



Corporate Design
& Print Solutions

contact

www.kwikcopy.com.au

Contact Newsletter Issue 1 • 2007

Colour
Captures
Customers



Made in Italy Food & Stories

by Georgio Locatelli
recipe & book review



“print speak”

Paper Stocks

An extensive range of paper stocks are available for printing. Knowing what's at hand and when it is best to use certain stocks helps achieve impressive print.

Coated

Made with a surface coating, which allows for maximum smoothness and ink holdout in the printing process. Coated papers are available in a range of finishes - dull, matt, and gloss.

Digital

Specifically for digital printing. Unlike traditional offset printing, the digital environment is centered in quick turn-arounds, short runs, and the ability to vary printed information within the run.

Flecked, Flocked and Fibred

Cotton, Rayon, paper flecks, jute and other fibres are added to the paper mix to create a decorative fibre suitable for text and covers.

Laser

A very smooth, low-moisture paper produced in cut sizes for laser printers and office duplicating equipment. Low moisture prevents paper curling from high heat in laser printers.

Recycled Paper

Paper which meets minimum 'reclaimed content' standards established by government and industry. Fibre content consists of post-consumer and pre-consumer reclaimed fibre and virgin pulp.

Your local Kwik Kopy representatives are experts at choosing the right paper stocks for your print job. They will be more than happy to show you stocks available and recommend options for maximum effect.

Contact Newsletter
has been printed on
Express Gloss stock.



Get A Head Start

With the holiday season over for another year most of us are looking at a long few months without a break. Rather than despairing as the days get shorter, give yourself a great start to 2007 and head to the gym to check out one (or all!) of these invigorating ways to refresh mind and body.

YOGA: If you want stretches and meditation exercises that can be anything from relaxing to challenging.

Traditionally, yoga is a holistic blend of meditation, exercises (postures) and breath control designed to create harmony and balance within your body. It's well worth shopping around for a class that suits your aspirations because depending on your instructor, yoga can be anything from a relaxing meditation based work-out, to a strenuous series of postures that will challenge your muscles and concentration.

PILATES: If you want repetitive exercises and stretches that develop core strength, balance and stamina.

Pilates, like yoga, develops and strengthens the core muscles of the body - the same ones that are often responsible for back pain and shoulder tension. Pilates classes will take you through a programme of repetitive stretches and exercises designed to increase your control of individual muscles and alleviate core muscle pain. Be prepared though - it's a tough workout!

SPIN: If you're after a very high energy fat burning workout.

The home exercise bike may have gone out of fashion but Spinning classes have never been hotter. These structured exercise bike routines are designed to get the most out of your stamina while burning as many as 500 calories in one 40 minute ride!

FUSION PILATES: If you want a combination of stretches, fixed postures and exercises.

It's gaining more and more devotees - Fusion Pilates involves taking some exercises from traditional Pilates and Hatha Yoga, as well as integrating postures with apparatus like mats, balls and weights. As a bonus, the holistic nature of the work-out creates an amazing whole-body endorphin rush that melts stress away.

BODY COMBAT: If you want a high impact, high-energy workout for your whole body.

Combining Karate, Tai Chi and Tae Kwon-do, Body Combat works the legs and upper body with kicks, punches and defensive blocks. There's no sparring involved, but ten minutes from the end you might feel like you've gone a few rounds with Kostya Tszyu. Don't worry though - the buzz will last for days!





Colour Captures Customers

Daily we are bombarded with thousands of marketing messages and the most common forms are delivered in full, glorious colour. Since the advent of colour newspapers we seem to take colour for granted and the days of the monochrome marketer are limited. We might even suspect that colour has lost its ability to differentiate, but all the research on the subject, and there is a lot, points in the opposite direction.

COLOUR HELPS BRAND RECOGNITION

Think of your bank. What is its brand colour? Commonwealth Bank ...yellow, ANZ ...blue, Westpac ...red. It pays to arrive at a unique colour scheme for your brand and pepper all of your communications with it. Colour aids recognition by as much as 60%* over black and white. Being colour consistent builds a cumulative impression on your audience. This is why colours are so important to sports teams, whether on the local field or in the international arena. Go the green and gold. Lack of differentiation in colour can even be fatal. Many armies throughout history found this out too late, not least Napoleon's generals at Waterloo who misidentified the oncoming Prussians believing them to be reinforcements. The best way to manage your brand colour is to have a limited colour palette as part of your brand's 'visual toolbox', along with a core typeface and consistent layout style.

