



Profitable Printing Solutions For Your Business

Betty Got Big

We announced the arrival of our new puppy 'Betty' earlier this year. She was pretty teeny tiny back then. She's not so teeny tiny anymore. And she likes to chew stuff. Lots of stuff. At least she's cute.

Follow her on Instagram @betty.theboxer



In This Issue

- Betty Got Big
- All About The Melbourne Cup
- The Secret To Having A Successful Christmas and A Profitable New Year
- 'Tis The Season for Event Printing!



Quotes of the Month

Errors using inadequate data are much less than those using no data at all.

—Charles Babbage

The utmost confusion is caused when people argue on different statistical data.

—Winston Churchill

Without your health, you've got nothing going on.

—Ric Flair

Love is not as important as good health. You cannot be in love if you're not healthy. You can't appreciate it.

—Bryan Cranston

Safety is an illusion and perhaps it's better to challenge it sometimes, to see how far we can go, to learn about the stuff we are made of.

—Tania Aebi

To stay alive, you have to keep moving. Running, relocating, driving, doing everything in your power to stay in motion and make it to safety.

—M.B. Dallochio

Hard work spotlights the character of people: Some turn up their sleeves, some turn up their noses, and some don't turn up at all.

—Sam Ewing

I work very hard, and I play very hard. I'm grateful for life. And I live it—I believe life loves the lover of it. I live it.

—Maya Angelou

The question is one of judgment. For the distinguishing element of science is not intelligence but judgment. Or perhaps it is simply luck.

—John M. Barry

Science knows no country, because knowledge belongs to humanity, and is the torch which illuminates the world.

—Louis Pasteur

Do You Know It? Would You Want To Know It?

All About The Melbourne Cup

Here are some fast facts about the Melbourne Cup that might be useful to amaze your friends or at least keep a conversation interesting during the Spring Racing Carnival:

The oldest surviving 'Melbourne Cup' that still exists in its original state was won by 'The Barb' in 1866. It was made in London in 1865 by Daniel and Charles Houle and imported to Australia by Walsh Brothers Jewellers, who ordered it on behalf of the Victorian Racing Club.

The first trophy awarded in to a Melbourne cup winner was in 1865 to Tory Boy. BC Marhsall the owner of 'Tory Boy' described the trophy as a 'monstrosity' and sold it to the Flemington Hunt Club which then rebranded it as the trophy for their annual cup.

'The monstrosity' was sold by Christies auction house in the 70s and is the currently owned by wine merchant Wolf Blasse.

The Father of Australian Turf, John Tait was the trainer of the 'The Barb' winner of the 1866 Melbourne Cup – one of four. He was one of the first individuals to look at Horse Racing as a business. This also included

betting on races he had his horses entered in and then manipulating the field by scratching horses etc. Which might be one of the reasons he was known as 'Honest John Tait' at the time.

In 1965 there was a 'scandal at the Melbourne Cup' where British model Jean Shrimpton shocked Flemington by wearing a miniskirt... and she wore no gloves, hat, or stockings. In fact this never happened at the Melbourne Cup. It happened on was Derby day, three days earlier.

Makybe Diva is the only horse to win the Melbourne Cup three years in a row and holds the most wins by a horse taking home the cup in 2003, 2004 and 2005.

Only four horses have ever won the cup twice. They were Archer (1861 & 1862), Peter Pan (1932 & 1934), Rain Lover (1968 & 1969) and Think Big (1974 & 1975).

Melbourne Cup day was declared a public holiday in 1877. (If only we could sort out a public holiday for Melbourne Cup Eve.)

Hope you back many a winner this year!



The Secret To Having A Successful Christmas and A Profitable New Year (When all of your competitors are struggling with the dry spell)

It's about this time of year that my savvy clients are putting the final touches on their Christmas print marketing campaigns. The odd Christmas card starts to roll in about now too. There's a little bit more time for that. 2019 Calendars are hot off the press too. Psst: they may great strategic Christmas gifts for your clients if they're done well.

It might be the last thing you want to think in November but time is actually getting away from you if you are looking to get your Christmas printing done in time to be successful.

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. With your social media streams being flooded with Christmas cheer, stand out from the crowd and get your business message physically into the hot hands of your clients and prospects.

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. Team it up with a gift (hint hint... calendars are great) and you're on to a winner.

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 project. 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



We Want to
Give you more \$\$

We are in the process of giving our referral program a little revamp but in the lead up to Christmas you can still earn some extra \$\$ just by telling your business mates and family about Cariss Printing. \$50 for each referral when they place an order. That's easy money if you ask me as most people are already printing their stuff with someone. Why not Cariss Printing? And why not get something for the recommendation?

BUT we would like more referrals and we realise that maybe you want something totally different or perhaps we need to make referring easier. Please tell us what you'd like to see or what would motivate you to pick up the phone and call your mate that you know prints with someone else.

Tell us so we can reward you better, so your mate can get better quality printing and so we can all keep supporting small business. Email simone@carissprinting.com.au and give us your feedback.



'Tis The Season for Event Printing!

The second half of the year often means an influx of events to add to the social calendar. Sporting club breakups, awards ceremonies, dance concerts, spring racing carnival events, not to mention Christmas that is fast approaching.

Here are a few events from earlier in the year. The Crichton Medal – the Essendon Football Club B&F and the Grand Final comedy debate.

Thanks for choosing Cariss Printing! Remember to get give us a call for any corporate event printing. Tight turnarounds are ok but get in touch as soon as you can. **1300 85 77 85** or email me direct blair@carissprinting.com.au



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