



Corporate Design
& Print Solutions

A close-up photograph of a woman with dark hair, smiling broadly. She is holding a small, square gift wrapped in yellow paper with white polka dots and a white ribbon. The gift is positioned in front of her face, partially obscuring it.

IT'S A GIFT.
THE SECRET TO SUCCESSFUL
PROMOTIONAL PRODUCTS

PRINT SPEAK

PRINT TIPS

WIN A CAMERA

Issue 3 • 2007

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contact



Always something there to remind me.

The lyrics of a 1960s Dionne Warwick hit should be the catchcry for marketers in businesses large or small. The big conundrum facing most marketers is how to achieve ongoing brand visibility, and ultimately sales, cost effectively.

When you consider that to run mainstream capital city advertising on a weekly basis runs into big dollars, it's easy to see that for most companies marketing dollars don't last very long.

Add to the equation that it is exponentially more cost effective to get more sales from existing customers than trying to convert new business, and you have a terrific case for the 'promotional premium'. What is a 'promotional premium'? It's a giveaway that promotes your business or a specific product or service within it.

If you have a fridge, the chances are you have a few promotional premiums stuck to it. The self adhesive magnetic strip changed the look of kitchens forever! Of course, today these carry free calendars, notepads, menus, shopping list pads ...you name it. There they live, reminding us day in and day out that if your drains block up, Pete the Plumber is just a phone call away.

One reason promotional products work as a marketing tool is because they have inherent value as a 'gift'. The psychology behind this is fascinating. Of the six prime influences on human behaviour, our need to reciprocate, that is give something in return for receiving a gift, is extremely powerful. (R. Cialdini, Influence). ▶





It is irrelevant as to whether we wanted the gift in the first place. We are compelled to offer something in return, and that is often your willingness to do business with the company promoting itself.



So the important issue is that your 'gift' should be seen as a genuine gift and not merely a promotional device. For example, fridge magnets that offer nothing more than your company details are seen as advertising (and as unoriginal to boot). But a nicely designed notepad or shopping list pad is actually a useful item and has inherent worth to the recipient. (How cheaply our loyalties are bought - fortunately for marketers!) In fact, the fun is in coming up with ideas that sell your business in a memorable and relevant way. A firm of electricians give away branded torch pens when they meet new customers. What a terrific reminder. It gets people talking because there is a sense of fun about the idea - if the fuse blows you need a torch.

Another clever idea for someone in the music business is to send out notepads with a musical note printed on them (get it?). People appreciate the thought that goes into something, whether it is nice design, a fun idea, or something new and fresh. For example a recruitment business sends out sets of printed beer coasters with the message "no drips".

In the corporate world people still love receiving desk pads with tear off monthly pages, calendars, branded sticky notes and sets of postcards, to name a few. The secret in business is to make it happen and so often we simply don't dedicate the time to do it. So make it easy on yourself and let your local Kwik Kopy centre do the whole programme for you. All you have to do is provide your logo and your mailing list or database and we take care of the rest.



bubbles

written by Peter Gresser

Getting a taste for Australian wine

With such quality being grown in our own backyard, we need not look beyond our shores to find some of the world's best wines.

Shiraz, cabernet sauvignon, chardonnay, sauvignon blanc, semillion and riesling are among our most popular wines, but there are in fact 130 grape varieties used by commercial winemakers in Australia today.

This, of course, means with so much choice, choosing the right wine can be daunting.

A good place to start with wine is simply trying a wide range, until you happen upon something you really like. Assessing wine takes just three senses – sight, smell and taste. From there, you'll soon develop a taste for particular varieties, vintages and, in time, even specific wine-growing regions of the country. Following you'll find a brief look at some of the basics for choosing a suitable wine and recognising some of our best known wine regions.

Which wine with which dish?

The old rule that 'red go with red meats, white wines with fish and poultry' is constantly under review due to the ever-growing multi-cultural nature of food in Australia today, coupled with the increased range of wines available. However, the old rule remains a sound starting point – and you're always free to trust your own taste when deciding what wine you like best with particular dishes. If you're planning to enjoy a beef dish, you can't go past a shiraz. Shiraz also goes well with Mediterranean dishes. Cabernet sauvignon goes beautifully with lamb, as does sauvignon blanc with oysters and other seafoods, while pinot noir or merlot are the

perfect companions for roast chicken. If you're going for Thai, best take a rosé with you, as neither dry whites nor dry reds generally suit this cuisine. Pork works well with both red and white wine.