COLOUR SAYS 'BETTER QUALITY'

Poorly produced black and white photocopies are in the same basket as 'No Frills' generic supermarket packaging. We all hate them. They don't fit with our image of ourselves or match our aspirations. They say 'cheap, austere and utilitarian' and imply poor quality. A substantial tracking study for a direct mail campaign in the USA showed response rates jumped by 50% when colour printing was used instead of black and white, with no changes to the offer. Simple proof that colour captivates. The great news of course, is that colour is more affordable and quicker to achieve than ever before largely due to

the development of digital printing. In fact, every Kwik Kopy Centre around Australia has a digital colour facility. Just ask and we will gladly give you a demonstration of our digital printing capabilities. For example, who wouldn't want a 50% improvement on the results from their next mailing, given the high cost of postage? The difference in the response generated could be the difference between a profit and a loss for the campaign.

THE PSYCHOLOGY OF COLOUR

There are numerous studies on the way colour effects emotions. Colour is subject to change through fashion, but it's still fair to say that red invokes excitement, passion and a sense of action. Green is peaceful and refreshing and yellow is cheerful, inspiring and vital. (Faber Birren 1961). Maybe work out if any of your competitors 'own' a specific colour and do what you can to own a different one. Understanding the emotions your core colours can create can influence the way you move forward with your marketing materials.

COLOUR FOR CLARITY

Interestingly, in the last 20 years we have become attuned to respond to the fluorescent yellow of the highlighter pen particularly in wading through large legal documents. Some companies use colour on statements and invoices to guide customers to pay the correct amount at the due date. One Telco reduced the cost of administration in their accounts department by \$3.5 million by redesigning their forms to make it easier for customers to understand what they owed. Do your invoices communicate properly or is it a

headache for your customers to figure out what they owe you?

COLOUR FOR BETTER COMPREHENSION

Colour helps us to organise data and can help to orient us through large documents. Think of large travel brochures for example where each country or region is identified with a different colour. It's so much easier to return to a particular section by looking for a bar of colour than trying to pick out a name. Numerous studies confirm the power of colour in assisting comprehension which can increase understanding by a massive 74%. Recall rates also jump by 77% and errors are reduced by as much as 55%*. Even the time it takes to read something is reduced by up to 70%. *Those aren't figures you can easily ignore.*

DESIGN AND COLOUR

The key to the use of colour is to employ good graphic design. (Kwik Kopy can help). A riot of colours and a lack of design discipline can still result in ineffective communication. As mentioned, settle for a limited 'visual toolbox' for your brand and execute everything using those elements. This may seem boring to you, but to your audience, who may only receive sporadic communications from you, will come to recognise your material immediately. And in marketing terms that is always an advantage.

*sources

Jan V. White, Colour for Impact

The Persuasive Properties of Colour, October 1984

Investigating the effects of Colour, Fonts and Bold in Text Documents, January 1996

Strawberry & Mango Lasagne

by Giorgio Locatelli

This is a lovely fresh dessert that might sound complicated, but is actually very straightforward.

4 ripe Mangoes
400g Strawberries

To Serve
Vanilla Ice Cream
Slice of sponge cake or sweet biscuit

The advantage of this dish is that you make it the day before you want to serve it. We first made it by chance really. We were searching for different ways of serving fruit for the lunchtime menu, and so we came up with this idea of a 'fruit lasagne' – layers of fruit, which are pressed.

For this recipe, you need two plastic containers of the same size, roughly 15 x 12cm and about 6cm deep. The day before you want to serve the lasagne, peel the mangoes and slice very thinly. Wash, hull and dry the strawberries and slice them lengthways, just slightly thicker than the mangoes. Line one of the two containers with cling film, enough to come over the sides. Line the base with about a fifth of the mango slices, making sure there are no gaps between the pieces (when it is turned out, this will be the top layer of your 'lasagne'). Next, make a layer of strawberries, using about a quarter of the slices. Repeat the layering three more times and finish with a layer of mango slices. Cover with a large sheet of cling film – again big enough to overhang the sides. Have a flat plate or tray ready that is big enough to put the containers

on top of one another, and fit into the fridge. Put the second container on top of the first, hold firmly and flip the two containers over together on to the tray. Put a weight on top (some cans will do). The idea is that the excess juices from the fruit will drain out on to the tray, so cut away the excess cling film, so that it doesn't get in the way. Put in the fridge for 12 hours.



