



Corporate Design  
& Print Solutions

Your time is precious.





# Stop. And watch.

Printing in-house costs unnecessary time, money, effort and frustration. Stop doing it yourself and watch the savings when you outsource to Kwik Kopy.

Paper jams, copying personal documents, printing colour instead of black and white. These all cost your business time and money, not to mention other expenses such as:

- Paper and toner
- Monthly equipment payments
- Use of valuable facilities space
- Long-term leases
- Staff to complete the work

## Every second counts.

It's easy to think that printing in-house has to be quicker than outsourcing. Stop. We'll show you a recent real world example, where in-house printing versus outsourced was tested. You'll discover how Kwik Kopy delivered a cheaper solution and did the job in half the time.

Read our case study and if the thought of unnecessary printing, time and expense is ticking you off, talk to us.





PUBLIC RELATIONS  
MARKETING  
PROMOTIONS  
EVENTS

“Being a PR and Event Management business we regularly have the need to print material on behalf of our clients and with our reputation on the line we need a partner we can trust to produce a great product in turnaround times that can often be last minute.

We use Kwik Kopy for our print material; they are always reliable and able to meet our deadlines with professional and consistent quality at all times.”

Lee Michaelis, Managing Director  
Gray Management Group

# What **in-house** printing really costs

## Case study.

### THE CLIENT:

Gray Management Group

(A public relations and event management business)

### CHALLENGE:

The client needed to print 100 copies of an A4 document with bleed and special finishes as a last minute job for a conference taking place in 48 hours.

