

making the First 5000 connection

Our new partnership with this top Australian business network opens the door to a stream of fresh commercial opportunities.

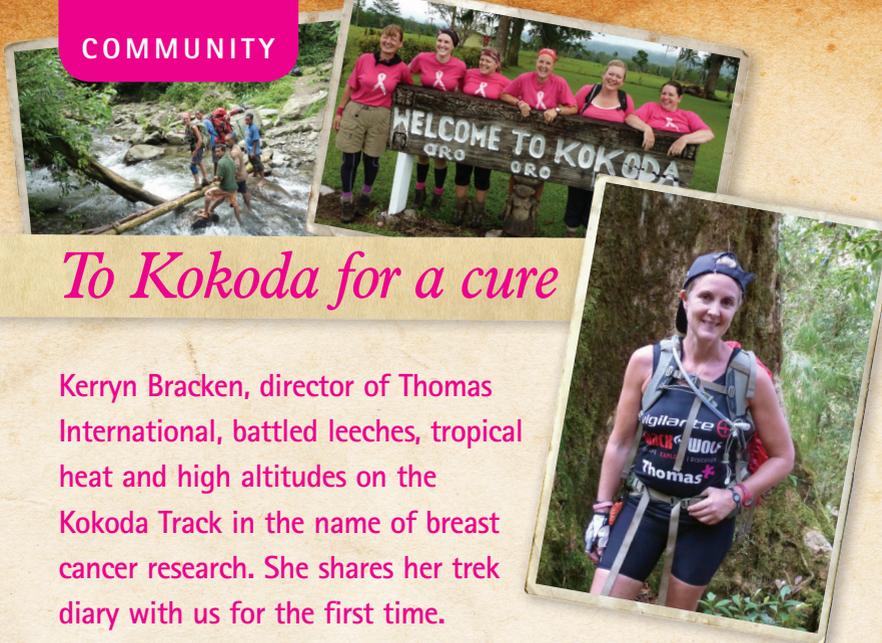
Kwik Kopy is pleased to announce its partnership with First 5000 – an invitation-only business alliance that connects executives from the nation's top 5000 mid-sized companies.

Kwik Kopy is the exclusive Corporate Design & Print category partnership – gaining unique access to an audience of powerful, high-growth medium-sized enterprises.

Launched officially on 20 October 2010 at Parliament House, First 5000 is the brainchild of public policy network Global Access Partners (GAP). It's aimed at initiating high-level discussions on the most pressing issues facing Australia's society and economy amongst First 5000 members – companies that employ between 20-199 people and report an annual turnover of \$10 million or more.



Like more information?
Visit www.first5000.com.au



To Kokoda for a cure

Kerryn Bracken, director of Thomas International, battled leeches, tropical heat and high altitudes on the Kokoda Track in the name of breast cancer research. She shares her trek diary with us for the first time.

Day 1: After a morning spent paying our respects at the Bomana War Cemetery, we make our final trek preparations at Owers Corner. The six of us Kokoda Chicks meet the 15-strong local crew who'll be looking after us over the nine days it will take to walk the 96km to Kokoda. I'm feeling fit and confident (if a little nervous), but I'm amazed at the easy-going skill of the locals – some of whom prefer to hike in thongs, or in one case, bare feet.

Day 3: Climbing to the top of Ioribaiwa Ridge, we pass the remains of both Australian and Japanese trenches. 23 river crossings today – which means changing from hiking boots to sandals, and back again, 23 times! This was furthest spot the Japanese made down the Track – as night falls on our camp, I try to imagine what the wartime view must have been, with Port Moresby's faint searchlights sweeping the distance.

Day 4: The hardest day. The Track turns into a near vertical ascent known as 'The Wall'. For hours, we're forced to heave ourselves up, using tree roots for

support. It's our shortest day walking, but the toughest – after all the leeches, mud and swamps, I'm shattered.

Day 6: We climb to the village of Naduri, and have the honour of being welcomed by one of the last remaining Fuzzy Wuzzy Angels (103 years old!) We're now higher than Mt Kosciuszko, and the constant cold drizzle on the hanging streamers of jungle moss make for a very eerie atmosphere.

Day 9: Up at 4am. As dawn breaks, the Kokoda airstrip appears ahead of us and the realisation sinks in – we've made it! Time for celebratory photos and tearful hugs all round. I'm so proud of my fellow Chicks – especially the one who is battling cancer herself. Truly, the trip of a lifetime.

Kwik Kopy was proud to support Kerryn, who successfully raised \$17,020 for the National Breast Cancer Foundation. For more information on starting your own fundraising project, visit www.everydayhero.com.au



Game on!

Get your customers onside with an Official NRL or AFL fixture card, branded with your company's logo, contact details and marketing message. With complete listings of each game and venue, they're an ideal way for your business to stay top-of-mind for the entire football season. *Check out the whole sensational range at kwikkopy.com.au*



Corporate Design & Print Solutions

©2011 Kwik Kopy Australia Pty Ltd. Kwik Kopy believes that the information in Contact Newsletter is up to date and accurate. However you are advised to check with the appropriate bodies for further details. If this newsletter was personally addressed to you and you would prefer not to receive any further direct marketing communications from us, you can request this by contacting a Kwik Kopy manager on the details below.



