

*Profitable Printing Solutions For Your Business*

## Mr B – it's Kinder Time!

One more year and the littlest Cariss is off to school. But for 2019 we have kinder. Time to play, have fun and meet new friends Baxter! We're super proud of you.



### In This Issue

- Baxter is off to kinder
- Real environmentalists print!  
(No, I'm not kidding)
- How to make more money from your printing
- Footy season starts soon!  
You know what that means

### Welcome Aboard!

We'd like to welcome the following business to the Cariss Printing family

- Aberfeldie Sports Club
- Watts Green Pty Ltd
- Accumulus Wealth Advice
- Grounds Maintenance Australia
- OzValue AG Machinery

Thanks everyone for their on-going support. We love you all.

# Ready to Bust Some Myths?

Paper and print have a great environmental story to tell!  
Check out these facts and visit [www.twosides.org.au](http://www.twosides.org.au)  
to join us and learn more.

## TWO SIDES Ecographic

1. Victoria has **7.8 million hectares of native forest**, <0.01% are harvested for paper production each year.

2. Australia's planted forests doubled in size from about **1 million in 1994 to 2 million hectares in 2010**.

3. In Australia,

**95%**

of households **recycle/reuse their paper products**

4. The Paper and Print industry employs **~321,000 Australians**.

5. Trees take carbon dioxide out of the atmosphere and replace it with oxygen, **mitigating greenhouse gas emissions**.

6. The income landowners receive for products grown on their land encourages them to **maintain, renew & manage** this valuable resource sustainably.

7. **Greenwash**: the act of **misleading consumers** regarding the environmental practices of a company or the environmental benefits of a product or service.

8. Marketers should not make broad, unqualified general **environmental benefit claims** like **'green' or 'eco-friendly'** **?????????**  
Broad claims **are difficult to substantiate**, if not impossible.

9. A typical year of inbound email = **135kg CO<sub>2</sub>**, this is equivalent to printing **1.1 million sheets of paper**.

10. **87% of people** polled say the main reason companies want to shift customers to electronic delivery is to **save money, not to be environmentally responsible**.

Learn more at: [twosides.org.au](http://twosides.org.au)

Print and Paper have a great **environmental story** to tell



[www.twosides.org.au](http://www.twosides.org.au)

# What Is The Secret To Improving Your Marketing Response?

I'm going to let you in on the first rule of marketing. It sounds kind of obvious once I tell you it, but if you look around, that rule gets violated a lot. I can't tell you why but it seems like everyone forgets the rule when they put out their marketing.

Here it is:

## Results Rule.

It doesn't matter what it says, what it looks like, all that matters is that it generates results for you. This means you should never judge your competition's advertising based on how it looks or its content. Your opinion doesn't matter. The results are all that matters.

Thankfully there are a few rules to follow to actually achieve results:

## Good Copy + Good Design + Good Printing = Results.

Let's go through what each of these elements means.

### Good Copy.

Generally, good copy is written the way your customers talk. It contains all the information that your clients need to take the next step described in the piece. It follows an architecture for presenting a sales argument in the most persuasive way possible. I've written in the past about a simple persuasion architecture called P.A.S.P.O.G.S. which stands for Problem, Aggravate, Solution, Proof, Offer, Guarantee, and Scarcity.

Don't think you can write to this architecture or one like it? Then considering hiring a professional copywriter to take care of the copy for you. It will be cheaper and faster than doing it yourself and getting it wrong.

### Good Design.

Good graphic design has one goal. To get the copy read. If nobody reads your copy then the message can be written in Greek – it would be just as effective. The truth is everyone is bombarded by advertising and yours needs to work hard to get its share of attention. A good designer will help you with this.

Beyond getting your materials read, good design is about enhancing the copy. A good graphic designer will work with you or your copywriter to make sure the visuals convey the right information. A good designer will make sure the file that gets sent to the printer is the highest quality.

### Good Printing.

Fuzzy images, bad cropping, colour variation, poor register, smudging, dodgy folding. Not all commercial printers are created equal. They don't invest in equipment the way we do. They don't put the same effort in quality control we do. They compromise on paper quality or use the incorrect stock for your job.

The bottom line is good printing helps make good copy and good design stands out and gets read so that you can get results.

If you want to create successful campaigns you need to follow the **Good Copy + Good Design + Good Printing = Results** formula. We have the good design printing part covered. We can help you with the good copy too if you need it. If you have an upcoming project and need some help boosting results then give me a call on **1300 85 77 85** or shoot me an email at [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au) and we can organise a quote based on your specific project.

## Quotes of the Month

*Arithmetic is where you have to multiply—and you carry the multiplication table in your head and hope you won't lose it.*

—Carl Sandburg

*Computers are better than we are at arithmetic, not because computers are so good at it, but because we are so bad at it.*

—Isaac Asimov

*Medicine is the restoration of discordant elements; sickness is the discord of the elements infused into the living body.*

—Leonardo da Vinci

*To array a man's will against his sickness is the supreme art of medicine.*

—Henry Ward Beecher

*"Safety First" is "Safety Always."*

—Charles M. Hayes

*Prepare and prevent; don't repair and repent.*

—unknown

*All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work.*

—Calvin Coolidge

*Without hard work, nothing grows but weeds.*

—Gordon B. Hinckley

*Science means constantly walking a tightrope between blind faith and curiosity; between expertise and creativity; between bias and openness; between experience and epiphany; between ambition and passion; and between arrogance and conviction—in short, between an old today and a new tomorrow.*

—Heinrich Rohrer

## Print Pronto!

"Amazing! Thanks so much for your prompt turn around, much appreciated!"

### RIZA GRASSO

Marketing & Brand Manager  
Salon Support

**SALON § SUPPORT**

# It's FREE – Don't Miss Out!

Round 1 kicks off on Thursday 21st March so don't miss out! Please join, it's loads of fun with running commentary each week and best of all it's **FREE!**

You could be like Ben Wilson who won last year pictured below with a Jetstar voucher (he had already won a tablet

in 2015 courtesy of this comp!) We've had a few happy winners along the way.

Register a user account at: [www.itipfooty.com.au](http://www.itipfooty.com.au)

Join the Cariss Printing comp page using comp # 102105 & password "print2profit".

Click join comp... DONE!



Our 2012 winner: Scott Reaburn of Doggett's Fine Paper



Our 2013 winner: Brett Turner (our very own accountant)



Our 2014 winner: Sam Certo



Our 2015 winner: Ben Wilson of Webforce 5



Our 2016 winner: Julius Fisher



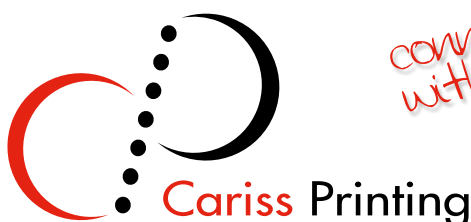
Our 2017 winner: Dean McInnes



Our 2018 winner: Ben Wilson

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connect  
with us

ph: 1300 85 77 85  
fax: (03) 9335 5016  
info@carissprinting.com.au  
www.carissprinting.com.au  
24 Mallett Road, Tullamarine VIC 3043

