legal and non controversial sources. Each party in the production/manufacturing chain must also have Chain of Custody certification. There are two Chain of custody certifications:

Forest Stewardship Council® (FSC)® is a third party certification organisation who assess how those managing the care of a forest are complying with federal law and international agreements relating to the rights of indigenous peoples, enhancing the long-term social and economic well being of workers and surrounding communities, and conserving the biological diversity, water, soil and ecosystems surrounding the forest. FSC® requires a management plan describing the scale and intensity of logging and renewal operations as well as the long-term objectives and monitoring of the forest, making sure that what is cut down is being replanted. The accepted 'rule' for replanting for forestry is 3-5 trees replanted for every tree harvested.

Programme for the Endorsement of Forest Certification (PEFC) is the world's largest international non-profit, non-governmental organisation dedicated to promoting Sustainable Forest Management (SFM) through independent third-party certification, assessed against PEFC's unique Sustainability Benchmarks to ensure consistency with international requirements. PEFC works throughout the entire forest supply chain to promote good practice in the forest and to ensure that timber and non-timber forest products are produced with respect for the highest ecological, social and ethical standards.

Please note that if your printer is NOT FSC® or PEFC certified but you are using an FSC®/PEFC certified paper you CANNOT use the official icon.



HAVE YOU GOT ANY OLD RELICS IN YOUR PRINTSHOP?

Worry no more, the JDA Print Library and Museum is here to help!

The Lamson Group along with BJ Ball is proud to partner with James Cryer of JDA Print Recruitment, to encourage all printing companies to preserve any memorabilia or old relics that may be lying around your print shop. (And, no, that DOESN'T include the boss!)

As an industry we have been very quick to embrace the new - sometimes at the expense of tossing out the old. But we should remember the past is the basis upon which we build towards our future - not something to be discarded.

If you have any material that you believe has some "heritage value" please feel free to contact James Cryer on **02 9904 6222**.

Broadly, we see such material falling into two categories:

A. Printing companies' self-promotional material - typically booklets or brochures which we have produced to promote our own company's capabilities - be it the design, printing or visual effects.

Some of these are lavish, others more modest - but it doesn't matter - they're all a record of our industry as it evolves through time and technology.

No matter if it's last year's version - or (even better!) several years old - I believe they're a valuable part of the "passing parade" and a showcase of our industry.

I started collecting these back in the 1990's - and I'm glad I did because there are names in it we've forgotten!

B. Other, miscellaneous print memorabilia - this could be anything from old type chases, furniture, etc., to old trade magazines, old documents, old technical manual/textbooks, etc - anything that may smack of our industry that may be worth preserving. (Come over and have a sticky-beak at what I've got at Chatswood - admission is free).

I was pleased to salvage a large, bronze bas-relief wall-plaque from Halkeas Printing when it closed a few years ago, which I donated to PIAA's HO at Auburn.

If you think you've got something of heritage value, give James Cryer a call - he is happy to discuss.

CHAOS LOOMING FOR AUSTRALIA'S 37,700 CAFES, RESTAURANTS AND PUBS

According to new research by Tyro Payments, PIN usage regarding transactions that offer a choice between PIN and signature increased from



59% in November 2013



78% in June 2014



100% in August 2014

Tyro Payments co-founder Andrew Rothwell said, "While PIN usage has increased in the past six months, the fact is on 1 August 10% of customers will have to use their PIN for the first time. Imagine cardholders searching in panic for cash, when they can no longer sign. The simple act of paying for a meal could ruin the entire dining experience," Mr Rothwell said.

Tipping is also likely to be a casualty with tips expected to fall by double digits, similar to the UK experience. The solution to this problem however is available today.

"A simple, fast and secure payment process integrates the restaurant management software and the payment terminal allowing patrons to use the EFTPOS terminal at the table at their own pace to split the bill, tip and pay using their PIN. It also make

restauranters life easier when reconciling payments at the end of the shift," Mr Rothwell said.

Tyro launched its mobile EFTPOS technology two years ago working with the hospitality community developing and testing its solution. "We beat the big banks," Mr Rothwell said. "With appropriate wait staff training, to give customers privacy when paying with the terminal, and Tyro's easy to navigate workflow on the terminal, loss of tips need not be the nightmare restauranters imagine."

"We knew that customers and restauranters would be impacted by the change and have worked on a solution that would ensure that nobody would be unnecessarily inconvenienced. Tyro's solution is supported by diners, restaurant staff and restaurant managers who no longer have to spend lonely nights, after staff have gone home, punching numbers into terminals to process tips."

"The PIN requirement puts the customer back in control. It's virtually impossible for a fraudster to ascertain a PIN, while forging a signature is easy. Our wireless integrated pay at table EFTPOS system is a perfect complement to eliminating credit card signatures. Tyro's mobile terminals revolutionise the customer paying experience and makes restaurant staff and owners lives much easier," said Mr Rothwell.

