

# Cariss Printing The **PRINT** Shop

Profitable Printing Solutions For Your Business

**August 2019 News**

**Moxiclear™**

**Parasite Protection**

**Give your best friend the all clear**

**NEW!**

**Moxiclear™**

**Affordable Parasite Protection**

**Norbrook**

**Flea Control and Prevention**

Moxiclear has been shown to kill adult and larval fleas within 20 minutes of contact by absorption via the flea intersegmental membranes. Stops fleas from feeding in 3-5 minutes. Fleas are not required to bite the animal to receive a lethal dose. The successive feeding activity of fleas on pets may elicit a hypersensitivity skin disorder known as flea allergy dermatitis (FAD). Treatment of pets with Moxiclear rapidly kills fleas and reduces the incidence of this condition.

Moxiclear may be used as the only product for flea control as it breaks the life cycle and kills fleas emerging from the environment to reinfest the pet. More rapid resolution of heavy environmental infestations may be obtained by additional environmental control measures using a suitable registered product. It is recommended that all dogs in the same environment should be protected by Moxiclear for Dogs and all cats with Moxiclear for Cats.

**Heartworm Prevention**

Treatment with Moxiclear should start one month before the first exposure to mosquitoes. Moxiclear must be applied at one month intervals during the time of the year when mosquitoes (which carry and transmit the heartworm larvae) are present. In many areas of Australia continuous, year-round heartworm prevention is recommended. To establish a routine, it is recommended that the same day or date be used each month to administer Moxiclear. When replacing another heartworm preventive product, the first treatment with Moxiclear must be given within one month of the last dose of the previous product.

**Worm Control**

Moxiclear treats and controls the major gastrointestinal nematodes of dogs and cats but does not control tapeworms. In order to control tapeworms use appropriate products. Pets can become reinfested with worms but regular use of Moxiclear will remove them.

**Treatment and Control of Sarcoptic Mange in Dogs**

Moxiclear has shown to eliminate 100% of sarcoptic mites (*Sarcoptes scabiei*) after a single dose. A second dose of Moxiclear a month later will result in continued improvement of the clinical signs associated with sarcoptic mange. Monthly application of Moxiclear will control any subsequent sarcoptic mite infestation.

**Treatment and Control of Ear Mites**

For the treatment of ear mites (*Otodectes cynotis*), Moxiclear is highly efficacious as a single dose. Monthly application of Moxiclear will control any subsequent ear mite infestation. To maximise efficacy thorough cleaning of the ear canal is recommended with a product that is registered for that purpose.

## COVER FEATURE: LETTING THE DOGS OUT

*Our Client : Norbrook Australia*

*Artwork : Cariss Printing*

*Print : 5 colour, CMYK + Gold. 300gsm Silk with Matt Laminate*

*Finishing : A3 folded to A4 Cariss Printing*


### IN THIS ISSUE

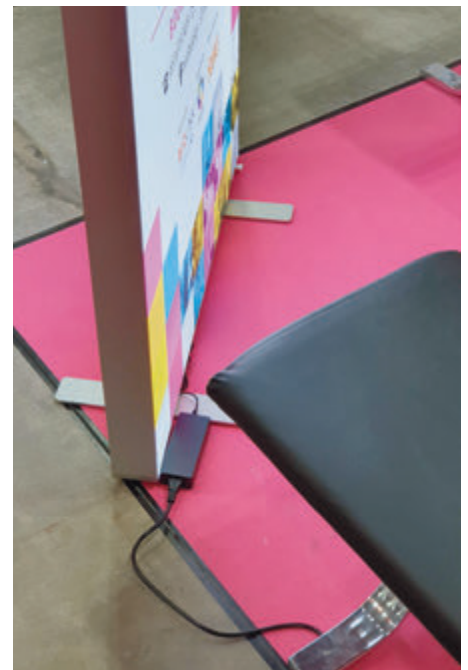
- Singapore Slings & Signage
- Letterbox drops - An overlooked strategy to get more leads
- Our cover A global company supporting local business
- Winter referral program - Last chance

# Singapore Slings and Signage

The latest and greatest of signage and technology was on display at the Asia Pacific Printpack and Sign trade show and Blair was lucky enough to make his way over to Singapore to see it all.

We are looking to increase our signage offering at Cariss Printing and there were some fabulous solutions on display that we can very easily bring to you. From light box transportable signs (basically a pull up banner but with lights), various other illuminated options, large format stickers, decals and even customised wallpaper.

Make a time with me to discuss the possibilities for your business [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au) 



**Cariss Printing**  
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**PRINT & DELIVER**  
Direct Mail, Letterbox Deliveries & 3PL Services

**Want to share in \$5000 worth of FREE printing?**  
The first 50 businesses to email [info@carissprinting.com.au](mailto:info@carissprinting.com.au) and quote "PRINT AND DELIVER \$100" will get a \$100 print voucher.

