

Profitable Printing Solutions For Your Business

Betty The Boxer

After almost 2 years since we lost our beloved Boxer Tessa, we welcome Betty to the Cariss family.

She is settling in nicely following her flight from Adelaide with Jet Pets. Highly recommend them.

You might see a little more of this little beauty in the newsletter as

she grows and destroys things no doubt. If you want to see her more follow her on Instagram

[@Betty.theboxer](#)

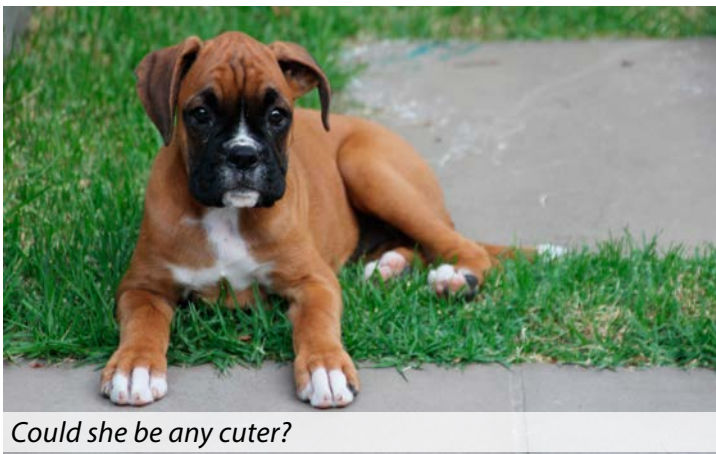
Apparently that's a thing now for pets to have their own insta pages.

In This Issue

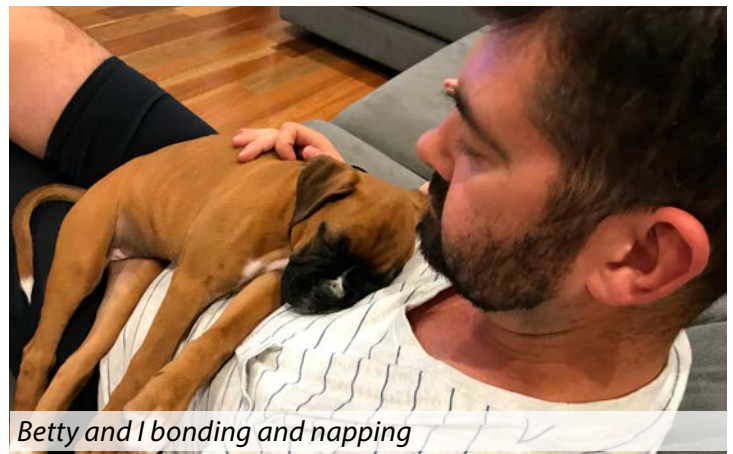
- Have you met Betty?
- 3 ways to make a better first impression
- Mmmmmm Chocolate!



Asha waiting patiently at pick up to meet Betty for the first time.



Could she be any cuter?



Betty and I bonding and napping

Quotes of the Month

All that passes for knowledge can be arranged in a hierarchy of degrees of certainty, with arithmetic and the facts of perception at the top.

—Bertrand Russell

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

Health is not valued till sickness comes.

—Thomas Fuller

Health is relative. There is no such thing as an absolute state of health or sickness.

—Theodore Isaac Rubin

You cannot swim for new horizons until you have courage to lose sight of the shore.

—William Faulkner

The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.

—Vince Lombardi

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

Science can only ascertain what is, but not what should be, and outside of its domain value judgments of all kinds remain necessary.

—Albert Einstein

Science is facts; just as houses are made of stones, so is science made of facts; but a pile of stones is not a house and a collection of facts is not necessarily science.

—Henri Poincare

It's Hard To Make A First Impression When Your Customers Don't Know You Are There!



All businesses want to get noticed and attract new customers, it's the only way to survive, I can attest to that. In 2018, not only is a digital presence necessary, but the real life visual presence of a business is paramount. It is arguably more important than ever to stand out in a crowded space.

Banners & Posters

Large format posters can, and should, be used by all businesses. Why have a blank wall when you can tell a potential customer something about your business? Posters are really cost effective, can be printed in short or long runs and are awesome for promoting special offers, events or sales.

For a more permanent and lasting outdoor option, weather proof banners present an awesome opportunity to promote your business to the outside world. With large format outdoor banners you really do get bang for your buck. For an initial outlay you get an eye



catching, weather proof, permanent advertisement that will last for years. How does that stand up against a social media post that you have to

pay to reach your audience with and that will probably be visible only for a couple of seconds? The banner stacks up pretty well I think.

Storefront Signage

Storefront signage is pretty crucial for business. Your existing customers need to be able to find you easily or they may get annoyed and go somewhere else. But don't forget about potential clients that might 'discover' you as they are driving or walking past. How much business are you losing that you don't even know about?

This job we worked with Norbrook on, delivered an impressive signage solution for the entrance to their head office. We love it when clients come to us with their ideas and we help them bring it to life.

Internal Signage

Check out one of our latest jobs for VISY. They have very effectively used semi transparent adherent banners, stuck to glass panels to promote the internal ethos of their organisation.

Congratulations to the team for getting this one done. It has come up a treat.

So if you decide that posters, a banner or signage is needed for your business it is very important that you get the design right. Big space, only a few words available and it needs to be eye catching. Invest the time in your design phase – we can certainly help you with that along with the production of your next impressive sign, banner or poster. GET TO IT!

Book in a no obligation free consult with me before June 30, 2018 and receive a \$100 print voucher to spend on your next signage project.



We Want To Give You
More Money!

Do you know that you can earn \$50 just by referring another business to us? We want more referrals and we want to give you the cash in the process. If you've been happy with Cariss Printing over the years make sure you tell your mates and share the love. We'll be sure to do the same.



What You Don't Know About (Real) Chocolate

Chocolate is the world's most popular sweet delight, with people all over the world (though primarily in the United States and Europe) consuming as much as over three million tons of cocoa beans per annum, the World Cocoa Foundation has revealed. Chocolate makes people feel good, but the really good news is that it is also good for the brain and the heart.

Chocolate comes from the fruit of a tropical tree known as the *Theobroma cacao*, the name of which translates to "food of the Gods" in Greek. These trees are native to the Orinoco and Amazon basins within South America and thrive in humid, hot areas that exist within around 20 degrees of the equator. Because of the growing popularity of

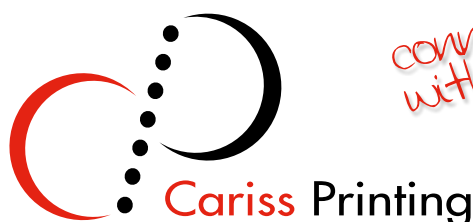
chocolate, plantations spread to other regions such as South and Southeast Asia and West Africa. Seventy-nine percent of the cacao production of the entire world today comes from Ghana, Indonesia, Brazil, Cote d'Ivoire, and Nigeria.

Cacao beans contain a large amount of phytonutrients, which behave as antioxidants and also offer other benefits to heart health and are also a rich source of iron, magnesium, copper, and zinc. Many studies have found a correlation between a reduced risk of heart problems and the consumption of chocolate. Chocolate may also be healthy for the brain, with a number of studies indicating chocolate improves cognitive function.



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