BENEFITS OF USING TYRO'S INTEGRATED EFTPOS TERMINALS

Current users of the terminals have reported positive outcomes such as halving the number of trips a waiter makes to the table to close it off.

The end-of-day reconciliation and tip completion cease being problems for the restauranters.

Customers never lost sight of their credit cards as they did in the past, which means they have total security over them.

Diners have a broader choice of cards. They will no longer be limited to today's signature based credit cards, but will be able to use Australia's popular EFTPOS debit card at the table.

Restauranters using mobile terminals potentially save in merchant service fees when their patrons use the EFTPOS debit card instead of a credit card.

If you have any market information and would like us to spread the word please contact us.

Make yourself useful!

People seek out advertising on different channels,

depending on where they are on the path to purchase and the industry sector.



Switching customers

Considering options: Websites, direct mail, TV advertising.
Making a final decision: Websites, direct mail, TV advertising.

Existing customers

Cross-sell: Websites, direct mail, TV advertising.
Retention: Direct mail, email marketing, websites.

New customers

Considering options: Websites, TV advertising, catalogues and flyers.
Making a final decision: Websites, TV advertising, direct mail.

HOW THE WORLD CHANGED...

700 million smartphones were shipped out in **2012**

43% increase since 2011

that's more than desktops laptops and tablets **combined**

In **2013** an estimated volume of **18 billion** e-bills & statements were issued worldwide.

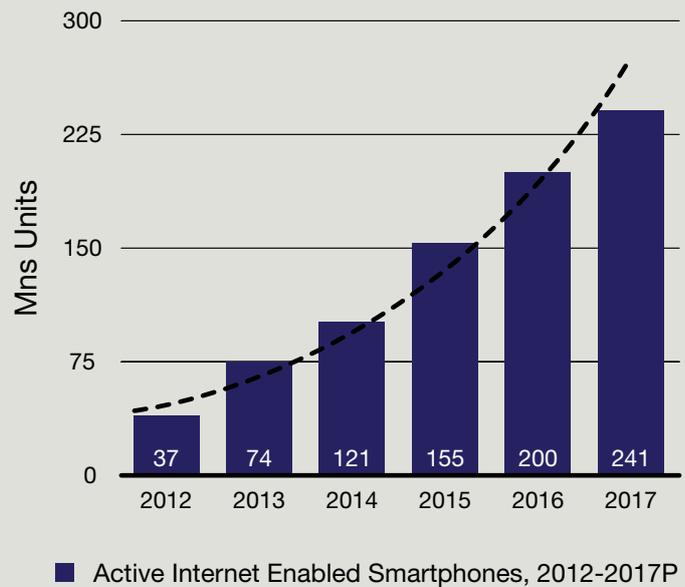
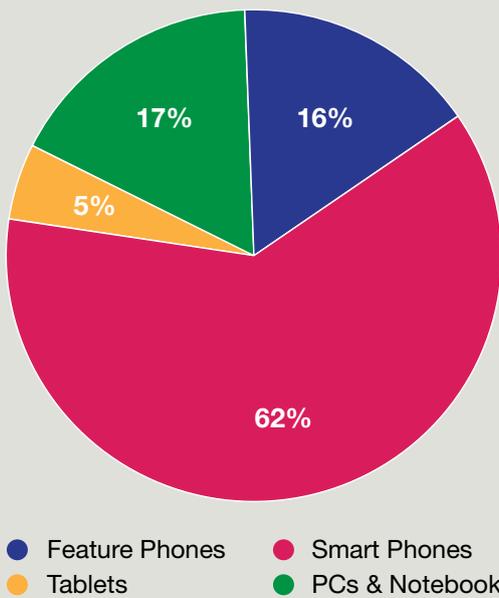
It is a **20%** increase from **2012**

Printing from Mobile Devices has the potential to grow to nearly **2 billion** pages by **2015**

By **2013** the world's mobile worker population will reach **1.3 billion** representing **37.2%** total workforce

By **2020** Customers will manage **85%** of their relationships without talking to a human

Smartphones Dominate Internet Access in 2017P - Mobilise Your Brands!



I SLEPT OUT AT THE VINNIES CEO SLEEPOUT...

On June 19th, myself and over 1200 other business leaders took part in the 9th annual Vinnies CEO Sleepout. I rugged up and bedded down with nothing more than a sheet of cardboard and a sleeping bag for warmth. While the experience only gave me a glimpse of what it is like to be homeless, it certainly was an eye opener.

The next morning I got to go home, jump into a hot shower and see my loving family but sadly this is not the case for over 105,000 people who have nowhere to call home any day of the year. I learnt that these people are not "the homeless" – they are just like you and me – mums, dads and even small children. I had to do something about it and I hope you will too.

Please find and sponsor me at www.ceosleepout.org.au. I can assure you that the funds we raise will allow Vinnies to

provide real solutions for people without a home.

THANK YOU FOR YOUR SUPPORT!



As told by **Rodney Frost**, Group General Manager and participant of Vinnies CEO Sleepout for the past six years.