



**Cariss** Printing

# The**PRINT**Shop

Profitable Printing Solutions For Your Business

**December 2019 News**



## **CARISS PRINT**

*The big guy in red has a team of elves to back him up.*

*To Our Clients:* Have a great holiday and we will see you next year, thanks for your support.

*Print:* On holiday from 20th December till 14th January but then, we will be ready to go.

### **IN THIS ISSUE**

- Who is that man?
- Love Christmas Cards?
- Last Call.  
Welcome New Clients



# *Thank-you & Merry Christmas*

As another year draws to a close, I want to wish each and every one of you a wonderful festive season and thank-you for your support of our family business for another year.

Being in business can be tough but with your ongoing support, businesses like ours can survive (and hopefully thrive). I might sound like a broken record but make sure you support your local traders as you do your Christmas shopping this year. Even better, try and support local all year round, small businesses and families like ours truly appreciate it when you do.

From our team and family to yours we hope you have a wonderful Christmas and a happy and successful 2020.

**MERRY CHRISTMAS!**

**CHEERS,**

**BLAIR & THE CARISS PRINTING TEAM.**



# In Fine Form This Christmas

By Blair Cariss



In keeping with tradition, here is your Christmas card edition. You know how I feel about Christmas cards. You should send them. Especially if you're in business. But I have preached enough, many of you have listened and you'll be happy you did in the new year.

Each year I also like to show off what we can do production wise with our Christmas card. Over the years we've shown you embossing with foiling, SCODIX application and spot UV finish. This year check out our forme cut Christmas card. We think it has come up pretty nicely! What do you think?

Forme cutting is awesome to use all year round.

## Capturing attention

In marketing the first thing you need to achieve a response is attention to your marketing from your target market. If nobody notices your marketing nobody is going to respond – even if everything else is perfect.

From what I've seen, uniquely shaped printed materials are more likely to be held on to, meaning clients can be carrying your offer, details for a competition, a new phone number, etc for much longer.

## Using Forme Cutting In Your Business.

Forme Cutting is basically using a die or 'custom cookie cutter' to punch out a shape of your

choice from your printing stock. You can either have a shape completely cut out or have it left intact on the sheet so you can push it out (like our Christmas card this year).

Forme cuts can be customised to give you whatever shape you like. Some of our clients have made print materials in the shape of products eg: lego man invitations for a kids lego party business.

We also have some standard shapes available that any of our customers can use, like the curved corner business cards or the mobile phone forme cut.

You can call us on 1300 85 77 85 we can tell you about our full catalogue of the forme cutting dies we have on hand and help you to brainstorm how we can use them in your business. We can also have a die made in any shape your little heart desires.

# 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 20<sup>th</sup> December. We'll be back into the full swing of things by the 14<sup>th</sup> January 2020.



## NEW CLIENT WELCOMES

Avionics  
BSGM Essential Safety measures  
BSGM NSW  
CMW Design and Construct  
East Keilor Cricket Club  
Josephines Pantry  
KG Advertising  
LCL Plumbing and drainage  
Manrags  
Marin Electrical and Data Services  
Morgana and Sons  
NEC Australia  
North West RSL  
Lawn Bowls Association  
Strangers by Chiba  
Top Snap

## WELCOME BACK

Moonee Valley Foundation  
Moroneys Service Station  
Polish to Perfection

## CHRISTMAS TRIVIA

1. Who was the star of the Christmas movie Jingle All the Way?
2. Who tries to stop Christmas from coming, by stealing all things of Christmas from "the Who's"?
3. Who was the star of the movie titled White Christmas?
4. What is the first name of Scrooge, the principal character of the novel, A Christmas Carol?
5. Who was the author of A Christmas Carol?
6. How many ghosts are there in A Christmas Carol?
7. What was the name of the animated Christmas movie featuring Tom Hanks?



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