

## Easter Hunt: Count the Eggs & WIN A FREE PULL UP BANNER

We wanted to wish everyone a Happy Easter and whether you celebrate Easter or not we hope everyone enjoyed the long weekend! We had a lot of fun and got a great response to our Easter Egg competition last year so we wanted to run it again and give you the chance to win a FREE Pull Up Banner. Simply count the number of

eggs in this newsletter and telling us you'll be in the draw.

To enter simply **SMS** your **NAME** and the **number of eggs** to **0418 559 171** or **EMAIL** the **number of eggs** to **info@carissprinting.com.au**

We'll draw the winner April 31 but enter straight away or you might forget and miss out!

### In This Issue

- Win a free pull up banner – enter now
- We deliver so Bombers fans won't be disappointed
- What you'll never get from those big corporate printers
- A BIG challenge we all face in business and in life





## Quotes of the Month

*Go down deep enough into anything, and you will find mathematics.*

—Dean Schlicter

*Mathematics is not about numbers, equations, computations, or algorithms; it is about understanding.*

—William Paul Thurston

*Your health is what you make of it. Everything you do and think either adds to the vitality, energy, and spirit you possess or takes away from it.*

—Ann Wigmore

*Moderation. Small helpings. Sample a little bit of everything. These are the secrets of happiness and good health.*

—Julia Child

*Our insignificance is often the cause of our safety.*

—Aesop

*To keep oneself safe does not mean to bury oneself.*

—Seneca the Younger

*Leave your ego at the door every morning, and just do some truly great work. Few things will make you feel better than a job brilliantly done.*

—Robin S. Sharma

*Starting a new job can be nerve-racking, but it's also exciting. You're embarking on a new future, positioning yourself to write a fresh story on a clean slate.*

—Adena Friedman

*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

# Tight Deadline for 40,000 Booklets

In the lead up to the AFL season clubs are busy getting their membership packs out to members. As many of you will know Cariss Printing has been printing for the Essendon Football Club for many years. This year approximately 40,000 booklets rolled off the press. Massive job for us, but we got it done to a tight deadline. Well done to our team!





# Working With Your Local Print Shop.

Unfortunately, the local print shop is becoming a thing of the past, as the printing industry becomes more and more centralized, it leaves the market unserved.

Whenever we talk to our clients (and prospective clients) about what they are looking for in their printer, the same handful of things come up. And they just aren't the things you'll find with the massive print companies or the suppliers most print brokers use.

Luckily, they are exactly what you'll get from your local print shop:

## Good Old Fashioned Service.

With any client relationship there is nothing better than knowing that we've got your back. That there is a human being on the other side of the relationship who knows they need to get you what you want when you want it. You just don't get that dealing with those large faceless companies like you can with a local printer. Cariss printing has kept some clients on their books for decades and it's always about the service.

## More Flexibility With Turnaround.

If you call up your local print shop and say you need it ASAP, they probably will be more willing to accommodate you than a big commercial printer. In the past we've worked overtime and even put on second shifts to meet deadlines for clients when something has come up. We know they need that level of service and we give it to them. Larger printers are faced with all sorts of red tape and doing anything outside the box is 100 times harder.

## Sound Advice.

When you are faced with placing an order through an online portal or just

an employee, are you going to get good advice? Well, No. The employee is on there to take your order. They don't understand printing, they don't think through using the product, they don't know what they need to get done. Your local print shop is run by an owner-operator and they have to market their own business – they know how to market because of their experience with their own business plus all of their clients business. We have a graphic designer on staff who works to do press checks for our clients so that every job comes out as intended.

## Life Is Easier Face-To-Face.

There is something reassuring about being able to go and see your suppliers. Get face-to-face with them, not have to work with them on the phone or via email. That's the start of what we can do by working with local clients. The team from Cariss Printing goes and visits clients, we drop off orders rather than couriering them out when we can.

