

print
speak

WE DESIGN & PRINT

At Kwik Kopy we love design and print, so this festive season, let us take care of all your corporate printing needs, leaving you more time to get on with the things you love!

Why don't you try something new this Christmas and send out variable data Christmas cards to impress your clients. Variable data printing is a unique and innovative tool that allows you to produce marketing collateral that reaches your customers on a personal level, improving communication and interaction.

It probably won't come as much of a surprise, but studies have shown that personalised marketing significantly outperforms generic communication. And with our help, it may not even take any more effort to achieve such a people-pleasing status than your current non-personalised campaigns already require.



Don't leave it to the last minute, talk to your local Kwik Kopy and start organising your Christmas Cards and gifts today.

recipe



SLOW-ROASTED PORK BELLY WITH CIDER-BRAISED CABBAGE

Serves 4 • Prep time: 30min • Cooking time: 2hrs 20mins



1kg whole piece of boneless pork belly
2 tsp olive oil
2 tsp salt
1 tbs olive oil, extra
¼ green cabbage, finely shredded
1 cup (250ml) apple cider
salt & pepper to taste
25g butter
1 tbs sugar
3 Granny Smith apples, peeled, cored & cut into thin wedges

1 Preheat oven to 220°C (200°C fan-forced). Using a knife, score the rind, cutting into the fat but not the flesh. Score the rind 1cm apart. Remove any stray bristles from the belly, rub the rind with the olive oil and massage thoroughly with salt.
2 Place pork on rack in roasting pan, skin side up. Roast for 30 mins or until skin begins to puff up & look crisp. Pour water into the base of the pan from time to time to prevent juices from burning.

3 Turn oven down to 160°C (140°C fan-forced). Roast pork uncovered for a further 1½ hrs. Remove from oven and rest pork for 20 mins.
4 Heat olive oil in deep pan over medium-high heat. Add cabbage and cook for 5 mins until it begins to soften and collapse. Add cider, simmer and cook for 10 mins until it reduces. Season with salt and pepper.
5 Heat butter in frypan until it's foaming. Add apples, stir until they begin to soften. Add sugar, cook over medium-low heat for 10 mins until apples have softened and caramelised. Serve pork belly in thick slices on a bed of cabbage, accompanied by apples.

TIP: Make sure pork belly in very dry before scoring and cooking. Leave it uncovered in the fridge for 24 hours before cooking.

Format: Paperback, Published by: Ebury Illustrated, RRP: \$39.95

campaign
corner

CLIENT WINS BIG 'UNDER PRESSURE'



After scratching his way through a lucky scorecard, long-time local Kwik Kopy Strathpine customer Glenn Nelson became the proud owner of a brand new, limited edition Honda Jazz after spending over \$200 on designs and print services in-store during the Performance Under Pressure promotion.

"I've been coming to Kwik Kopy Strathpine for years because they always produce such high quality material, but it's competitions like these that recognise loyalty that really get people coming back. I can't wait to take my brand new prize for a spin," said Glenn Nelson.

The Performance Under Pressure: When it Really Counts competition saw over \$35,000 of instant prizes up for grabs – including the Honda Jazz and Apple MacBooks.

Collette Watson from Kwik Kopy Strathpine said; "It is great to see the major prize go to someone as deserving as Glenn."

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Corporate Design & Print Solutions

At Kwik Kopy we're always putting our customers first and it's important to acknowledge them through other incentives, such as this competition."

Congratulations to all winners of the promotion. These include:

- **Apple MacBook Winners**
Jancis Tan, Kwik Kopy North Sydney
Kathrine Iahn, Kwik Kopy Norwood
Jull Varney, Kwik Kopy Miller Street
- **iPod Touch Winners**
Jenny Stratfold, Kwik Kopy Norwood
David George, Kwik Kopy Townsville
Tracey Lang, Kwik Kopy Exhibition Street

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Corporate Design
& Print Solutions

We all want to create a great impression and get the best results we can for our businesses. Follow these simple design tips and give your print communications the edge.

Getting great results for your business is not always about watching the bottom line. It can also be about the top line, the photographic line, the graphic line, and how many words to the line...

In fact, how your written and online communications look can say a great deal about you and your business to your clients and potential customers. If a design is too busy, too complicated, unbalanced, unfocussed, or ugly, it can do you more harm than good as your audience takes away the wrong impression. But there are some simple design principles that can help you get the best-looking message across to the public – establishing you and your business clearly and professionally.

