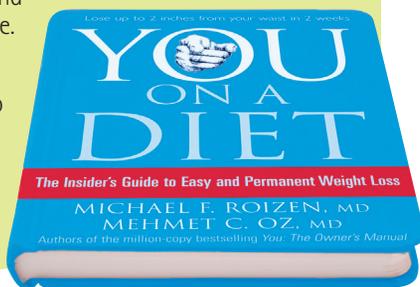


# competition

## YOU On A Diet: The Insider's Guide to Easy and Permanent Weight Loss

Kwik Kopy is giving you the chance to win your own copy of YOU On A Diet: The Insider's Guide to Easy and Permanent Weight Loss. To enter simply tell us in 25 words or less your best diet or health advice. Please email your entry to [contactnl@kwikkopy.com.au](mailto:contactnl@kwikkopy.com.au). Include your name, business name, address, contact phone number and the location of the local Kwik Kopy centre. Entries close 8th June 2007.

**CONGRATULATIONS** to the winners of the Giorgio Locatelli's Made in Italy Food & Stories competition; Ginette Barrett customer of Kwik Kopy Printing Centre Ann Street QLD, Jenny Birkenhead customer of Kwik Kopy Printing Centre Seaford VIC.



Why not give our new Sudoku puzzle a go?

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](http://www.kwikkopy.com.au) for the solution, or contact your local Kwik Kopy Centre.

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

### RECIPE

## Bean Haystacks

Prep Time: 15 min Cook Time: 10 min Servings: 6 Level: Easy

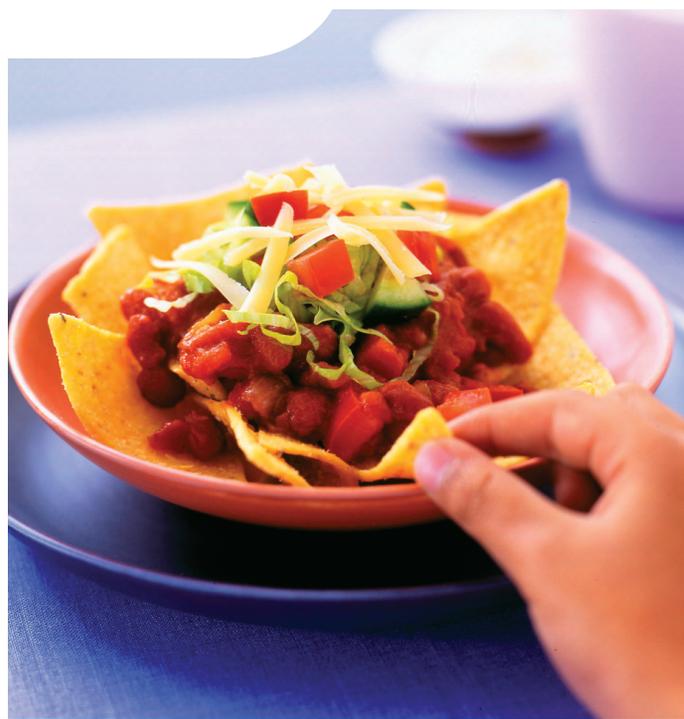
- 1 tablespoon olive oil
- 1 large onion, chopped
- 1 medium red capsicum, chopped
- 35g packet salt-reduced taco seasoning mix
- 810g can no added salt crushed tomatoes
- 750g can red kidney beans, rinsed and drained

Heat oil in large saucepan, sauté onion and capsicum until soft. Add taco mix, sauté for further 1 minute. Stir through tomatoes, kidney beans and heat through. Serve bean mixture over corn chips topped with selection of diced tomato, cucumber, shredded lettuce, and a little grated cheese.

Nutrition Facts: Kilojoules: 780 Calories: 185 Protein: 10g Fat: 8g Carbohydrate: 15g Sodium: 300mg Potassium: 305mg Calcium: 120g Iron: 3.4mg Fibre: 5g

To learn more about the nutritional components listed above, visit [www.sanitarium.com.au/nutrition/dictionary.html](http://www.sanitarium.com.au/nutrition/dictionary.html)

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# contact

[www.kwikkopy.com.au](http://www.kwikkopy.com.au)

Contact Newsletter Issue 2 • 2007

## Silver Service

Our 25th  
Anniversary



## Red Flame Design Awards



## “print speak”

### Typefaces

A typeface selection can be critical to the impact of the printed word.

#### Serif

Non-structural details on the ends of some of the strokes that make up letters and symbols. A font that has serifs is called a serif font.

#### Sans Serif

A typeface that does not have the small features called serifs at the end of strokes. The term comes from the french word sans, meaning “without”.

#### Italic/Oblique

A character or word that has had a slope applied. Italics are the true form and have been designed with a slant. Oblique is when the slant is force applied to a roman front in a document.

