



Profitable Printing Solutions For Your Business

Muddy Trouble & 98 Years Strong

On a wet Father's Day weekend in September the family and I made a few memories.

Baxter Boy had the time of his life at the farm where the temptation of a fresh, large, deep, muddy puddle was all too much. Once the first jump happened there was nothing else to do but watch, laugh

nervously and take some photos. Lucky, he is taking forever to toilet train so we always carry spare clothes. That's a day he won't forget I'm betting.

All cleaned up we went to celebrate my Pop's 98th Birthday – still going strong – pictured here with 4 generations of Cariss boys.

In This Issue

- Baxter shows his Great Granddad his sense of occasion
- The early history of Halloween
- Stay in front of your clients EVERY day next year
- We have a winner!



Baxter after he was done diving in the puddle.



Simone not sure whether to laugh or cry at Baxter.



4 Generations of Cariss men. Happy birthday Pop.

Quotes of the Month

Pure mathematics is, in its way, the poetry of logical ideas.

—Albert Einstein

Mathematics is the music of reason.

—James Joseph Sylvester

Health is like money; we never have a true idea of its value until we lose it.

—Josh Billings

My own prescription for health is less paperwork and more running barefoot through the grass.

—Leslie Grimmer

The more we construct lives that prioritize safety, the bigger the prison we construct around ourselves.

—Craig D. Lounsbrough

I create a home that is a safe and nurturing place for me, where I am free to gather myself.

—Maureen Brady

Talent means nothing, while experience, acquired in humility and with hard work, means everything.

—Patrick Suskind

The difference between ordinary and extraordinary is that little extra.

—Jimmy Johnson

An experiment is a question which science poses to nature, and a measurement is the recording of nature's answer.

—Max Planck

Science is the acceptance of what works and the rejection of what does not. That needs more courage than we might think.

—Jacob Bronowski

Creativity is thinking up new things. Innovation is doing new things.

—Theodore Levitt

How 'Trick or Treat!' Took over the World

Like me you have probably seen a steady rise in the number of visits by pirates, ghosts, princesses, and monsters crying, "Trick or treat!" on October 31st every year. I'll bet you they don't know that the history of this tradition can be traced back to pagan and Christian rituals from the Middle Ages.

In Britain and Ireland, poor people would beg for food door to door in exchange for prayers for the dead on the day before All Souls' Day (Nov. 2). This practice, called "souling," evolved from a European pagan tradition. The wearing of costumes and masks originates in Celtic traditions of attempting placate evil spirits by copying them.

Immigrants from Scotland and Ireland brought the tradition of "guising" to the New World, with

children going through their neighbourhoods requesting food and coins, usually in exchange for a dance or poem.

The term "trick or treat" in print was seen in Alberta, Canada, in 1927, and in *The Oregon Journal* newspaper in 1934: "Other young goblins and ghosts, employing modern shakedown methods, successfully worked the 'trick or treat' system in all parts of the city."

Trick-or-treating had become an established fixture of American popular culture by the 1950s, when Walt Disney produced a cartoon called "Trick or Treat" and an episode of the popular TV show *Ozzie and Harriet* showed children overwhelming the Nelson household in search of candy.

"Trick Or Treat! Happy Halloween!"



The Ultimate Sales Tool

By *Blair Cariss*

Imagine being in front of your target audience for 365 days of the year. Impossible I hear you say. I can think of one product that goes pretty close. But it seems the traditional calendar is a bit of a forgotten gem in business marketing.

Now, why are we even talking about calendars in October? Simple. You need to start planning now to produce a successful calendar that will make you money in the New Year. Particularly if it's your first attempt at it. No-one wants a crappy looking calendar on their wall all year. It will be binned. Take the time to get some of the finer details right and you have one of the best tools to build brand recognition as well as boost sales in 2018.

What you need to get right:

1. Put your calendar in front of a well-defined, highly targeted audience.

Let's use a travel agent business as an example. It may be tempting to have a stunning scenic photo of a flashy destination each month and just send it to everyone. However it would be much more effective to target a sub niche. For example a calendar for families focussing on family friendly destinations/ accommodation/ kids eats free promotions. Or another that targets empty nesters which might promote kid free hotels and cruises for example.

2. Highlight Your Products.

Some calendars we see have a company logo with some bland imagery alongside numbered boxes. This isn't going to excite anyone. You could argue brand awareness but this type of calendar will be lucky to make it to the wall.

Firstly your calendar needs to look awesome. But more importantly it needs to have value for the recipient. Products specials, spend and save promotions, tear out coupons will all add value.

Also think of ways to provide useful tools that get people thinking about your products and services. A checklist for spring cleaning for a cleaning products company. Or tax tips throughout the year for an accountant. A new year's detox plan for a health food store. You get the picture.

3. Track Your Results

Keep a record of your ROI from calendar promotions. Some value will be hard to measure in terms of brand awareness but the tangible offers make sure you keep track of. It will also help refine your offers for next years' calendar.

As an added bonus calendars also make awesome thank-you gifts. You are creating a lot of good will for a small cost per unit to you. So if you start planning now you'll effectively do your business Christmas shopping and kick start your sales for 2018 at the same time.

As a little incentive anyone who commits in October to a 2018 calendar print run will get an additional 50 copies for free (minimum order of 300). You don't have to print you calendars in October but you do need to let us know your intentions before October 31 and print your calendars before we shut down for Christmas. To qualify for this special offer you need to call 1300 85 77 85 or email info@carissprinting.com.au and quote the code '50FREECAL' Remember you need to get in touch before October 31.

Strange Questions from Job Interviews

Job interviews can be intimidating under the best of circumstances, but some interview questions leave candidates . . . confused. Here are some as reported on the Knowable website:

- "Would you, like, cry or anything if your work was criticized?"
- "What emojis best describe you?"
- "I know the job said full time at X salary, but it's actually part time at much lower salary. Is that okay?"
- "If you were a fruit, what kind would you be and why?"
- "Would you be willing to skip class to cover shifts?"
- "How is the relationship between your parents and what do they work with?"
- "How many basketballs could you fit in this room?"
- "While pretending that we [the interview committee] are 3-year-olds, please perform a song and dance."
- "Are you going to be too weird to work with?"



Welcome Aboard!

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

- Australian General Services
- Blue Star Display
- Cold Logic
- Highland Grove
- KB Windows
- Lisa Milton Physiotherapy
- Little Lords
- Radius Print
- Victoria Police

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

Footy Tipping Winner 2017

DRUMROLL.... we have a winner in the 2017 Cariss Printing Footy Tipping competition!

It is true that you can never lock in the win until the final siren has gone. Last year JF Tipping came from behind to win the tipping competition. Sadly for him it was his turn to get pipped at the post by dangermouse99.

FINAL RESULTS!!!

1st - dangermouse99 AKA Dean McInnes who is living interstate so we sent him a voucher to purchase his new TV

2nd - JF Tipping - \$150 Coles Myer Voucher

3rd - Brenda61- Double Pass Gold Class Movie Tickets

Thank-you to everyone who has been involved in 2017 and I look forward to a bigger and better comp next year!



Dean McInnes with his hard won prizes.

Paper supplied and donated by **K.W.DOGGETT** Fine Paper. Printed on 128gsm Sovereign Silk

© Copyright Cariss Printing. No portion of this newsletter may be reproduced without the written permission of the publisher. This newsletter is distributed with the understanding that the publisher is not engaged in rendering any legal or professional advice of any kind. The publisher disclaims any personal liability for the information, advice, recommendations and/or strategies presented within. It is up to the reader to comply with any local, state or federal laws.



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

