

Profitable Printing Solutions For Your Business

## Kiss Goodbye to MS

10 years ago a lifelong friend of ours received, at 26 years of age, the shock diagnosis of MS (multiple sclerosis). Kristy is doing awesome 10 years on, the fitness and strongest she has ever been in fact. To commemorate that wonderful feat, she is running a half marathon this month in Vegas.

Cariss Printing, along with Simone and myself personally, are super proud to donate to Kristy's fundraising for MS. She is not raising funds for herself. The funds are not to get to Vegas. What the funds ARE for is to donate to research so we can kiss goodbye to this disease once and for all.



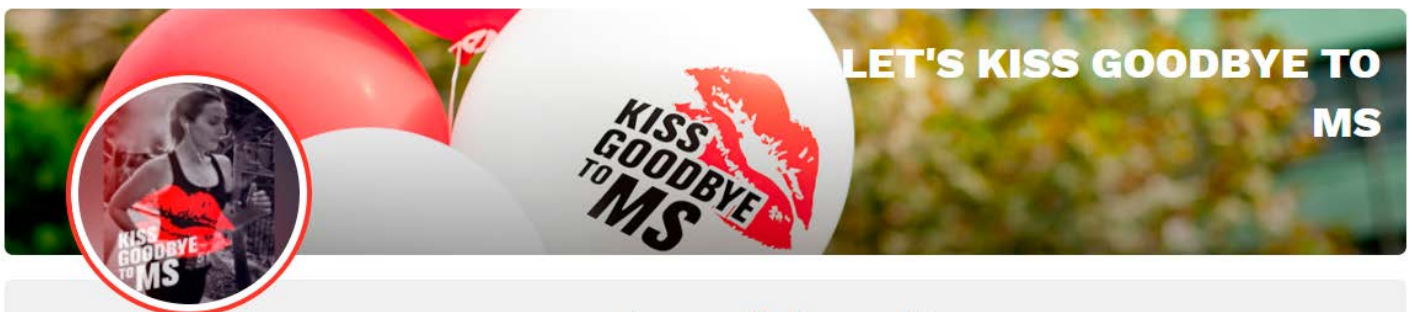
### In This Issue

- Help Kristy Get Right of Multiple Sclerosis
- Melbourne Cup Time
- Where Did The Year Go? It's Already Time To Plan Your Christmas Printing!
- Nothing More Satisfying Than Seeing One Of Our Jobs In Use.

We had an awesome night raising funds for MS research last month at her music trivia event and we wish her the best of luck for her very first half marathon! Go team Kristy.

If you would like to donate her fundraising page can be found here:

<https://kissgoodbyetoms.org/fundraiser/kristy-draper/>



**KRISTY  
DRAPER**

Share with the world



KRISTY DRAPER

TARGET: \$7,500

We love client  
feedback

*"Hi mate, picked up the printing,  
great job as always, everything  
looks perfect.*

*Thanks again for your help!"*

Cheers

Nick Tait

HyperBeat



## Welcome Aboard!

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

- Derrimut Hotel
- Pinsent Hotel
- Signature Bespoke
- Urban Food Collection
- Village Gem  
(welcome back!)

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

# Some Melbourne Cup Trivia...

The race that stops a nation has  
been and gone for another year.  
Unfortunately to keep our production  
schedule for the year, we put this  
newsletter to print before the cup  
is run and you get it after the race is  
won... so well done to the winner...

The Melbourne cup is a race serves  
up some truly remarkable bits of  
trivia over the duration... here are  
some of our favourites.

- 2003's Cup set the modern  
attendance record 122,736
- **Race Record:** Kingston Rule 1990  
- 3 minutes 16.3 seconds
- **Slowest Winning Time:** Archer  
1861 -3 minutes 53 seconds (in  
the first ever Melbourne Cup)
- **Biggest Winning Margins:** 8  
lengths achieved by both Archer  
in 1862 and Rain Lover 1968
- **Heaviest Weights Carried By A  
Winner:**
  - o 10st 5 lb (66.0 kg)  
Carbine (1890) ,
  - o 10st 2 lb (64.5 kg)  
Archer (1862),
  - o 10st 0 lb (63.5 kg)  
Poitrel(1920)
- **Lowest Weight Carried By A  
winner:** 1863 33.5kg, Banker
- **Heaviest Weight Carried In A  
Melbourne Cup:** 10st 10lb (68  
kg) Phar Lap who lost
- **Weights most commonly  
carried by the Winner:** 52.5kg  
and 53kg with eight wins each,  
followed by 47kg, 48kg, 51kg,  
and 56kgs each have seven wins
- **Owners With The Most Wins**
  - o John Tait 4 Wins  
(1866, 1868, 1871, 1872)
  - o Etienne de Mestre 4 Wins  
(1861, 1862, 1867, 1878)
  - o Dato Tan Chin Nam 4 Wins  
(1974, 1975, 1996, 2008)
  - o Lloyd Williams 4 Wins  
(1981, 1985, 2007, 2012)
- **Trainer With The Most Wins**
  - o Bart Cummings 12 wins  
(1965, 1966, 1967, 1974,  
1975, 1977, 1979, 1990,  
1991, 1996, 1999, 2008)
  - o Etienne de Mestre 5 wins  
(1861, 1862, 1867, 1877,  
1878)
  - o Lee Freedman 5 wins  
(1989, 1992, 1995, 2004,  
2005)
- The first woman trainer to  
'officially win' the Melbourne  
Cup: Sheila Laxon in 2001 with  
Ethereal
- It's worth noting the 1938  
Melbourne Cup was won by  
Catalogue trained by Kiwi Allan  
McDonald. However the actual  
trainer was Allan's wife, Hedwick  
Wilhelmina McDonald better  
known as Granny - a New Zealand  
trainer of some renown... Unlike  
New Zealand, in Australia women  
were not allowed to compete as  
trainers. So she put her husband  
down as the official trainer.  
Catalogue's owner Mrs Jamison  
was so upset she nearly scratched  
the horse from the race when the  
VRC refused to grant Granny a  
licence.
- The first radio broadcast of the  
Melbourne Cup was made by  
the Australian Broadcasting  
Company in 1925
- The photo finish camera was first  
used in the 1948 Melbourne Cup
- Jockeys in Victoria must have  
blood-alcohol readings under  
0.02.
- Save this one for your next trivia  
night: What Australian sporting  
event did Russia win in 1946?  
The Melbourne Cup. Russia was a  
horse. He won by three lengths.