Corporate Design
& Print Solutions



taming your print

monsters



PRINT SPEAK

COMMUNITY

WINNERS

Issue 1 • 2011

contact

the new way to *tame* your PRINT MONSTERS

Is your business struggling with its ever-growing profusion of print material? We take a look at one print management system that offers a speedy, online solution for getting things back under control: Zenith Web2Print.

All of us agree that business growth is a good thing. But here's the paradox: growth can make it harder for your business to succeed, especially when it comes to managing your print requirements.

The reason? Growth has a way of quickly generating greater complexity. Product lines get longer. Business units bud off and flourish. Mergers could double your organisation's size overnight. More people working under your banner means more potential for internal confusion, for needless reinvention, and makes it harder to keep a tight rein on one of the business's fundamental assets: the proper presentation of its brand.

Kwik Kopy wants to help Australian businesses deal with this challenge. Our solution is called Zenith.

Zenith's strength is that it's a web-based management system. It empowers any member of staff with internet access and a password to self-serve their own print.

By creating a central online space for documents, it makes it easier to manage

them and update them as needed, making their production more cost-effective.

While it does an excellent job of reining in 'feral' designs (how many bad variations on your standard letterhead are circulating at your place right now?), it's also designed to easily accommodate personalisation. For example, a user can call up the standard business card template, enter their name and other details, proof their card on screen, send it to print – and have the order arrive on their doorstep within just a couple of days.

And it's not just for strictly print material. One early adopter of Zenith now uses it as a warehousing and ordering system for all kinds of branded material; lanyards, balloons – even t-shirts.

For more about Zenith and how it can streamline your print needs, call 1800 084 267 or visit kwikkopy.com.au



CASE STUDY

Ausure Insurance Brokers

"When our east and west coast businesses merged, we faced a logistics nightmare. We were having big problems controlling the consistency of our brand; colour not matching between printers, irregular formatting and numerous logo variations. I had to manually process each print order for every office – it soon became unworkable.

Kwik Kopy helped us create a print catalogue for all of our franchisees using tamper proof design templates for business cards, stationery, training manuals, leaflets – the list grew long!

Suddenly all of our logistics issues were resolved. It was inexpensive and painless to set up as Kwik Kopy did all the hard work. Now our Ausure Zenith Web2Print site runs itself and I feel confident that each order is right without the need to get involved. It's added incredible value to our brand and has made the impossible possible." *Graeme, National Operations Manager*

Zenith – easy as one, two, three:

- Choose a catalogue
- Customise data fields
- Preview & approve artwork
- Track & audit orders
- Full & easily customised admin



Special offer! Mention Kwik Kopy to receive a 10% discount on all wine purchases from Hanging Tree Wines. To order, visit 294 O'Connors Road, Pokolbin NSW, phone 02 4998 6601, or email emily@hangingtreewines.com.au. Offer ends 30 June 2011.



A \$10,000 redesign package for free? *Cheers!*

An ambitious Hunter Valley winery has won our Redesign Competition – but how exactly will they spend their prize?

After carefully considering entries from over 130 small-to-medium sized businesses, Kwik Kopy is proud to announce that the \$10,000 first prize in our Redesign Competition has been won by Hanging Tree Wines. A \$5000 runner-up package was also awarded to Bimbella Beef, a meat producer from southern NSW's Riverina district.

Hanging Tree won over the judges with their succinct submission, which explained – in less than 100 words – how some strategically-applied design would boost the next phase of their business's growth.

But even before the excitement of the win had a chance to fade, Kwik Kopy got down to work. As with any well-managed design project, the first step was to draw up a comprehensive brief – which called for a visit to Hanging Tree's sprawling 40 acre property in Pokolbin, to get a first-hand feel for the winery's unique character.

Hanging Tree's marketing manager Emily Perrett did an expert job of welcoming the Kwik Kopy team and treating them to a tour of the well-watered surroundings. As ducks splashed in the pond nearby, she outlined the challenges of the brief to Creative Director Richard Baker.

"**We have a** healthy pipeline of projects planned for the next 24 months. Our latest vintages are looking very promising, and we're already exploring some ideas for new blends, but where we really see scope for future growth is in marketing our venues and accommodation – the perfect location for wedding parties and cellar door visitors."

By the end of the day, the strategy was clarified. Hanging Tree required an evolution, not a revolution, with the design efforts split across two fronts: building their brand as an atmospheric, amenity-rich destination, and tidying up and extending the existing wine labelling range.

The work of crafting a suitably distinctive graphic solution would fall to Snezana Evtingioski, Kwik Kopy Mascot's senior designer. She already had a good direction in mind: "The Hunter Valley is already brimming with quality wineries and venues, so what's needed is something that will give Hanging Tree real cut-through, so they're not lost in the crowd. Luckily,

many of their competitors are relying on the same set of familiar, and possibly over-used, graphic tricks – so zigging while the others are zagging has a good chance of paying off."

Following the initial brief, Kwik Kopy Mascot returned with a project plan which showed how the design work would be rolled out progressively over three months. It also became a valuable tool that helped Hanging Tree assign priorities to the 16 unique pieces – from business cards to a corporate style guide – that form the scope of the project. **On a lighter** note, Snezana was looking forward to the next step: presenting the first concepts. "I mean, look at the key experiences we're talking about: fine wine, weddings and sleeping under a tin roof" Snezana laughed. "It's cosy, it's romantic – who *wouldn't* enjoy working on this brief?"