#### Kerning

Kerning is the adjustment of space between letters, particularly letters that don't naturally fit together. There are many such combinations in the English language. Quality fonts will have at least 500 kerning pairs. Such pairs will automatically subtract or add space, as the text is set.

#### Ligatures

The combining of two letters to produce a more pleasing typographic result. For example in many book fonts if an 'f' is followed by an 'i' then the dot of the 'i' will kiss the top of the 'f'. To solve this problem a ligature is available and it is common practice to have at least three ligatures incorporated in most quality fonts.

#### Dingbats

A font consisting of small ornamental elements that are normally not found in a standard character set, symbols such as stars, fleurons, hands etc. Dingbats are usually more ornate than Pi characters. Some manufacturers call such collections Sorts or Windings.

## Cycling 1800kms to give Flying Doctors a lift.

In early September 2007 cyclist David Steer, with a small support team of 4, will set out across the 1800 kilometers from South West Queensland to Adelaide to raise funds for the Royal Flying Doctors Service.

Master mind of the 2007 Outback Push Bike Trek, David Steer, was looking for a new mental and physical challenge when he had the idea to ride for 28 days through towns, city and countryside, including Broken Hill and Port Augusta. “My goal was to provide a fund-raising opportunity for the Royal Flying Doctors Service so they could continue their important work well into the future”.

The Royal Flying Doctors service is a not-for-profit service which flies approximately 20 million kilometers per year, treats around 640 patients every day. Covering an area equivalent in size to Western Europe, the service now operates from 26 locations, 24 hours a day, 365 days a year and is one of the most respected organisations in the world. David Steer, and his team of riders and sponsors will be raising money for a new intensive care aircraft, which will cost the Royal Flying Doctors Service in excess of \$6 million to purchase and medically equip. The Royal Flying Doctors Service plays an essential role for all Australians, not only to those people in rural and remote areas of the country, so it essential to keep these flying doctors in the air.

Here at Kwik Kopy we are proud to support David and the Outback Push Bike Trek and encourage our Contact Newsletter readers to get behind this worthy cause.



The Outback Push Bike Trek is proudly supported by Dux Hot Water, Origin Energy, National Australia Bank, Aussie Wide Caravans S.A., Harvey Norman and Kwik Kopy Australia.

For further information, please contact David Steer [admin@outbackpushbiketrek.com](mailto:admin@outbackpushbiketrek.com)

Good Luck to David and his team from everyone at Kwik Kopy!

### Make a Donation

Donations can be made through any National Australia Bank to Account No. 862127638, BSB: 085-333

Cheques can be made out to “Outback Push Bike Trek”, and posted to PO Box 3639, Norwood SA 5067.

Donations over \$2 are tax deductible.



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## Silver Service

This year marks the 25th anniversary of Kwik Kopy in Australia. Since the first Australian store opening in Sydney in 1982, to the now 108 Centres nationally, the original Kwik Kopy business has grown from humble beginnings to a globally recognised brand. With the latest in printing technology, a well established and highly successful franchise formula, and the same unwavering dedication to excellence in customer service, Kwik Kopy looks forward from this the silver anniversary, to the ruby, the gold, and beyond. But first, let's take a look back to the beginning of this success story.



### BUILDING ON A GOOD IDEA

A young entrepreneur from Houston, Texas, Bud Hadfield sowed the seeds of his future success at just 12 years old when he saved his nickels and bought some printing equipment to produce a newspaper for his neighbourhood. He went on to own a small printing business and one day a customer needed a complicated copy order completed at the double. When Bud returned the job in record time, the happy client asked if he had thought about franchising. Not one to let a good idea go unexplored, Bud went on to franchise 27 Kwik Kopy Centres in the US by 1970. In 1978, Bud sold his first international franchise. Today, there are over 1000 franchised Centres around the globe, from Europe, to the Middle East. Most recently, Kwik Kopy has opened in three locations in Russia. Udachi! (good luck)

### WORKING HARD, WORKING SMART

Kwik Kopy's growth in Australia has been phenomenal, too. Since Reg and Mary Waite bought the first franchise at Central City, Sydney, in 1982, another 107 Centres have followed suit, the latest just a few weeks ago in Kawana Waters on the Sunshine Coast, Queensland. Stephen Penfold, Chairman of Kwik Kopy Australia, says he bought the licence for Kwik Kopy because he believed in the growth-oriented people-driven business philosophy of Bud Hadfield, be it franchisees, staff or customers. "I share Bud Hadfield's theory that a good idea is nothing on its own. The beauty of a franchised business is the pooling of many people's clever ideas, and this results in innovation, imagination and ultimately, the very best service for the customer. The mission of Kwik Kopy is to provide our customers with exactly what they want, and in my years of experience, what customers want most is personal attention. It's a simple equation too often ignored by business – listen to your customers' needs and provide the solution."