# It's Time To Get Cracking On Your Christmas Printing



Christmas may still be the furthest thing from your mind right now. But time is actually getting away from you if you are looking to get your Christmas printing done in time to be successful.

Some of our clients are onto it already. One started in September. I'm talking Christmas cards, Christmas invitations, Christmas product catalogues and 2018 calendars. These clients get excellent results from their Christmas printing that's why they keep doing it.

The lead up to Christmas is one of the busiest times of year so preparing early is essential.

So let's take a look at 4 of my top tips to make sure you are prepared:

## 1. Actually DO some Christmas Printing

So this is a bit of a no brainer. Seriously, get into the spirit of Christmas and you might just find it'll have a positive impact on your bottom line.

Christmas isn't just for retailers who want to get Christmas shoppers through their doors. Take a standard Christmas card for example. A perfect opportunity for ANY business who has the names and addresses of their clients to touch base, stay front of mind and actually show you care. Going to the effort of printing a 'real' card says a lot these days. Less and less businesses do it too so you get to stand out from the crowd.

A digital Christmas card just doesn't cut it and not doing anything is a missed opportunity to set your business up for a successful 2018.

## 2. Get the Design Right

Ok. So assuming you've decided to give the Christmas printing thing a go. Puh-lease don't just throw a bit of tinsel or glitter at your usual print

materials. Use a graphic designer to carefully incorporate some Christmas cheer. Using traditional red and gold if your logo is hot pink and fluoro green won't really do your print materials justice. For the most part try to fit Christmas around your company.

The only exception to this rule would be for Christmas cards. These are going to your loyal followers, clients and suppliers so these need to have a personal feel, have genuine Christmas cheer, rather than a corporate feel.

## 3. Plan & Make a schedule

Christmas is a hectic time for everyone. People and businesses are busy. That includes your staff AND us, your printer. You need to plan and if you haven't made a schedule get onto it ASAP.

A schedule will allow you and your people to know what is expected of them and in what timeframe. It also means you'll allow enough time for your design to get done without being rushed. And importantly (for us anyway) your printer isn't left with a timeline that's tighter than Santa's red suit.

## 4. Find a suitable printer

Oh wait. You've got Cariss Printing. One decision you don't have to make. Tick.

Don't be afraid to ask us for advice on getting the most out of your Christmas print projects. Even if you're still at brainstorming stage. But make it snappy, please talk to us by November 30. That's not to say December is off limits but do yourself a favour and heed some of my advice above. Call **1300 85 77 85** or email me on [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au)

## Quotes of the Month

*Good health and good sense are two of life's greatest blessings.*

—Publilius Syrus

*Rest when you're weary. Refresh and renew yourself, your body, your mind, your spirit. Then get back to work.*

—Ralph Marston

*You're never perfectly safe. No human being on Earth ever is or ever was. To live is to risk your life, your heart, everything.*

—Rick Yancey

*As much as we want to keep ourselves safe, we can't protect ourselves from everything. If we want to embrace life, we also have to embrace chaos.*

—Susan Elizabeth Phillips

*There are few, if any, jobs in which ability alone is sufficient. Needed also are loyalty, sincerity, enthusiasm and team play.*

—William B. Given, Jr.

*To find joy in work is to discover the fountain of youth.*

—Pearl S. Buck

*The science of today is the technology of tomorrow.*

—Edward Teller

*The hardest arithmetic to master is that which enables us to count our blessings.*

—Eric Hoffer

*The most beautiful thing we can experience is the mysterious. It is the source of all true art and science.*

—Albert Einstein

*Everyone is born a genius, but the process of living de-geniuses them.*

—R. Buckminster Fuller

## Enough to Share

Josh spent took a holiday volunteering with charity that built housing in underdeveloped countries. During one project, a few children from the local village visited the camp where the volunteers stayed. One boy, Mosi, had especially endeared himself to the workers. He was always cheerful and always eager to help in whatever way he could.

Josh noticed that Mosi wore the same shirt every day, so he rummaged through boxes of clothing donated by a church group, until he found three almost new shirts for Mosi. They'd be a little big on the kid, but he'd grow into them.

Josh gave Mosi the clothing. In return, Mosi gave Josh a big hug and a broad smile before he ran off.

The next day, Josh noticed two older boys, each wearing one of the shirts given to Mosi. He worried that Mosi had been bullied out of his gifts. When he finally saw the little boy, he said, "Those gifts were for you, Mosi, so you'd have a change of clothes."

The youngster replied, "But Mr. Josh, you gave me so many!"

That's when Josh realized that you don't need to have a lot in order to share. Just a heart and mind open enough to see other people's needs.

# Magnificent Menu

We loved doing this year's 'Best and Fairest menu' job for the Essendon Football Club.

They always produce magnificent artwork and special finishes for this important club event.

This year was no exception. Strong sturdy card stock with impressive silver foiling, embossing and matt laminate finish. This type of finish is high end and packs a punch on the table.

Thanks EFC for trusting us with this job yet again.



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

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