



Corporate Design  
& Print Solutions

# ENJOYING YOUR OFFICE WORK-OUT



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IN PRIZES INSTANTLY  
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PRINT SPEAK

LIFESTYLE

PRINT TIPS

Issue 2 • 2010

# contact

A woman with blonde hair tied back is running on a city sidewalk. She is wearing a black and white striped short-sleeved shirt over a black tank top, black leggings, and white sneakers. She is smiling and looking towards the camera. The background shows a city street with cars, trees, and buildings under a bright sky.

*enjoying your*  
**OFFICE  
WORK-OUT**

In the time poor, 9-to-5 world which most of us occupy, we are lucky to have five minutes to ourselves let alone an hour at the gym, before or after work. But exercise is a proven mind stimulator and stress reliever, one that doesn't always require a treadmill and guaranteed to improve your efforts in the office.

While it may be somewhat of a cliché, a healthy body does indeed lead to a healthy mind. Experiments have shown that physical activity stimulates the mind by increasing the blood and oxygen flow to the brain. This increases the chemicals in the brain which assist the processing and applying of information.

Regular exercise also increases and sustains energy throughout the day, allowing you to stay focused on the task at hand. Whether or not you are physically active in your own time – weekend sports or the gym after hours – or even during office hours, such as walking during your lunch break, the benefits of exercise will soon become apparent.

"Being stuck in a swivel chair for six to eight hours a day isn't going to do much for your fitness level," says Tricia Duffield, of Trained By Tricia. "Your abdominals sag, your butt spreads, your feet swell, your heart clogs up, your muscles atrophy and your mind turns to mush."

A Sydney-based journalist-cum-personal trainer, Tricia knows a thing or two about spending hours slumped over a desk, and the stress brought on by deadlines. But she says you can counter the above effects, even if it's only for 10 minutes at a time (see below).

Exercise is also an excellent stress reliever, so rather than heading out for a cigarette when it all gets to be too much, take a brisk walk; either around the block or up a few flights of stairs.

Paul Timms, CEO of the Australian Institute of Personal Trainers ([www.aipt.com.au](http://www.aipt.com.au)), believes a team effort can provide a sense of fun and extra motivation. "Once a month, take your office out for an active team building activity. And mix it up each month – ten pin bowls, bushwalks, tennis, lawn bowls, indoor laser tag," Paul says, but insists you not celebrate post-match with junk food or alcohol.

And speaking of food, Paul suggests the removal of vending machines from the office and replacing junk food with healthier options during meetings and office celebrations is a step in the right direction.

"The office can't actually make you fat, stressed or tired. The combination of inactivity, poor nutrition and dehydration are in the hands of the individual," Paul urges. "It only takes one person in a workplace to lead a cultural change – it should be you."

## IDEAS FOR KEEPING FIT ON THE JOB

- If you take public transport to work, why not alight from the train or bus the stop before your office? Walking, especially briskly, will do your heart the world of good.
- The benefits of walking can also be deployed during a lunch break. Even if you pack your lunch, taking time out from your desk to go for a walk will work wonders. Also, take the stairs instead of the elevator when entering and leaving the office.
- Find a space (in the office or nearby park) and set yourself a 10-minute challenge: as many squats as you can do in a minute, followed by as many alternating lunges, as many push-ups, as many sit-ups and as many tricep dips. In 10 minutes you could do at least two rounds of this combination.
- It's not possible to install your own corporate gym, why not negotiate a corporate membership with a nearby fitness centre or Personal Trainer?

# FIT FOR PRINT

## 1. Talk about it.

If you set up your artwork correctly for print it'll save time and money making changes down the track. Talk to your designer and us before you start and we'll help you get it right from the beginning. Better still, ask our graphic designer to help you develop your artwork and then you'll know it's fit for print.

## 2. Know your size.

It makes sense to stick to common paper sizes. It's more efficient and the job will be far more cost effective.

## 3. Check your programs and pictures.

Talk to us and we'll guide you through the technical, the better programs to use and what to do with your pictures:

- a. Avoid Microsoft programs like Word or Powerpoint - they can cause problems for layout, font, colour and bleed in production.
- b. Use high resolution pictures - ideally images should be at least 300 dpi full size and saved as CMYK not RGB. For an explanation of print terminology read our Colour Printing Guidelines.

## 4. Proof your work.

You must proof your artwork thoroughly before it goes to print - mistakes can be costly. It's best to set up a system in your business so that at least three other colleagues view your artwork with fresh eyes to ensure any mistakes are picked up.

**Need some help? You can download our proofing checklist from the resource centre on our new website**  
[www.kwikkopy.com.au/resource-centre](http://www.kwikkopy.com.au/resource-centre)



# AUSTRALIAN INSTITUTE OF *personal trainers*

For personal trainers, their efforts with any client are not immediately visible – results take time. But Paul Timms, CEO of the Australian Institute of Personal Trainers (AIPT), found that when it comes to print jobs, Kwik Kopy are quite the reverse.