SEE COMPETITION OVER!!!

BOOK REVIEW

Made In Italy Food & Stories

by Giorgio Locatelli

Combining old Locatelli family stories with delicious modern day Italian recipes, 'Made in Italy' is the must have book for every kitchen and bookshelf. Whether Giorgio Locatelli is reminiscing about the dishes of his native Lombardy, suggesting a starter combining the simplest and freshest ingredients, or explaining how to make the ultimate risotto, you'll be transported into his kitchen to savour the real tastes of Italy.

Full of the insight and historical detail you might expect from a food writer, combined with the hands-on expertise of a top chef, peppered with evocative stories, and funny and often outspoken observations on the state of food today, this is the contemporary Italian food bible, from the acknowledged master of modern Italian cooking.

So sit down and read the story of an Italian childhood while you wait for your lasagne to set and you'll satisfy both your stomach and your mind!

HarperCollinsPublishers
Australia



PRINTING COLOUR

Transferring colour from the digital environment (computer screen) to the printed environment (finished product) requires some careful preparation in order to achieve the results you desire. Here are some check points to follow to help you achieve better colour in print.

CMYK

Ensure that all colours and images are set in CMYK and NOT RGB.

CALIBRATE YOUR SCREEN

You can do this in System Preferences on a Mac or Display Properties on PC this will give you greater colour consistency.

USE A COLOUR GUIDE

There are lots on the market, the main one being the Pantone Matching Systems (PMS). Have a look at the difference between a Pantone colour chip, your screen and your in house printer. Note any variations and keep these in mind when you are designing and choosing colour.

PRINT A PROOF

It is always advisable for jobs, where colour consistency is crucial, to get a colour proof. This can be done in-house or your Kwik Kopy Centre can provide one for you.

TYPE & COLOUR

To achieve clear sharp type choose a colour that has 100% of at least one of the ink additives (CMYK) this will prevent dot drop out when type is used at a small size.

competition

Giorgio Locatelli's

Made in Italy Food & Stories



Kwik Kopy is giving you the opportunity to win your own copy of Giorgio Locatelli's Made in Italy – Food & Stories our featured book. To enter simply tell us in 25 words or less why your Kwik Kopy centre is a recipe for success? Please email your entry to contactnl@kwikkopy.com.au. Include your name, business name, address, contact phone number and the location of the local Kwik Kopy centre shown below. Entries close 14th March 2007.

C O N G R A T U L A T I O N S to the winners of the MasterFoods Spices competition; Kelly Davis customer of Kwik Kopy Printing Centre Norwood SA, Chris Hillwig customer of Kwik Kopy Printing Centre Bankstown, NSW, Gay Arnell customer of Kwik Kopy Printing Centre Townsville QLD, Erin Ireland customer of Kwik Kopy Printing Centre Martin Place NSW, Allan Lever customer of Kwik Kopy Printing Centre William St VIC.



kwik kwiz

Sudoku is the latest logic based puzzle sweeping the world – so give it a try!

In every 3x3 box the numbers 1 to 9 can only appear once. Also the numbers 1 to 9 can only appear once in each horizontal row, and the same rule applies to each vertical row.

Log onto www.kwikkopy.com.au for the solution, or contact your local Kwik Kopy Centre.

4	1			9		6		8
		5	6					
3	9				1			
1	2			4	7			
7								9
			1	2			8	7
			3				7	5
					9	8		
8		9		5			1	3

client view



As a Graphic Designer who's been running my own boutique design studio for 18 years, I rely on a small band of quality suppliers to enhance the services I offer. Without Kwik Kopy Fitzroy efficient and personal service and without their quick turn around times we wouldn't be able to offer our clients the services they demand. Short run digital printing has revolutionised the way people do their printing and the way we do their design. Personalised brochures and invitations, targeted flyers and digital

printing are the norm now and different patterns will further evolve in the future. As a designer I want the latest Mac but I don't want to have to invest in printers. I let Kwik Kopy Fitzroy keep up to date with the latest print technology while I deal with core business."

Vanzella Graphic Design
www.vanzella.com.au
Kwik Kopy Fitzroy



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