



Cariss Printing
The**PRINT**Shop

Profitable Printing Solutions For Your Business

October 2019 News



COVER FEATURE: GREAT REAL ESTATE

Our Client: Rendina Real Estate

Print: 4 colour, CMYK 360gsm Matt Laminated cover, CMYK 150gsm Gloss Art text

Finishing: 16 page booklet

Rendina Real Estate is a highly successful company operating 11 suburbs including Kensington, Essendon and Aberfeldie. The printed booklets are a great way to support online sales and a handy reference at open for inspections. Rendina Real Estate are also a great supporter of local schools and community based projects.

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The Ultimate Sales Tool

By Blair Cariss

"Imagine being in front of your target audience for 365 days of the year. Impossible I hear you say. I can think of one product that goes pretty close. But it seems the traditional calendar is a bit of a forgotten gem in business marketing."

Now, why are we even talking about calendars in October? Simple. You need to start planning now to produce a successful calendar that will make you money in the New Year. Particularly if it's your first attempt at it. No-one wants a crappy looking calendar on their wall all year. It will be binned. Take the time to get some of the finer details right and you have one of the best tools to build brand recognition as well as boost sales in 2018.

What you need to get right:

1. Put your calendar in front of a well defined, highly targeted audience.

Let's use a travel agent business as an example. It may be tempting to have a stunning scenic photo of a flashy destination each month and just send it to everyone. However it would be much more effective to target a sub niche. For example a calendar for families focusing on family friendly destinations/ accommodation/ kids eats free promotions. Or another that targets empty nesters which might promote kid free hotels and cruises for example.

2. Highlight Your Products.

Some calendars we see have a company logo with some bland imagery alongside numbered boxes. This isn't going to excite anyone. You could argue brand awareness but this type of calendar will be lucky to make it to the wall.

Firstly your calendar needs to look awesome. But more importantly it needs to have value for the recipient. Products specials, spend and save promotions, tear out coupons will all add value.

Also think of ways to provide useful tools that get people thinking about your products and services. A checklist for spring cleaning for a cleaning products company. Or tax tips throughout the year for an accountant. A new year's detox plan for a health food store. You get the picture.

3. Track Your Results

Keep a record of your ROI from calendar promotions. Some value will be hard to measure in terms of brand awareness but the tangible offers make sure you keep track of. It will also help refine your offers for next years' calendar.

As an added bonus calendars also make awesome thank-you gifts. You are creating a lot of good will for a small cost per unit to you. So if you start planning now you'll effectively do your business Christmas shopping and kick start your sales for 2020 at the same time.

As a little incentive anyone who commits in October to a 2020 calendar print run will get an additional 50 copies for free (minimum order of 350). You don't have to print it in October but let us know your intentions by quoting **50FREECAL**.

Then print it before Christmas to get your 50 free copies!

Call 1300 85 77 85 or email info@carissprinting.com.au before October 31.



FOOTY TIPPING WINNER 2019

DRUMROLL...

... we have a winner in the 2019 Criss Printing Footy Tipping competition!

The winner wasn't a sure thing until the final round. A well fought out competition.

Our winner is Lauren1992 aka Lauren Schade. Congratulations to Lauren!!! simcar aka Simone Cariss (134) came in second and whilst she is delighted Simone basically runs the comp and will pass on her prize to the next in line.



1st - Lauren1992 (135)



2nd - Nels_07 (133)



3rd - Selwoods Boys (131)



Thank-you to everyone who has been involved in 2019 and I look forward to a bigger and better comp next year! Make sure you join, its FREE!

FEED BACK
MAKES OUR DAY

WORKBOOKS LOOK GREAT!

"Hi Blair,
I just wanted to send you a quick note to say thank you to you and Michael for all your help with the workbooks. They look great!
Thanks so much for all your help!"

Sincerely, Hong Tran
Content Coordinator

THE
GOOD
GUYS



"The reports of my death are greatly exaggerated."

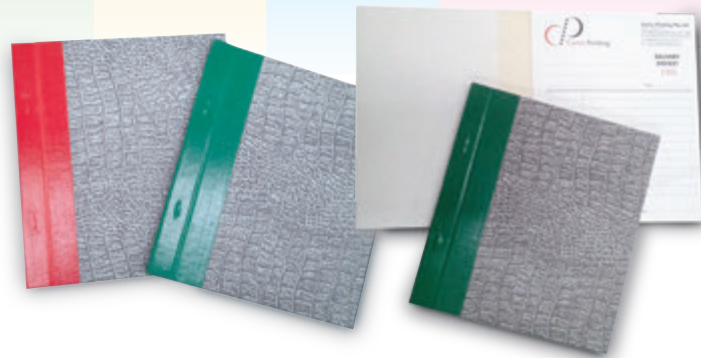
NCR Books Explained

NCR stands for No Carbon Required and refers to paper stock that has been treated with a special coating. When glued together in sets of 2 or more sheets, the paper reacts to the pressure of a pen so that whatever is written on the first sheet of the form is copied onto subsequent parts.

Books can be either quarter bound with hard covers, glued in notepad form or provided as loose sheet sets. The originals and duplicates can be numbered for easy reference.

Depending on the business and requirements, NCR books, or pads, can be custom designed with logo, contact information and any other information relevant to the business. NCR paper is commonly used for purchase order books, invoice books, receipts, quote books, job books, contract books and site books.

NCR paper comes in five colours – white, pink, yellow, green and blue. The quarter bound hard croc covers come in blue, red, green or black and you can also add wrap around inserts.



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

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