

Pear & Fetta Salad

- 1 Place nuts, garlic, salt, lemon zest and macadamia nut oil in a food processor. Process to form a paste. Add water to the nut paste until a sauce forms.
- 2 In a salad bowl, place spinach leaves, tomato and lemon juice. Toss.
- 3 Add sliced pears. Pour nut sauce over salad and serve topped with crumbled fetta.



INGREDIENTS

- 3/4 cup pecan nuts
- 1/2 clove garlic
- 1 teaspoon salt
- 1 lemon, zest grated and juiced
- 1/4 cup macadamia nut oil
- 1 cup water
- 250g baby spinach leaves
- 1 punnet cherry tomatoes, halved
- 3 pears (Bosc or Packham)
- 100g reduced fat fetta, crumbled

NUTRITION FACTS

Kilojoules:	1000
Calories:	240
Protein:	7g
Fat:	17g
Carbohydrate:	13g
Sodium:	580mg
Potassium:	470mg
Calcium:	95mg
Iron:	2mg
Fibre:	5g

Prep Time:
15 min
Servings: 6
Level: Easy

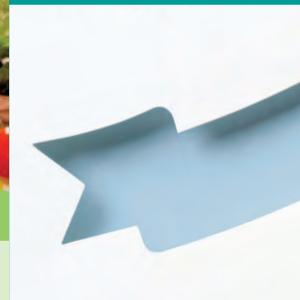


To learn more about the nutritional components listed above, visit www.sanitarium.com.au/nutrition/dictionary.html

PRINT SPEAK

Finishing touches

The final touches often turn a printed project into something special.



DIE-CUTTING
Die-cutting uses a specially shaped knife to precision-cut, or to cut shapes into a piece of paper or board.

COMB & SPIRAL BINDING
These are inexpensive and simple binding methods, which are fairly robust, look professional and allow publications to be opened up flat.



SADDLE-STITCHING
A book binding process where pages are stapled together through the spine of the book. This is traditionally performed on a V-shaped saddle.



FOIL STAMPING
The application of foil to paper. May also be combined with embossing for added effect.



VARNISHING & COATING
A layer of material that is sprayed, rolled, or brush applied over a surface for protection or sometimes decoration.



EMBOSS/DEBOSS
Embossing is the creation of a raised image by pressing a shape into a sheet of paper with a mould. Debossing is to press an image into paper so it lies below the surface.

COMPETITION

Win a red iPod Nano

For your chance to win a red iPod Nano let us know, in 25 words or less, which product or business solution featured in our new catalogue will be most helpful to you in 2008. You can view the catalogue online by visiting www.kwikcopy.com.au or by requesting a copy from your Kwik Kopy Account Manager or your nearest Kwik Kopy Centre.

Please email your name, business name, address, contact phone number, along with the location of your local Kwik Kopy Centre to contactnl@kwikcopy.com.au. Entries close 31st March 2008.

CONGRATULATIONS to the winner of the Sanctuary Retreat eco-holiday; Bonnie Cannings, customer of Kwik Kopy Circular Quay, Sydney NSW.

The information requested is collected by Kwik Kopy Australia to allow us to choose the winning entries. This information will not be disclosed to any third parties without your knowledge or consent. Access to the information is available on request. If you do not wish to provide this information we will be unable to include your entry. Kwik Kopy Australia can be contacted on +61 (02) 9967 5500.



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Corporate Design & Print Solutions



Corporate Design & Print Solutions

client view

Having just started my own business and whilst in the throws of organising business cards and flyers, I received in my postal box a flyer from Kwik Kopy and was immediately impressed by the quality and presentation.

I contacted Kwik Kopy in Kawana Waters and found the staff to be extremely helpful in my endeavours to get my business cards and flyers right. When the printing was ready they phoned and offered to deliver them, something nearly unheard of these days.

Beth Mulligan
BOOKEEPING by BETH

PRINT SPEAK

WIN A IPOD

PRINT TIPS

Issue 1 • 2008

contact



Getting brand cut through?



Modern life is filled with brands, whether we like it or not. Perceptions of the brands we choose, Coke or Pepsi for example, often far outweigh the actual product or service experience. To Pepsi's constant frustration, blind taste tests show we prefer the taste of Pepsi yet they remain a firm second to the leader Coke. Why? Well unless we were privy to the consumer research of these two behemoths we may never know. But Coke has kept its brand relevant with constant innovation and barely noticeable updates to its brand identity. It is a brand that has endured by being keenly attuned to its consumer groups. Therefore, it has protected its equity, which has meant Pepsi just can't get in front.