The local print shop should not be left to become a thing of the past. If you want to deal with online ordering portals and giant faceless organisations to perhaps save a couple of bucks,

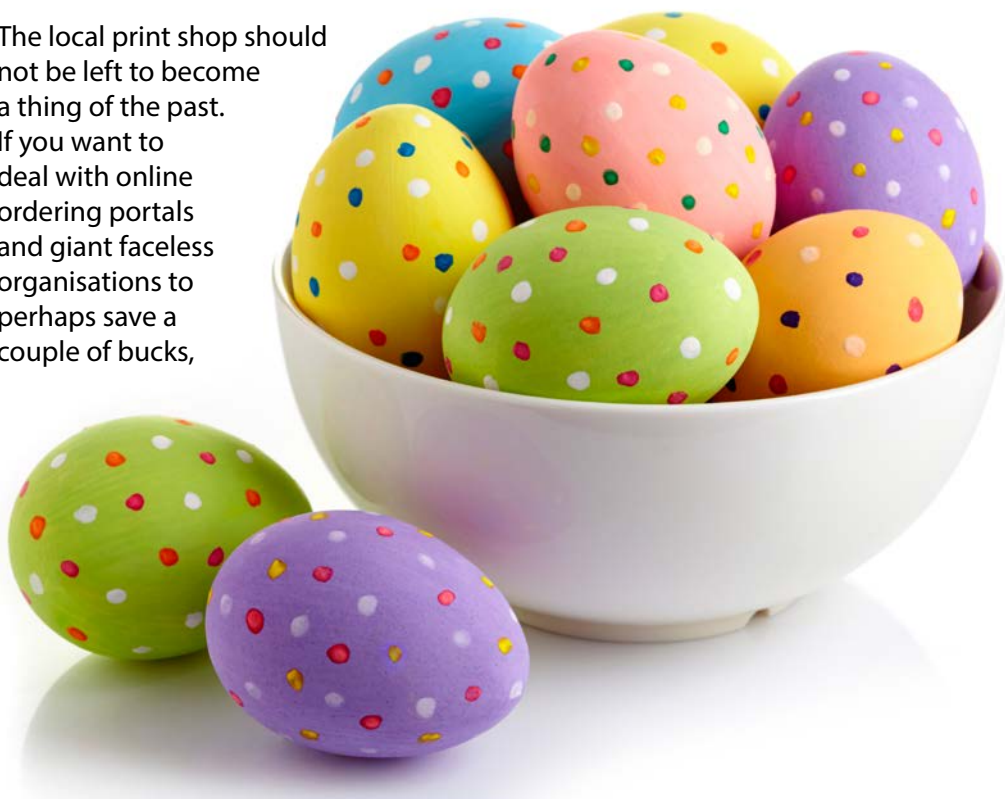
## Verification

The tax auditor called the vicar of a church. "I'm contacting you to confirm that the church received a \$10,000 donation from a parishioner by the name of Tony Smith."

"Tony Smith, you say?" the vicar replied. "I'll have to consult our bank records, but I can assure you that if we haven't received a donation from him yet, we will by the end of the day."

so be it. However, most people would rather work with their local printer and do business the old fashioned way.

If you have an upcoming project that you need quickly, need help completing or would just like to experience some good ole' fashioned service then get in touch with Cariss printing on **1300 85 77 85** or send an email to **blair@carissprinting.com.au**



## Welcome Aboard!

A big thank you to our new clients who all placed their first order with us last month

- Miden Medical
- DSC Earthworks Group
- Titan Auto Care

Welcome to Cariss Printing family, thank you to all our loyal customers who ordered from us last month as well.



# Remember Your Value

"Raise your hand if you would like this \$20 bill," the teacher said to his class, and all hands went up in the air.

"What about now?" he asked them while crumpling the bill into a ball.

Every student in the class raised a hand.

"Do you still want it now?" the teacher asked after dropping the money into a cup of coffee.

The hands of the students were still raised.

The teacher removed the \$20 bill from the coffee cup, dried it off, then dropped it on the ground and stepped on it. "Who wants this dirty old thing now?"

The students continued to raise their hands.

"Why?" the teacher asked.

"It's \$20!" one student blurted out.

"That's correct," the teacher replied. "This bill still retains its value even though it's been put through all sorts of situations.

"That's what I want each one of you to remember. The circumstances you find yourselves in, the obstacles you overcome, and the failures you endure cannot diminish your value. Always remember how special you are, and hold your head high so others will also recognize your value."



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