Barossa, South Australia

Established in the 1840s, the Barossa is Australia's most famous wine area. It's wineries include Yalumba and Orlando (Jacob's Creek).

Pick of '06: Cabernet sauvignon is the pick of 2006 from the Barossa Valley. But for an unforgettable one try the 2004 vintage.

Hunter Valley, New South Wales

The first vineyards of the region were established in the early 1800s. Today, the Hunter Valley is recognised as the premium wine region of NSW and is known throughout the world for its unique semillion. It boasts labels such as Wyndham Estate and Tyrrell's.

Pick of '06: Wines are strong across the board, especially reds.

Margaret River, Western Australia

Although its first significant commercial plantings took place in relatively recent times (1967), Margaret River is one of Australia's leading wine regions. Famed for its cabernet sauvignon, merlot and chardonnay, Margaret River labels worth trying include Vasse Felix and Leeunwin Estate.

Pick of '06: Definitely go for a 2006 merlot or chardonnay.



Creating an Impact with Christmas Cards

While sending Christmas cards to friends and family each year is a kind gesture, don't forget that sending cards to business associates and clients can also make very good business sense.

Recent surveys show that people still prefer to receive traditionally posted Christmas cards (rather than SMS or email messages) and that personalised corporate Christmas cards can help build customer loyalty and supplier relationships and improve employee morale.

Corporate Christmas cards serve as an excellent reminder of who you are and what your business does, as well as spreading a bit of holiday cheer.

Kwik Kopy has designed its own range where you can have your own logo on the front – visible to all!

To choose from our huge range of premium Christmas cards visit www.kwikkopy.com.au or contact your local Kwik Kopy Centre. Or for something truly exclusive, commission your own card design from our Kwik Kopy designers.

Any customer who orders Christmas cards or calendars from the Kwik Kopy website is eligible to win 1 of 5 gourmet hampers from Hamper House valued at \$345 each!

Authorised Under NSW Permit No. LTPS/07/ 21178, ACT Permit No. TP07/ 02111, SA Permit No. T07/ 2172. Competition commences 10/08/07. Entries close 5.00pm AEDST on 14/12/07. Winners will be drawn at 17/12/07 at 12:30pm AEDST. Winners will be notified by mail and publication in The Australian on 19/12/08. The promoter is Kwik Kopy Australia Pty Ltd of 115 Sailors Bay Road, Northbridge, NSW 2063. ABN: 27 002 218 822.

client view

As the Marketing Manager of the leading provider of hospital beds & furniture I am responsible for preparing promotional pieces, conferencing and sales related materials. I use Kwik Kopy Marrickville for a variety of things, which can range from simple binding and folder compilation, right through to pull-up banners and plaque design and production.

The staff at Kwik Kopy Marrickville are always very friendly and professional. They focus on delivering superior customer service and have the attitude of "doing whatever it takes" to deliver the job on time. I know this first-hand as I have set them some very unrealistic timelines in the past and they have never failed to complete the jobs in time. I wish that all my suppliers were as thorough and as professional as the team at Kwik Kopy Marrickville.



Monty Parmar | Marketing Manager Australia for Medicraft Hill-Rom



WIN a Christmas Hamper!*
see website for details



Kodak Easy Share Digital Camera V530



Looking for a digital camera with sleek styling and fashion forward colours? Then the Kodak Easy Share Digital Camera V530 could be just the camera for you.

This compact little camera has some powerful photo power with a 3 x optical zoom lens, 5.0 megapixels image size, 2 inch LCD screen and 16MB internal memory. It can also take up to 80 continuous minutes of video with audio and has 20 different scene modes, to ensure you capture the moment perfectly.

The Easy Share V530 comes in range of colours including Absolute Pink, Red Shimmer, Midnight Black and Silver Essence and is business card size (92mm x 50mm x 22mm). It's incredibly small and is easy to carry around on the go.

actual size

COMPETITION



Kwik Kopy has a Kodak Easy Share Digital Camera **V530** to give away!

Kwik Kopy is giving you the opportunity to win your very own Kodak Easy Share Digital Camera V530 (in Silver Essence).

TO ENTER simply tell us in 25 words or less about the most useful, interesting or amusing promotional product you have ever received or perhaps sent out to your own clients.