When we think of icon brands, each one signals a series of impressions in our minds. Virgin, Apple with 'iThis and iThat', Shell, Levi's, Adidas, The Body Shop. It's guaranteed that your mind just went to work automatically with images, colours, shapes, maybe sounds and feelings as you read their names. And these are famous brands that have been around a while. Good, well-managed brands endure. And yet what are we buying when we buy a brand? The most obvious aspect is the promise that the brand will live up to its service. It offers us a guarantee. When we analyse it, the components and products that make up the brand's saleable elements can change constantly. They are held together by the brand image which enhances loyalty. There was once a farmer who had a favourite axe. "If there's work to be done, there's only one axe that I would use. I love that axe - I've had it for thirty years", he'd say. In fact, over its lifetime that axe had had nine handles and five heads.



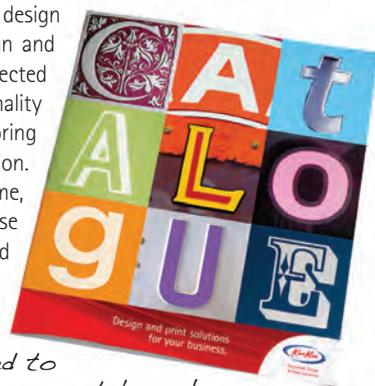
BRAND

The two tricks to good brand management then are firstly to create a brand that people can feel something good about, and secondly, stick with it. The aim should be to build consistency across communications with a strong look and feel, or 'visual language' that supports the logo. In advertising they call it a 'tone of voice'. When a brand starts to become recognisable, it will start to reap the rewards. For example, a strong brand can command a premium. There are a myriad of MP3 players on the market comparable to the iPod, but iPod which, function for function is more expensive, still wins. But brands must deliver. How betrayed do we feel when a company, product or service doesn't deliver to its implied brand promise? Incensed consumers sued Apple over the non replaceable battery in the first version.

The brand promise, or USP (unique selling proposition), is often captured in a set of words which aim to differentiate the business from its competition. Market research can tell us if what is being offered is actually what people want. Large corporations do this on a regular basis. In fact, here at Kwik Kopy we undertake regular customer research. This effects our marketing and business strategies.

As such, you may have already seen that Kwik Kopy Centres are being upgraded with a fresh, inviting look. They are becoming centres of advice rather than 'print shops'. We realised our Centre Managers and Account Managers have built up a lot of knowledge and clients value this.

The centres also present a fresh and confident design approach, which better reflects the level of design and artwork services available. You will also see this projected in our new website, which has improved functionality for managing your account and sending and storing artwork files. It also includes a design portfolio section. So our clients have access to good design all the time, which is becoming increasingly important because as Tom Watson, former IBM Chairman said, "Good design is good business".



You'll find all the tools you need to communicate your brand in our new catalogue!

Speed is of the essence



The face of business is ever changing and in today's climate of rapidly evolving technology, one thing is certain - the pace of life and work can leave you breathless.

Where once a leisurely letter, now tellingly referred to as snail mail, was the appropriate form of correspondence, these days nothing less than instant is enough. Email, mobile phones, messaging, fax, video conferencing - each of these time-saving technologies has had an indelible impact on the nature of 'doing' business, and, can you honestly imagine being without them? Making things happen, and fast, has become part of the collective psyche.

But, as soon as one method is accepted into business practice, another is sure to arise. We all know about networking; the concept is as old as the hills. The Romans networked to conquer the globe! And although you might have slightly less grand ideas, meeting and sharing ideas with others in your field is essential to success, whether you're a multi-national company or a home-based cottage industry. A new concept called speed networking takes getting right to the point to a new level. Yes, you heard right - like speed dating, but instead a way to gather with like minded business people whom you might otherwise never have the opportunity to meet, without the small talk!

Events are planned to include a diverse range of people, mainly professionals, from various backgrounds, allowing attendees to meet people in other industries, grow contacts and build alliances. Attendees spend 2.5 minutes with each person, in that time introducing themselves and promoting their business and services. All taking place in a fun, productive environment.

"The Speed Networking event not only provided my business the opportunity to be advertised but also myself as an individual to get out there and meet others like myself that have recently established their business or looking for resources and alliances."

*Christine Kastoras, of CKM Partners

If the buzz is anything to go by, this might be two-and-a-half minutes you can't afford to miss.

For more information, check out www.speednetworking.com.au or www.fastimpressions.com.au/speednetworking

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Online with Kwik Kopy

The Kwik Kopy website www.kwikkopy.com.au now has functionality which allows you to effectively manage your printing, artwork and artwork changes in just a few clicks. When you register you'll have your own personalised site, giving you access to our full range of products and services, all tailored to your needs.

There are many advantages to employing our e-commerce system. For one, you'll develop a more efficient workflow which will save time and money.

Secondly, all your artwork will be stored with us at Kwik Kopy, along with all print specifications, such as paper stocks and colours.

You can even edit your artwork online - a bonus for multiple stationery tasks with small changes, such as business cards. No need to re-supply artwork or upload files, saving on artwork costs and time.

You'll be able to track current jobs as well as view your order history, essentially giving you a convenient, centralised online record of all your print jobs.

And of course we are always on hand to help you with any enquiry or problem.

