

Profitable Printing Solutions For Your Business

Christmas Challenge!

My call to arms this Christmas, as it has been in the past, is to support your local traders as you do your Christmas shopping. Well, your purchasing all year round. It's more important that you probably realise. Small businesses are the backbone of our economy and families like ours truly appreciate it when you shop with us.

At Cariss Printing we reap the rewards of having a community of loyal clients that keep us in business in each year. With your support we keep our group of fabulous staff employed and our family truly appreciates that you allow us to keep our dream of running a small business alive.

From our team and family to yours we hope you have a wonderful Christmas and a happy and successful 2019. Thank-you to each and every one of you for another great year.

Merry Christmas!

Cheers,

Blair & Simone Cariss

In This Issue

- A heart felt thank you
- A deep dive on mistletoe and why it features in Christmas
- A secret for dazzling your clients
- One of our own, a Pan Pac gold medallist...

Welcome Aboard!

A big thank you to our new clients who all placed their first order with us last month

- BSGM Queensland
- Haircorp
- Mode Logistics
- Niddrie State Election Campaign
- Shark Screens
- Travel Managers
- Xpro Construction

Welcome to Cariss Printing family, thank you to all our loyal customers who ordered from us last month as well.



Merry Christmas from the Cariss kids - Baxter (4) and Asha (9)

Quotes of the Month

Life is not just a series of calculations and a sum total of statistics; it's about experience, it's about participation, it is something more complex and more interesting than what is obvious

—Daniel Libeskind

Statistics are no substitute for judgment.

—Henry Clay

There is no medicine like hope, no incentive so great, and no tonic so powerful as expectation of something tomorrow.

—Orison Swett Marden

'Tis healthy to be sick sometimes.

—Henry David Thoreau

The best safety lies in fear.

—William Shakespeare

There is always safety in valor.

—Ralph Waldo Emerson

The three great essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense.

—Thomas A. Edison

Who you are tomorrow begins with what you do today.

—Tim Fargo

The important thing in science is not so much to obtain new facts as to discover new ways of thinking about them.

—William Lawrence Bragg

Every great advance in science has issued from a new audacity of imagination.

—John Dewey

The difficulty lies not so much in developing new ideas as in escaping from old ones.

—John Maynard Keynes

What Do You Know About Mistletoe?



Mistletoe is a common decoration at this time of year and hung in some not so obvious places as an excuse to steal a kiss. You may not know the tradition of kissing someone under the mistletoe comes from Norse Mythology where mistletoe represents love and friendship. The tradition of hanging mistletoe comes from the ancient Druids who believed that hanging mistletoe would ward off evil spirits and bless the household with good luck.

Yet this iconic Christmas decoration has more to it than just a decoration:

Mistletoe is toxic to humans.

Ingesting the berries or other parts of the plant can produce symptoms including nausea, abdominal pain, diarrhoea, blurred vision, changes in blood pressure, and possibly death. You might want to use the artificial variety for your decorations, especially if you have small children in your home.

From bees to butterflies to birds to koalas, sugargliders and possums,

the plant is a great source of nectar, nesting, and nourishment for most animals. The glue-like quality of the seeds helps them attach to the feathers and beaks of birds. When the birds fly away and perch in a different tree, the sticky nectar finds a home on the bark and begins to grow into a new plant.

Some 20 species of the plant are endangered, yet there are roughly 1,300 species worldwide and 70 native species in Australia.

Mistletoe is a semi-parasite.

Mistletoes require their hosts trees and shrubs for water and support. It is commonly found on apple, oak and willow trees in Europe and eucalypts, banksias, wattles, mangroves and casuarinas locally). In some cases Mistletoe can cause decay, infection, and eventual death. But most hosts lead long and healthy lives.



Make Your Next Print Job Dazzle with Spot UV... and Merry Christmas



By Blair Cariss

You know how I feel about Christmas cards. You should send them. Especially if you're in business. But I have preached enough over the years, many of you have listened and you'll be happy you did in the new year. It's not too late (just). Call me.

