

*Profitable Printing Solutions For Your Business*

## Thank-you & Merry Christmas

December seems to roll around quicker each and every year. For me 2017 has felt a bit like January, February, Easter... poof... December and Christmas. Saying that, I do feel like I need a rest. So does my team. And I'm sure many of you feel much the same.

Not all of you will get a rest at this time of year though. In fact for many of you in retail things are just ramping up, so take every chance to cherish the time with your family and friends.

Thank-you to all of our wonderful and loyal customers and followers for allowing us to be here another year. Thank-you for supporting

small business. Our family truly appreciates it.

I've said this before and I'll say it again. Please shop local this Christmas and support your local traders. Small businesses are the backbone of our economy and families like ours truly appreciate it when you shop us.

From our team and family to yours we hope you have a wonderful Christmas and a happy and successful 2018.

**Merry Christmas!**

Cheers,

*Blair & Simone Cariss*

### In This Issue

- Happy Holidays From All Of US
- Everything you need to know about Festivus (yes it's a real thing)
- Add Value To Your Printing With SCODIX
- Christmas trading update and how to get \$100 free



*Merry Christmas from the Cariss kids - Baxter (3) and Asha (8)*

## Quotes of the Month

*The numbers may be said to rule the whole world of quantity, and the four rules of arithmetic may be regarded as the complete equipment of the mathematician.*

—James C. Maxwell

*In the arithmetic of love, one plus one equals everything, and two minus one equals nothing.*

—Mignon McLaughlin

*Whenever I see an ambulance, I like to think there is a baby being born, rather than a death.*

—Phil Lester

*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

*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

*The culture of a workplace—an organization's values, norms and practices—has a huge impact on our happiness and success.*

—Adam Grant

*It requires a very unusual mind to undertake the analysis of the obvious.*

—Alfred North Whitehead

*Science increases our power in proportion as it lowers our pride.*

—Claude Bernard

*To invent, you need a good imagination and a pile of junk.*

—Thomas Edison

# Some People Do Celebrate Festivus...

Originally appearing on the TV sitcom, *Seinfeld* in 1997, this holiday is the brainchild of screenwriter Dan O'Keefe, who based the famous episode of the show on his own family's practices. It has however taken on a life of its own since then and is becoming more and more common.

It is explained as being a nonreligious and non-commercialized celebration.

The four main elements of Festivus are:

**The Festivus pole.** That's right. Not a decorated tree or a tree of any kind, just a pole mounted on a stand stuck in a corner. Quite practical once you realize the pole could make for a crude coat rack in the event you receive more guests than expected on this day.

**The airing of grievances.** The festivities begin with a brief, light-hearted griping session with participation from those in attendance. Once all the negativity has been purged, it's time to move on to the next order of business.

**The dinner.** Meatloaf was served during the TV sitcom meal, but the Festivus meal can be anything from spaghetti, to sandwiches, to chili, soup, rack of lamb, ham, or whatever you want it to be. Dinnertime should be relaxed and fun.

The O'Keefe table was always adorned with chocolates, candies and knickknacks. The children were encouraged to make sculptures out of clay that were later judged by their mother. Everyone wore a silly hat. Dessert can be pecan pie or a yellow cake with chocolate frosting decorated with M&M's, or any simple sweet treat that you have on hand.

**The feats of strength.** This element can take place after the airing of grievances or after dinner. Keep in mind, this is supposed to be fun, yet competitive, and afford some bragging rights to the winner. Consider a game of darts, checkers, cards, Pictionary... something all in attendance can enjoy.

Festivus is celebrated on Dec. 23, leaving plenty of time to beg for an invitation to Christmas Eve or Christmas dinner should you feel the pull for something more.



# Add Value To Your Printing With SCODIX

What is SCODIX can I hear you asking? Well firstly check out our fancy pants Christmas card this year which we have sent with this Christmas edition newsletter. This special finish has to be seen and felt to be appreciated... go on pick it up, have a good look and touch it.

## But What Is it?

So basically SCODIX is a layered clear polymer application. Applied over your existing print job.

We've shown you SPOT UV in previous newsletters so it is basically a variation of that. Each to their own but we think it comes up even better than Spot UV.

AND the best bit, not many people are using it as people don't know much about it! Allowing you to produce the most unique and eye-catching designs imaginable.