### JOB SPECIFICATIONS:

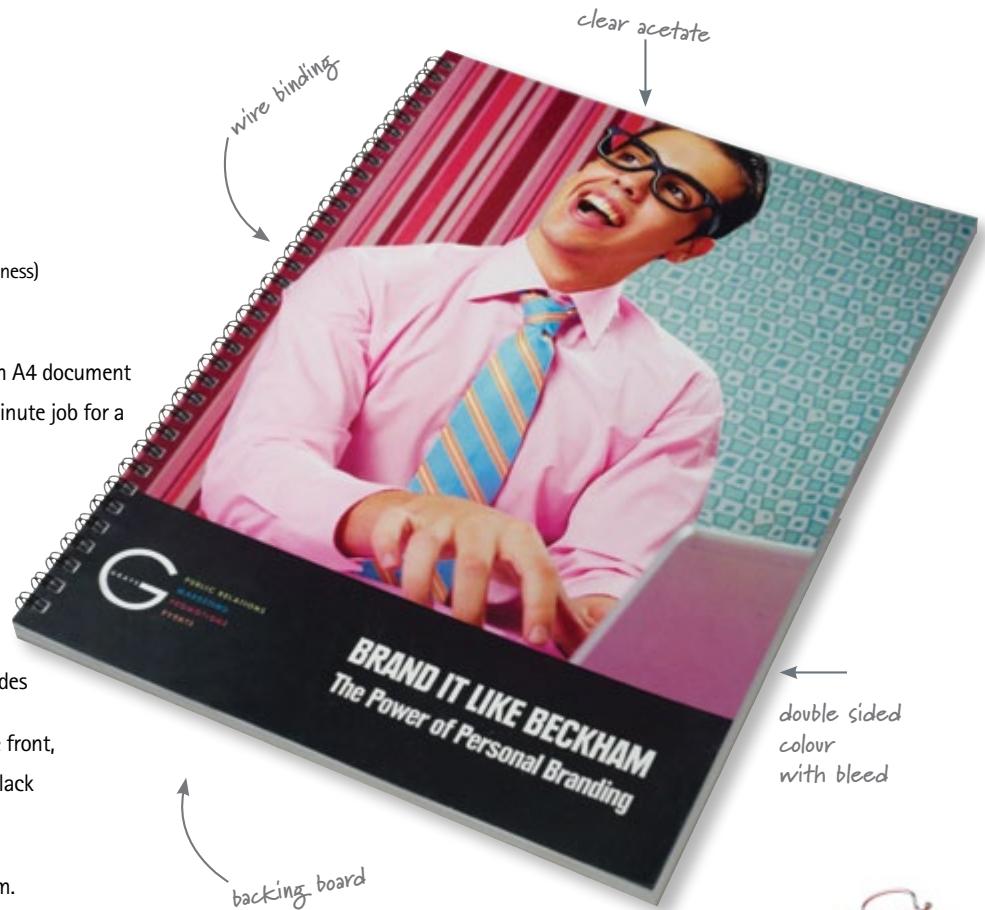
Qty: 100

Size: A4 document

Page: 50 leaves, colour on two sides

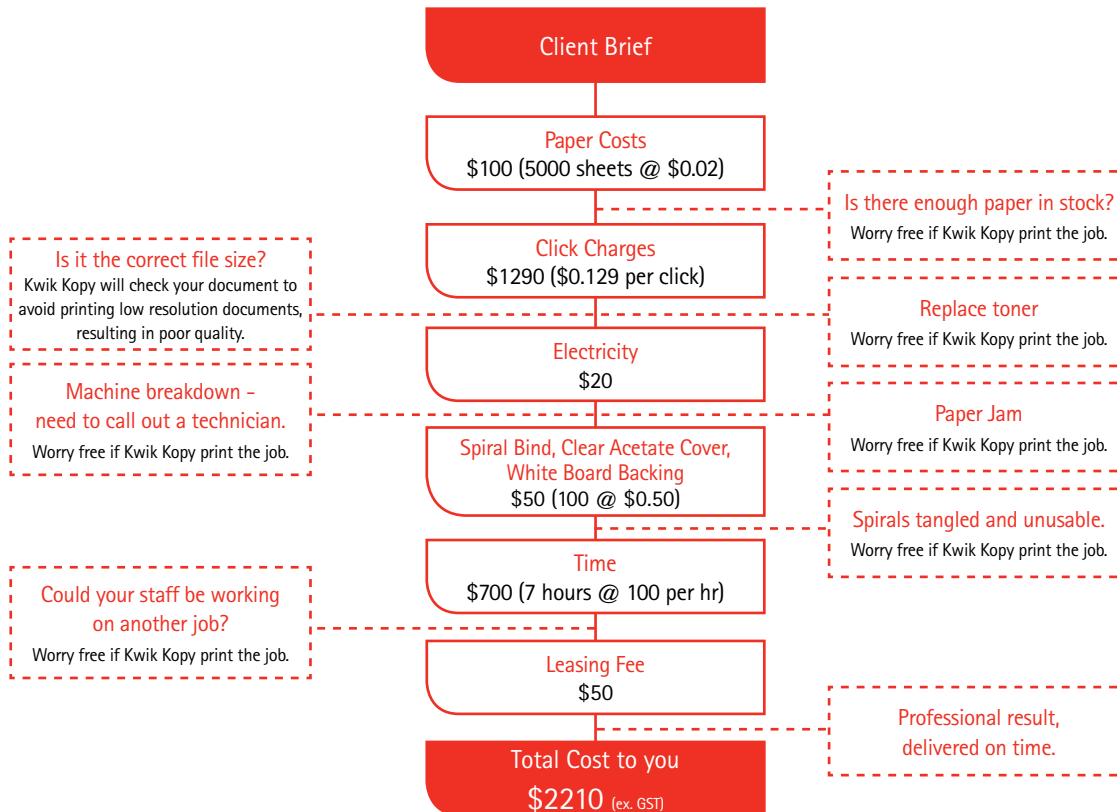
Finishing: Collated with clear acetate front, white board backing and black wire loop spine