Please email your name, business name, address, contact phone number and the location of your local Kwik Kopy Centre to contact@kwikkopy.com.au. Entries close 31st October 2007.

CONGRATULATIONS to the winners of the YOU: On A Diet competition; Renée Facer customer of Kwik Kopy Printing Centre Gosford NSW, Genia Vorwerk customer of Kwik Kopy Printing Centre Boxhill VIC.

Blind to folding?

Folding is one of the often overlooked considerations in print jobs.

You can create impact and use your printing space even more compellingly with effective folding. Folds can be used to create natural divides in information or to emphasise deliberate distinctions. Try using a simple reveal effect to create an element of surprise. Or use folding to fit a big message into a smaller space. Folding is a great way of combining function and form.

You may have noticed Contact Newsletter has undergone a redesign this issue, including a new folded format. By making the most of a roll fold we think we have created an even more interesting and vibrant Contact Newsletter for you.

Below are some common fold types which may help to maximise your message.



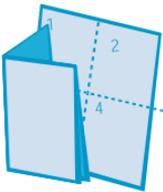
Main Fold
(4 pages)



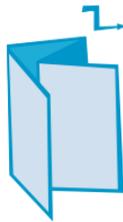
Plain Fold Horizontal
(4 pages)



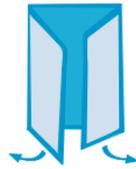
Z Fold
(6 pages)



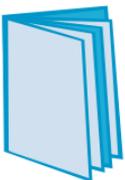
French Fold
(8 pages)



Accordion Fold
(8 pages)



Gate Fold
(6 pages)



Booklist Making
(Multiple Pages)



Custom Fold

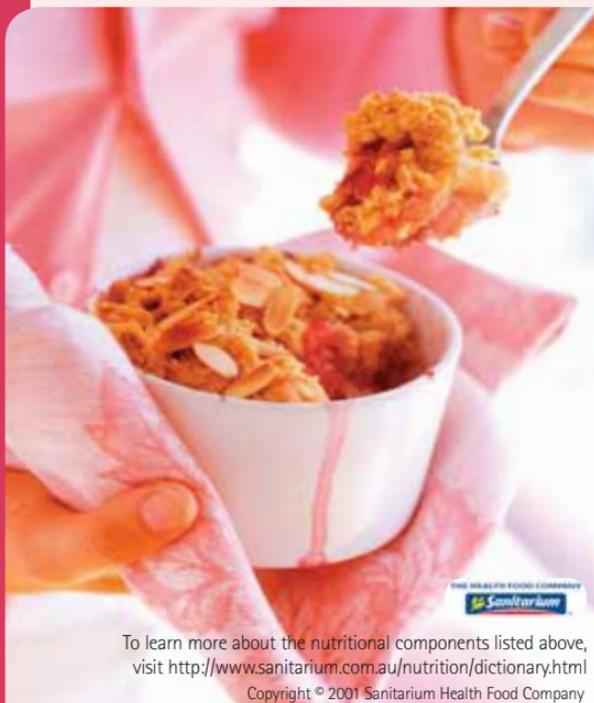


Roll Fold
(8 pages)



Individual Rhubarb Crumble

- 1 Combine apple and rhubarb in a microwave dish. Microwave on HIGH for 8 minutes, then divide fruit into four small ovenproof dishes.
- 2 Sift flour into a mixing bowl. Add almond meal, rolled oats and sugar. Rub margarine into flour mixture.
- 3 Sprinkle crumble and flaked almonds over apple and rhubarb. Bake in a moderate oven, 180°C, for 40 minutes or until golden. Makes 4 individual crumbles, serves 6 if made in one large dish.



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

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INGREDIENTS

6 green apples, peeled and sliced
 3 cups chopped fresh rhubarb
 1/3 cup wholemeal plain flour
 1/3 cup almond meal
 1/3 cup rolled oats
 1/4 cup brown sugar
 4 tablespoons margarine
 1/4 cup flaked almonds (optional)

Prep Time: 15 min
Cook Time: 40 min
Servings: 4
Level: Easy

NUTRITION FACTS

Kilojoules:	1540
Calories:	370
Protein:	5g
Fat:	15g
Carbohydrate:	47g
Sodium:	120mg
Potassium:	380mg
Calcium:	60mg
Iron:	1mg
Fibre:	7g



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