**In fact, Paul** chose Kwik Kopy Design and Printing Geebung for their name. Having placed a print job with a local company which had failed to deliver, AIPT needed to find another company which could provide a quick turnaround on the job. Paul did an online search and found Kwik Kopy. "They had to be fast, right?" he asks, half joking.

**"They answered the** phone, which is always a good start," Paul says of that first contact with Kwik Kopy Geebung. And proximity was not an issue for either party despite Kwik Kopy Geebung being a good 10-minute drive from AIPT headquarters. "They were keen to help us out. They even came around to pick-up the job," Paul recalls.

**AIPT provide training** programs for personal trainers. Their aim is to raise the standard and improve the profile of

personal training in Australia. Valuing the ideals of 'Leadership, Integrity, Excellence, Community, Sustainability', it would seem that AIPT and Kwik Kopy share a similar philosophy and make for the perfect team.

**More than nine** months later, the Kwik Kopy Geebung team continue to impress Paul and AIPT with their level of service, handling all of AIPT's printing needs: business cards, posters, manuals, compendiums, direct mailing material, and even a book.

**"It's an ongoing** relationship. We'll go to them first with any print jobs because there's never any stuffing around," Paul says. "I'd definitely recommend Kwik Kopy Geebung. They're quick and accurate, and any problems are quickly redressed, no questions asked. They've been excellent."



# THE CLEAN & LEAN DIET

*By James Duigan  
with Maria Lalley*

When Elle 'The Body' McPherson is quoted on the cover of a book with a ringing endorsement for the author and his body improvement methods, you can't help but take notice.

**In fact, short** of having Elle pose on the cover in a bikini (sadly, an unknown model actually does), claiming you can achieve a new body in 14 days is almost as attention grabbing.

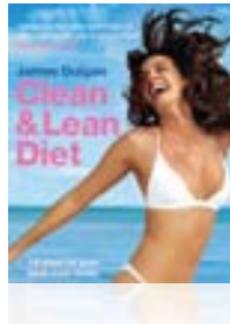
**James Duigan, one** of Britain's top personal trainers, has worked with many celebrities, including McPherson, so he knows the means to achieving the ideal body. And his co-author on The Clean & Lean Diet, Maria Lalley, Health editor for Grazia magazine, also knows a thing or two about the subject.

**And it's not** a matter of simply hitting the gym. For Duigan, achieving "your best-ever body" is a two-part process: getting 'clean' before you get 'lean'.

**Getting 'clean' involves** detoxing; purging the body of the harmful chemicals contained in the foods we eat. Duigan's book comes with advice on what toxic food and drinks to avoid, as well as meal plans to follow and recipes to try once you've commenced the program.

**You're new diet** also helps in the 'lean' process of Duigan's plan, combined with maximum-impact exercises – no-one ever got a new body by eating alone, not a lean one, that is.

**These exercises are** illustrated with step-by-step photography to guide you and ensure you're doing them right. It's like having your own personal trainer on-hand 24-7.



**The Clean & Lean Diet by James Duigan and Maria Lalley is published by Simon & Schuster. Jack Duigan will be on a book tour of Australia in June.**



*yoghurt dip 'n' fruit*  
An alternative snack for your lunchbox

- ½ cup natural yoghurt
- 2 tablespoons chopped Sanitarium Fancy Extra Large Dried Apricots
- 2 tablespoons chopped Sanitarium Roasted and Salted Pistachios
- 1 tablespoon lemon juice
- 1 red apple, thinly sliced

**Prep Time:** 5 min  
**Cook Time:** 0 min  
**Servings:** 2  
**Level:** Easy

- 1 Place yoghurt, apricots and pistachios in bowl, mix to combine.
- 2 Spoon into small plastic container with spill-proof lid.
- 3 Dampen paper towel and sprinkle with lemon juice, wrap sliced apple in this to prevent discolouration.

**NUTRITION FACTS**

Kilojoules	960kj
Calories	230cal
Protein	8g
Fat	10g
Carbohydrate	27g
Sodium	50mg
Potassium	800mg
Calcium	140mg
Iron	1.8mg
Fibre	6g

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

PRINT SPEAK

UP TO  
**\$35,000**  
IN PRIZES  
TO BE WON  
INSTANTLY

# PERFORMANCE UNDER PRESSURE WHEN IT REALLY COUNTS

## Strike and score every time with the Kwik Kopy team on your side

Every time you spend \$200\* or more with us on design and print services, you'll receive an instant Scratch, Score & WIN card. There's up to **\$35,000** in prizes to be won, including a brand new, limited edition Honda Jazz.

It's easy to enter, simply order in centre or go online at [www.kwikkopy.com.au/whenitcounts](http://www.kwikkopy.com.au/whenitcounts) to request a quote today.



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