When you need to be heard, design speaks volumes... so turn it up, read on and get a free design consultation online at www.kwikkopy.com.au

WHEN LOOKS COULD KILL



1 BALANCE

An unbalanced page can create a feeling of tension. Looking at it you feel it might tip, or things might slide off the page. Simple designs work best. Designs that are out of balance, filling every available space or overly complicating the message by adding unnecessary elements are confusing, can send out the wrong message and may bring about unanticipated customer reactions. There is a reason why Google's home page appeals to millions of users – what you see is what you get.

2 STORYTELLING

Create a story about who you are and what your business does by chunking information into bite size pieces to help promote comprehension and readability. It's important to emphasize the most important part in your story – making something larger, shaped differently or using colour can draw the reader's eye to it. It's also extremely important for communication to look clean, clear and "attractive". If something's "good looking" people tend to believe it's easier to use and make a reader feel positive.

3 COLOUR

Small areas of vibrant colour (coloured boxes of type or crossheads in colour) can be used to balance larger more neutral areas of colour in, for example, an image or blocks of formal type, such as 'terms and conditions'. Colours also alert an audience to certain things. They are symbolic message givers: red is about remaining alert, blue can denote authority, gold and silver are perceived as prestige, green is about environmental sustainability.

4 EYE DIRECTION

Your eye can be led to a certain point in a picture depending on how the elements are arranged. If the people in an image are looking in a certain direction, your eye will be led there as well. Using elements, such as triangles, arrows, star bursts, can also lead the reader's eye to certain key points without unbalancing the page.



IN THE SPRING of THEIR CAREERS

Come experience these emerging artists' works at the Museum of Contemporary Art's popular Primavera series, on from August 19 to November 21, 2010.

The annual Primavera exhibition at the MCA (Museum of Contemporary Art) has gained a seriously good reputation for uncovering new talent in the visual arts. Artists such as Shaun Gladwell (who recently returned from Afghanistan as an official war artist) and Mikala Dwyer (who was on at the 17th Biennale of Sydney) are two that spring to mind.

Following a nationwide search, this year's artists have been selected to highlight their own achievements and promise in a variety of disciplines rather than to exemplify a specific movement or theme.

The works on show this year, by Akira Akira, Julie Fragar, Agatha Gothe-Snape, Alasdair McLuckie, James Newitt, Jackson Slattery, and Emma White, couldn't be more different stylistically. Alasdair McLuckie, who we spoke with, works in biro on paper, while Emma White works in photography and in polymer clay; James Newitt works in video and photography; Julie Fragar in oil paints.

What they all share, says Primavera 2010 guest curator Katie Dyer (curator at the National Art School, Sydney), is a reputation for high quality production values and innovation in their practice.

Primavera was founded in 1992 when the MCA and Dr Edward Jackson AM and Mrs Cynthia Jackson AM and their family decided to celebrate the memory of their daughter and sister Belinda Jackson, a talented jewellery designer who passed away at the age of 29, with an exhibition to celebrate young talent. Primavera is now 19 years old and artists must be between 26 and 35 years old to be considered for inclusion. Audience attendance levels have grown steadily. In 2009 61,500 people visited – a growth of more than 30 per cent in four years.

WIN a beautifully designed publication outlining the Primavera 2010 works. Showcasing artworks by rising young Australian visual arts stars as chosen by the MCA, the Primavera catalogue is your personal memory of one of Sydney's favourite exhibitions. It also provides a fascinating commentary on the process of the exhibition, the artists and their works as told through the eyes of Guest Curator Katie Dyer, as well as Primavera's heartfelt history. Valued at \$30, all you need to do is visit www.kwikkopy.com.au/ecom to enter your details and tell us in 25 words or less why design is a crucial link to achieving your business goals.

HOW WE WORK

By working with a Kwik Kopy designer you can be sure you're getting someone who will think through every design detail to reinforce your unique selling points and produce a top quality printed piece that will grab attention and get you results.


Brief and consultation

Tell us what you need and we can work with you to hone your thoughts into a working brief that ensures we're all on the same page.


Concept creation

This is where we take the brief and come up with ideas for you to choose from.


Design development

Once you've chosen a concept, we turn it into the pieces you need.


Feedback and proofing

As the pieces come together, we'll talk with you to ensure we're on brief and get your approval at each draft stage.


Design delivery

Voila! A quality finished product that looks the business and most importantly, gets you great results.

great ideas happen by design