



Profitable Printing Solutions For Your Business

Though She Be But Little, She Is Fierce.

Asha is playing her first year of youth girls footy at our local club. She's 8, playing in under 11's, so comparatively she is a LOT smaller than some of the girls. She's holding her own though.

What she lacks in size she makes up for in speed! With a couple of goals under her belt she is loving being out there having a kick and learning loads about Aussie rules footy.

Simone got roped into being team manager so it's all hands on deck on match day!

In This Issue

- Asha keeps growing up too fast
- Can anyone master a skill?
- How can your business use booklets?
- Michael gets married! (We got invited AND the printing)



Quotes of the Month

By all means, have you give great attention to your arithmetic, as its advantages are so many and important.

—Dorothea Dix

He who refuses to do arithmetic is doomed to talk nonsense.

—John McCarthy

Health and cheerfulness naturally beget each other.

—Joseph Addison

To ensure good health: Eat lightly, breathe deeply, live moderately, cultivate cheerfulness, and maintain an interest in life.

—William Londen

Measuring safety as the number of years without a lost time injury is as bad as measuring a marriage by the number of years without an affair.

—Dave Collins

If your world is just about safety, then your world is too small.

—Rob Lon

We're all working together; that's the secret.

—Sam Walton

I learned the value of hard work by working hard.

—Margaret Mead

The most beautiful experience we can have is the mysterious. It is the fundamental emotion that stands at the cradle of true art and true science.

—Albert Einstein

We are just an advanced breed of monkeys on a minor planet of a very average star. But we can understand the universe. That makes us something very special.

—Stephen Hawking

Does Practice Make Perfect?

There's a theory that it takes 10,000 hours of practice in any given subject to develop one's expertise in that area, regardless of familiarity with it.

The theory intrigued Dan McLaughlin, so he decided to put it to the test. In April 2010, at age 30, McLaughlin quit his job and devoted his time to learning how to play golf—a sport for which he had no interest or aptitude.

He practiced for hours each day and soon realized time was just one of many factors that would aide in his development. The quality of the time spent in practice was equally important, as was his strategy for learning the fundamentals of the sport.

This prompted his correspondence with some of the leading researchers in the field of cognitive psychology and neuroscience. Their advice guided him to fine-tune his practice methods. It turns out that the most effective manner of learning

requires you to work with material in a certain way and also challenge yourself with it.

After seven years and 6,003 hours of high-quality practice, McLaughlin achieved a handicap of 2.6. According the United States Golf Association, fewer than six percent of golfers have attained this level of mastery in the sport. Not bad, considering that the guys who win the green jackets and tour the pro circuit are part of an exclusive group that accounts for an even smaller percentage of players, albeit ones who have been playing the game a lot longer.

Unfortunately, we will never know if McLaughlin could've developed the skills to be a pro golfer. Beset by back injuries, he abandoned his experiment. Still, the progress he made is encouraging. It is proof that a certain level of success is possible if you commit wholeheartedly to an objective, develop a solid plan, and put in the work.



PRACTICE
MAKES
MORE

Somebody Is Reading It – Probably Buyers.

You'd be amazed how many of our clients print booklets, magazines, catalogues. Up to 60 pages. They do it regularly, some weekly, some monthly, some quarterly.

It's almost as though their clients like to read printed things. They like to collect printed things. My brother-in-law has been an Essendon member for decades. The Bombers have produced a quarterly magazine called The Bomber Mag for years.

My brother-in-law has kept EVERY issue he has ever received. They sit pride of place on his bookshelves. I couldn't tell you a single person who has a similar relationship with an email subscription.

More to the point, he has read every article. Many of them more than once.

We spend a lot of time in the horse racing world. Breeders produce spectacular guides in the lead up to the auctions each year. Profiles

on horses that are for sale, their breeding history. Horse buyers collect these too.

Councils are similar, printing magazines to go out to their every resident. Why? Because they can't get them to engage online with them.

The Magazine Industry Is As Strong As It Ever Was.

People's thirst for information is as strong as it ever was. The internet has caused a seismic shift in how we consume information. What has changed is that where magazines, booklets etc were mass produced and as many as half of them were being brought back by the publisher and recycled a new model has been born.

Short runs of printing for very narrow and select audiences. Things like councils doing magazines for their residences, community 'newspapers,' real estate agents producing listing booklets, even

school year books and in-depth newsletters would fit this category.

It suits us perfectly. We are well set up to help companies that produce booklets, magazines and catalogues in smaller runs. Like 500 copies all the way up to 10,000 copies or more at economical prices.

Larger printers find these sorts of runs too small to bother with. They want to handle the printing of weekly supermarket catalogues going to every household in the state or country. The digital printers can't deal with this stuff either – it's too big and complex for them to deal with. They would be outsourcing it to an offset printer like us.

This leaves Cariss Printing perfectly positioned to deal with these types of projects. If you have a booklet, catalogue or magazine that requires quick turnaround, you demand a high quality print job so that it reflects well on your brand and it's within that 500 to 10,000+ copy range, then give me a call on **1300 85 77 85** or shoot me an email at blair@carissprinting.com.au and we can organise a quote based on your specific project.



Welcome Aboard!

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

- B.P Tyres
- Pavement Constructions

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

Pretty Posters

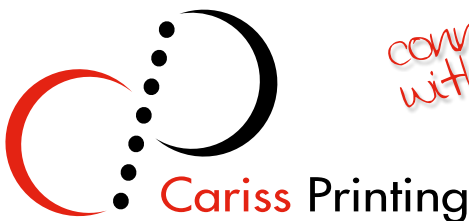
Congratulations to Michael and Kristy, close friends of ours, who tied the knot a few weeks back.

We had the honour of printing the posters for the wedding which Michael designed himself.



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