**Don't have a design? We'll do it for you with our inhouse design team.**  
Hit your target market with precision. Planned and verified letterbox drops target your business or product to a specific area.  
• Letterbox Drops that actually make it to your target market.  
• ALL deliveries are GPS tracked.  
• Get more leads and generate more income for your business with a combined print and delivery advertising campaign.

**PRINT IT RIGHT THE FIRST TIME, ON TIME OR WE'LL PRINT IT AGAIN FOR FREE.**

**www.carissprinting.com.au Phone: 1300 85 77 85**  
**www.mailhousedirect.com.au Phone: 9379 3844**

Keep an eye out for our own letterbox drop this month.  
We are hitting 40,000 homes and businesses over 4 weeks!

## AN OVERLOOKED STRATEGY TO GET MORE LEADS!

Whether you are a seasoned marketing pro or just starting out, letterbox drops can be an efficient, profitable and easily repeatable media for growing your business. You design your piece, print it and then it is off to get fulfilled.

The scalability of letterbox drops means that once you get a piece that works through some smart management, you can reliably generate a desired number of leads each week or month through scaling and selecting the right target markets.

### LETTERBOX DROPS CAN BE TESTED!

The worst thing about most print advertising is that it can be really hard to test. Newspapers can't print one version of your ad in half their newspapers and a second version in the other half. However you can very easily print up two different letterbox drops and track the responses and see which version is generating better responses.

This means that you can always be testing fresh ideas and trying to find a better piece to 'drop' next time.

### DON'T BE AFRAID TO TARGET.

For a mass media, letterbox drops you have quite a bit of control about who you target. You can easily target business or residential addresses. You do get to select which areas get your mailings. Which means you can make sure that the people getting your letterbox drop are the ones you want.


For example, if you are looking to list homes over \$600,000 at your real estate agency, then it makes sense to target areas where \$600,000 homes are present. It sounds like common sense but poor targeting is far more common than anyone should want to admit.

### ANY SORT OF OFFER CAN WORK.

Amazingly, I've seen letterbox drops for all sorts of products – from generating leads for a local gardener, to selling collectable coins by mail order, through to offers for financial services, credit cards and internet and phone offers.

As a rule, the offers that generate the most responses are 'softer' offers. Say, where you ask for your customers to request more information, go online to watch a free video or even 'call for more information.'

Offers such as "get a quote" or "15% off your next order" will produce more buyers but the overall volume of leads will be lower. What you choose needs to be up to you and your marketing objectives.

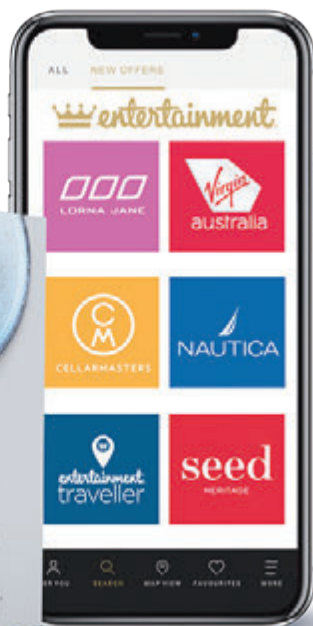
Cariss Printing have been helping our clients organize every step of their letterbox drop campaigns for years now. We can help you from campaign conception, all the way through to writing, designing, printing and fulfillment of your letterbox drops .

*If you are looking to create either a surge of new business or a steady stream of leads then give me a call on 1300 85 77 85 or shoot me an email at [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au) and we can organise a quote based on your specific project.*

# WINTER REFERRAL PROGRAM LAST CHANCE

There's one month left in our winter referral program. EVERY referral that turns into a job, earns the referrer an awesome Entertainment Book that can save you a truck load of money on dining, accommodation and entertainment. We've purchased one for the past 5 or more years and it's totally excellent 

## WHO ARE YOU GOING TO REFER?



## OUR COVER

Norbrook has been supporting farmers, pet owners and the veterinary industry with innovative products and trusted brands for more than 40 years.

Norbrook Australia and Norbrook New Zealand regularly release new product and sales information to support their sales staff and inform end users of their ongoing product innovation.

A global company supporting local businesses.



**"We have been using Blair and the team at Cariss printing for 5 years now. They consistently deliver on what they promise, and Blair even drops off our printing without asking. Keep up the good work."**

**Rebecca Thomas –**  
The German Service Shop



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Paper supplied and donated by **Ball & Dogget**  
Fine Paper, Printed on 128gsm Sovereign Silk

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