### THE FUTURE IS BRIGHT

Things have certainly changed in the last 25 years. From simple black and white copying and printing, to full colour spectrum, to digital. The print and design sector is more exciting and creative than ever before. "In 1982 when we opened the first stores, the franchisee invested about \$20,000 in equipment. Kwik Kopy store Owners these days might invest anything from \$150,000 to \$800,000 in equipment. Everything has a colour component.

As for the future, it's digital and perhaps even realms we can't imagine yet," says Stephen. But while he is emphatic about the importance of technology, Stephen stresses that people are at the heart of it. "New technologies drive the print sector forward, and there are many competitors out there, but at Kwik Kopy, it's much more than that. To be a successful printer you have to be able to do more than just operate a machine – you have to understand and develop relationships with your customers and suppliers."

"Technology is the tool we need to enable our customers to reach new and exciting heights with their printing and design needs." Wing Khong, long-time Owner of the Kwik Kopy Market Street Centre, Sydney, and number one in sales in 2006, has seen plenty of changes over the years, but one thing remains constant. "Customers want good service and these days we can see it right through from design, to print to delivery. It's the best service available."

Kwik Kopy Australia continues to grow and cement its position in the very top tier of sheet fed printers in Australia. David Bell, Managing Director of the business summarises the future as follows: "Kwik Kopy's approach gives our clients materials which will work harder for their businesses."

For more information about what Kwik Kopy can do for you, please contact your nearest store or [www.kwikkopy.com.au](http://www.kwikkopy.com.au)



# Exciting designs ignite Kwik Kopy Red Flame Competition

Demonstrating our commitment to raising the bar in graphic design, Kwik Kopy has commenced the Red Flame Design Competition. Graphic Designers from various Kwik Kopy centres throughout Australia took part in the inaugural competition, which required participants to create a corporate logo, business card and DL flyer for a new (hypothetical) company, Plum Event Management. Entries were judged by independent design professionals and the winner was presented with a fantastic prize... a MacBook Pro!

So CONGRATULATIONS to national winner Penny Benson of Kwik Kopy Perth East for a well thought through and superbly executed design solution.

Huge thanks too to all the brilliantly creative Kwik Kopy designers and artworkers who submitted their designs.

If your corporate image is in need of a lift, why not consider seeking the help of Kwik Kopy designer. They can help give your brand the ignition it needs to get ahead.

## WINNER



## FINALISTS



plum



## printing tips

### IMAGE TYPES

Using the right image format will help you to properly prepare your artwork for printing.

A JPG will compress a file (reduce file size) while retaining colour. A high resolution JPG can be used in print, and low resolution for the web.

A TIFF is the recommended image file format for printing. It is an uncompressed format, therefore the file size is much larger than JPG.

EPS is a graphic file format that can be used with many different computers and printers. It may contain any combination of graphics and text and is the preferred format for saving images that need to be scaled up or down.

GIF stands for Graphic Interchange Format. GIFs are useful for web but not for printing due to the typically low resolution.

PNG (Portable Network Graphics) was created to improve and replace the GIF format. It is a bitmapped image format that employs lossless data compression, which means it allows the exact original data to be reconstructed from the compressed data. Like the GIF, the PNG is more suitable for web rather than print, however if a .PNG file has a high enough resolution it may be used for print in some instances.

If you have any questions about image formats please contact your local Kwik Kopy Centre.

## BOOK REVIEW

### YOU On A Diet: *The Insider's Guide to Easy And Permanent Weight Loss*

By Dr. Mehmet Oz and Dr. Michael Roizen

YOU on a Diet is not another faddy crash-diet weight loss plan: you will lose weight - and a lot of it - but you will also gain the knowledge, insight and power to keep off the pounds you lose. Knowledge is the most powerful motivator when it comes to making the right food choices: know the 'why' and you'll successfully handle the 'how'.

- Find out your ideal shape - and how to reach it
- Lose weight without hunger - you need only 100 calories less a day
- Enjoy flexibility - you can still indulge in treats
- Rebalance body chemicals and hormones - these, not willpower, dictate what you eat
- Stop worrying about what you weigh - it's your waist size that counts

Roizen and Mehmet's clear plan combined with: amazing YOU facts (e.g. 95% of your body's serotonin is found in your

intestines - there's only 2-3% in your nervous system), eating tips (e.g. eating a small handful of nuts before your meal tricks your body into thinking that you are fuller sooner) and Interactive questionnaires (e.g. are your emotions affecting your food choices?) make this diet one of the most cutting-edge and easy-to-follow of our time. Successful long-term weight loss is only found in one place: YOU.

ISBN: 9780007241842; rrp \$35.00

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