Paper stock: Printed on A4 white 80 gsm.  
Grange Laser/Offset Smooth



# Compare the difference

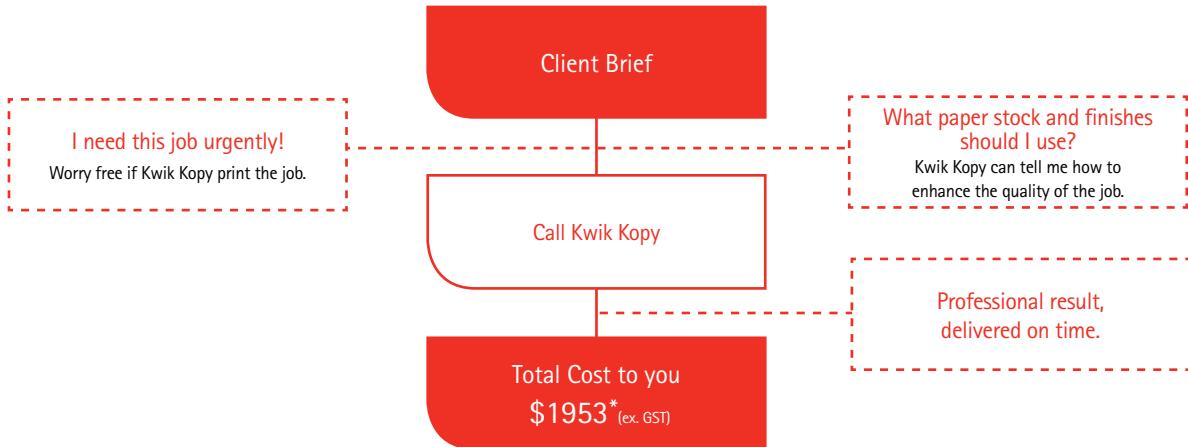
## Cost for Gray Management to print in-house



## WHY OUTSOURCE?

The client looked at doing the job themselves as they have a photocopier in the office and it initially seemed straightforward. However, after taking into consideration the time needed to print the job, the finishes required and the short turnaround they recognised the advantages of outsourcing the job to Kwik Kopy.

## Savings using Kwik Kopy



### RESULTS:

Kwik Kopy looked after the whole job, allowing the client to focus on other important tasks. A professional document was delivered with quality finishes, on time and for less money than if it had been printed in-house.

"We decided to outsource the job to Kwik Kopy as they could turn the job around in the time we needed, as well as supply a professional document. This not only saved us money but more importantly time, which we all know costs money!"

Lee Michaelis, Managing Director  
Gray Management Group





# Checklist.

We understand that it's not always possible to outsource every print job, so to make the decision easier for you we have put together a checklist to help with the decision making process.

Time: Can you afford the time needed to print each job?

- Purchase suitable equipment
- Stock up on toner cartridges and quality paper supplies
- Prepare 'print ready' files
- Adjust print settings as necessary for quality control
- Monitor the print job to fix paper jams
- Fold, collate and trim your job as necessary

Cost: Have you factored in all the hidden costs?

- Monthly equipment payments
- Variable supplies such as toner cartridges and quality paper stock
- Use of valuable facilities space
- Payroll and productivity costs
- Long-term leases
- Costly mistakes, reprints, paper jams

If you answered NO to any of the above then take a minute to consider Kwik Kopy.

Quality: Do you want a professional job with quality finishes?

- A choice of finishes, for example, wire binding, coil binding, laminating, oversize printing, cutting equipment, adhesive paper, paper stock choices
- Print options to give you the best end result
- Print your document to the edge and have it trimmed to the exact size (this is known as bleed)
- Sometimes print larger than A3
- Avoid printer 'burn out' from mass printing jobs
- Have a wide choice of paper quality, thickness, finishes and colours
- Colours precisely calibrated
- Colour management problems identified and rectified quickly
- An end product with a high resolution
- A finished product that saves your business time and money

Value-add: Do you want a quality end result delivered on time and within budget?

- Graphic design services
- Advice on how to produce your job to get the best value
- Order fulfilment and distribution
- Mailing services
- Additional items to complement your campaign such as pens, mugs, rulers
- Complimentary digital products such as an email blast or website banner

If you answered YES to any of the above then it's time to talk to Kwik Kopy.





# Time. Money. Stress.

Kwik Kopy can save you all three.

In-house printing is a key area of unnecessary expense, frustration and time-wasting. With Kwik Kopy as your professional print specialist, you can save on all three.

As well as harnessing our considerable print and design skills, Kwik Kopy also offers innovative systems and processes. Our Print Assess20 will review your print requirements to save you money. With Zenith Web2Print, your files can be uploaded, managed, updated and stored digitally. And we offer the full range of services: from print design to websites, we have something for everyone.

Make every second and dollar count. Go to the website to access our online calculator and see how much your in-house printing is costing you. Then talk to us about the time and money you can save outsourcing to Kwik Kopy. The clock is ticking.

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





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Something for everyone.

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