Here's My Top 3 Uses For SCODIX:

### 1. Presentation Folders

Presentation folders that go to your clients and prospects with a finish that shouts slick and professional is bound to be considered in higher regard than a simple flyer or carbon copy quote... even if that is all that is inside your presentation folder. This is particularly important if you are selling a premium priced product.

### 2. Posters

With an impressive finish like SCODIX imagine large format posters, A2 size to really knock the socks off your customers (and your competitors).

Imagine how good the finish that you see on

our Chrissy card would look if it were 50 times the size with 50 times the coverage of the SCODIX finish.

### 3. Business Cards

We recommend using a slightly thicker stock than usual – 400 GSM Artboard works the best. Use SCODIX on one or both sides to make sure your business card really stands out from the crowd. Business cards can be a good place to start if you want to try it out first before tackling something bigger.

SCODIX Business Card options are only available at 90 x 55mm trim size.

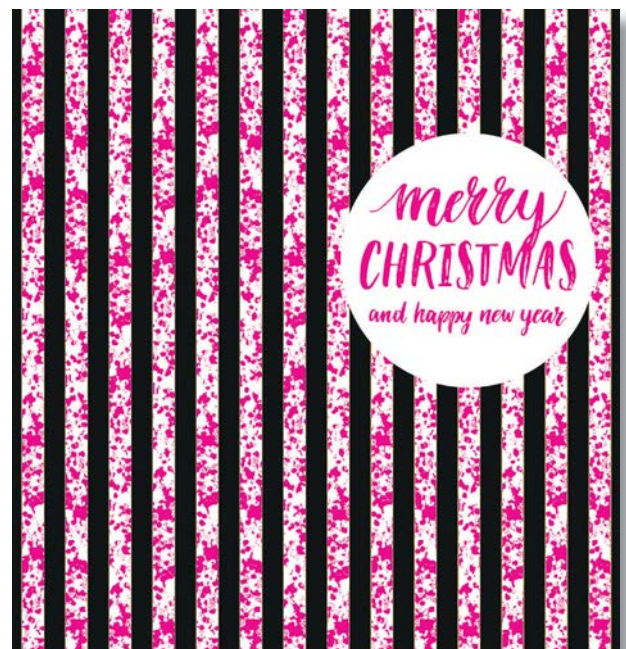
### And My Top 3 Design Tips for the Best Results

1. You need to leave at least 3mm from the edge of any trim lines or fold area. The SCODIX finish cannot be cut or folded so make sure you stay inside these areas when putting together your design.
2. SCODIX High Build artwork should be supplied as an extra PDF set. It is critical that this

layer is identical in all respects (size, orientation, crop, position of images and text etc.) to your original CMYK artwork.

3. For the best effects, avoid applying SCODIX to thin lines, small text or finely detailed artwork.

We would love you to try SCODIX in the new year. We'll guide you through the process and get you something that not only looks amazing but gets you results. Call **1300 85 77 85** or email [info@carissprinting.com.au](mailto:info@carissprinting.com.au) to make an appointment to discuss whether your project is suitable for the amazing SCODIX. We'll even throw in a bottle of wine to the first 5 people to use it!



This is our extra PDF set and where we applied the SCODIX to our Christmas card

## Last Call For Christmas Printing

Christmas is just around the corner. As you know we will always turn things around pretty quick for you. BUT once we're closed for Christmas we're closed. So just a heads up – presses will shut down from 22<sup>nd</sup> December. We'll be back into the full swing of things by the 9<sup>th</sup> January 2018.



### christmas closure

CLOSED: 22ND DEC 2017  
REOPEN: 9TH JAN 2018



# The Early Bird Gets The Worm (or in this case \$100.00)

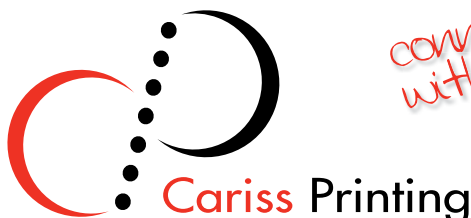
We love having jobs ready to come back to in January. So all orders placed in December 2017 to print in January 2018 will get a \$100 Cariss Printing Voucher!

Remember we close on Thursday 22<sup>nd</sup> December so make sure your order is in by COB that day.



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