Each year I also like to show off what we can do production wise with our Christmas card. This year we are featuring a bit of Spot UV. We think it has come up pretty nicely!

What is Spot UV anyway?

Spot UV is where a clear gloss coating is applied to particular areas of your print stock. It adds depth and drama by creating a contrast between the matt background and the featured glossy elements which catch the light.

The UV part is a bit of printing jargon, but basically the varnish is hardened using ultraviolet light which gives it the glossy finish you can see on our Christmas card.

Here are some tips for Spot UV on your next print job.

Use Matt Laminate

The contrast is strongest when Spot UV is applied over a matt laminate. This makes the page a bit thicker than usual – perfect for a card, postcard and more commonly business cards.

Backgrounds Matter

A darker background also allows the Spot UV to really steal the show. Spot UV will still be effective on lighter backgrounds but the effects will be more subtle.

Getting the Specs right

Ideally you need to leave at least 3mm from the edge of any trim lines

or fold area. The laminate is likely to crack over a fold and trim lines need to be avoided for best results.

You will need to prepare your artwork to include an additional 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. This will form the overlay, or 5th colour if you like, during the print production process. We can help you with this.

For the best effects, avoid applying spot UV to thin lines, small text or finely detailed artwork. Use it for maximum effect over a larger scale or bolder areas.

Spot UV is one of the simpler and most effective mediums to make your print materials really shine. It can be easy to add this layer to an existing design or we can work with you to design something from scratch for maximum impact.

Email blair@carissprinting.com.au for a no obligation chat and quote regarding any of our special finishes. And if you still need Christmas cards done, call me **NOW 0418 559 171**

Your Printing Is Our Business

"Thanks so much for having this ready for me today. I can't tell you how much I appreciate it and I'm so excited about showing it off tonight 😊 I love it!"

Michelle Magee
Travel Manager.



Michelle with her fabulous pull up banner, that we turned around quickly for an event.



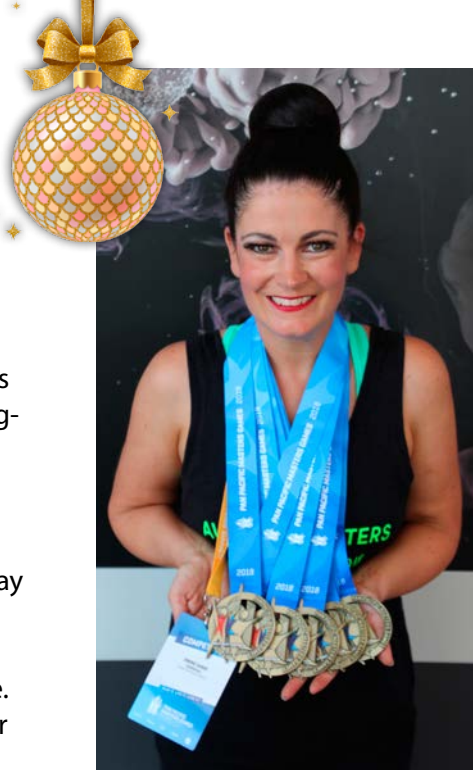
Last Call For Christmas Printing

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 Friday 21st December. We'll be back into the full swing of things by the 8th January 2019.

A Master Stroke with 5 Gold Medals!

As long time readers of Print2Profit News may recall Cariss Printing have been long-time supporters of Avonde Calisthenics and Simone has done calisthenics since she was 5 years old.

Well the Avonde Masters team came away with 5 Gold Medals out of 5 events at the Pan Pacs Masters Games in the Gold Coast last month. It was pretty awesome. Congratulations Simone, we are all super proud.



The Early Bird Gets The Worm

We love having jobs ready to come back to in January. So all orders placed in December 2018 to print in January 2019 will get a \$100 Cariss Printing Voucher! Remember to ask for it when you place your order!

Remember we close on Friday 21st December so make sure your order is in by lunchtime that day.



Paper supplied and donated by **Ball & Doggett** Fine Paper. Printed on 128gsm Sovereign Silk

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