



Profitable Printing Solutions For Your Business

Marvelous Melbourne In Winter

It might be chilly in Melbourne town at the moment. But there's no shortage of things to do. We spent a day being tourists in our own city. A stroll down some of the awesome lane ways to grab some lunch. A spot of ice skating at River Rink. Seriously you can do a 'pop up' anything these days. Followed by a drink with the bombers on the big screen and a spot of table tennis to keep the kiddos entertained. Happy Days.



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Welcome Aboard!

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

- AB Corporate Fitness
- Franklin Digital
- Highland Grove

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



Quotes of the Month

Mathematics—the unshaken foundation of sciences, and the plentiful fountain of advantage to human affairs.

—Isaac Barrow

Arithmetic is where numbers fly like pigeons in and out of your head.

—Carl Sandburg

If we are creating ourselves all the time, then it is never too late to begin creating the bodies we want instead of the ones we mistakenly assume we are stuck with.

—Deepak Chopra

Healthy citizens are the greatest asset any country can have.

—Winston S. Churchill

The danger which is least expected soonest comes to us.

—Voltaire

Safety applies with equal force to the individual, to the family, to the employer, to the state, the nation, and to international affairs. Safety, in its widest sense, concerns the happiness, contentment, and freedom of mankind.

—William M. Jeffers

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work.

—Steve Jobs

It's not about winning and losing; it's about everyday hard work and about thriving on a challenge.

—Summer Sanders

Science does not know its debt to imagination.

—Ralph Waldo Emerson

5 Tips For Preparing Work Objectives that Work

Written work objectives can clarify employee tasks and eliminate misunderstandings over expectations and performance. You can't dash them off in a few minutes, though. Follow these 5 tips for crafting work objectives that get the right message across:

Think about your department as whole. When writing objectives for a specific job, spend time examining how the job affects your department and the people in it—and the larger organization. Make sure your objectives address those needs, regardless of what's been done in the past.

Think about the individual employee. What kinds of skills and experience will a person need in order to carry out these objectives? Additional training may be necessary to fulfill those needs.

Consider the importance of the task. Why is a particular objective important to the department? The organization? The individual employee? Think about the

outcomes you're looking for and the value the action creates. Make sure these are clear to anyone who looks at your written objectives.

Include measurement in the objectives. How will you and other people be able to tell that the objectives have been accomplished? Think about factors such as speed, quality, expense, and so on. Which factors are most important? Be as concrete as possible.

Share your objectives. Get input from the employees who actually do the work. Are the objectives you've written clear and realistic? Also, get feedback from other managers and your own boss. Make sure the objectives you've developed fit your organization's goals and also make sense to the members of your workforce responsible for carrying them out.

Just by checking any work objectives you write against these 5 points will make your work objectives clearer and convey your expectations to your employees.



Signage That Stops Traffic

As part of my work I am often out and about seeing clients and delivering jobs. So not only do I see a lot of signage jobs come through my factory, I get to see it in action wherever I go. Some businesses have fabulous signage and you won't miss them. Others are pretty bad, but at least they have something. And then there's the non-existent - not that you would know unless you're looking for the place! That business probably doesn't even realise the volume of missed opportunities.

Why Bother with Signage?

First impressions matter. Whether you're a pizza shop front, the local newsagent or The Good Guys, making an impression matters.

Firstly, people need to know your business exists. Especially if you require your customers to see you in person, pick up from your shop or if you want lots of them to walk in off the street. They need to see you. And your signage needs to be compelling enough for them to come in and buy from you.

A great sign and a crappy sign of the same size cost exactly the same. So invest in your branding and graphic design. It'll be worth it.

That brings me to my **second** point – building your brand. Every time you put your message out there for people to see you are brand building. Don't miss an opportunity

to showcase your business and what you stand for.

Thirdly, use signage for different purposes. Whilst your business building sign might remain relatively static and you should invest in a good one, there are loads of mobile options that are really affordable for SME's. Take a pull up banner for example. You can take that anywhere in its carry case – trade fairs, conferences, sponsored luncheons, workshops or even leave it in your front reception. The options are endless. They are inexpensive so you can afford to update these regularly or customise a few versions for different purposes.

Signage as part of your marketing strategy is important – from posters at bus stops, portable builder's canvas banners to grandiose billboards. Whatever your marketing plan it should include some form of business signage to maximise your results.

Signage with a purpose at Hayfields Racing

Charlotte and Julian have recently moved into a new premises for their horse training stable – Hayfields Racing. Charlotte is an up and coming horse trainer and together they are building their business and their brand. With their facilities in Nar Nar Goon it's a bit of a hike for most of their owners, so if these owners/clients are making the effort to come down to visit it's important to make their business easy to find.



Traditional Books Are Alive and Well

Publishers and traditional readers alike have long been worried about the rise of electronic books as sales of Amazon's Kindle and other devices have grown, but their concerns may have been at least somewhat overblown. New studies suggest that the growth of e-book sales is leveling out—and possibly declining.

According to the *Chicago Tribune* website, during the first nine months of 2016, e-book sales dropped by 18.7 percent compared with the same period a year earlier. On the other hand, hardcovers, paperbacks, and audiobooks did not suffer a similar decline. In the same time frame, e-books' share of the total market fell to 17.6 percent from 21.7 percent. In addition, sales of hardcover books in 2016 outpaced e-books for the first time in five years.

Don't panic—books don't look like they're being replaced any time soon.

So they invested in some signage for their front gate. Simple. Weather-proof. Effective. Their clients can easily find them (so long as the navigator has landed them in the vicinity), it looks professional and they've had another opportunity to get the branding for their growing stable out there. Not to mention the passers-by on the busy road that will see the signage each and every day.

Not bad for 1 bit of corflute signage attached to a fence.

Signage doesn't need to be complicated to be effective. Talk to us about your next signage project – we can guide you through the entire process from design, measure, print and install. Call us on **1300 85 77 85** or email me direct blair@carissprinting.com.au

What Is Your Job Really?

What if you had to explain your job in the most honest terms? From the Knowable website come these tongue-in-cheek job descriptions from people in ordinary occupations:

Accountant: "I help people earning six-digit salaries figure out which field on a form they're meant to write their DOB in."

Family doctor: "I confirm or deny what Dr. Google has already told you."

Paramedic: "Drive around in a van, breaking road traffic laws, picking up strangers, and giving them drugs."

Philosopher: "I help people create meaning (while also reminding them that all meaning is constructed and the universe meaningless)."

The Origin of the @ Symbol

We know it well as the standard 'at' symbol for email, but what was the '@' symbol before that? History says that it was created by medieval monks. During the Middle Ages, each copy of a book was painstakingly transcribed by hand by monks, who developed ways to reduce the number of pen strokes for common words. The result was to loop the "t" in the word at around the "a."

There is no official, universal name for the @ symbol, and some cultures have given odd names to it:

apenstaartje: Dutch for "monkey's tail"

snabel: Danish for "elephant's trunk"



kissanhnta: Finnish for "cat's tail"

klammeraffe: German for "hanging monkey"

papaki: Greek for "little duck"

kukac: Hungarian for "worm"

dalphaengi: Korean for "snail"

grisehale: Norwegian for "pig's tail"

sobachka: Russian for "little dog"

Do you have your own name for it?



End Of Winter Banner Special!

For the rest of winter our standard pull up banners are down to \$115 each! Don't miss out. Make sure you mention the newsletter when you order.

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