

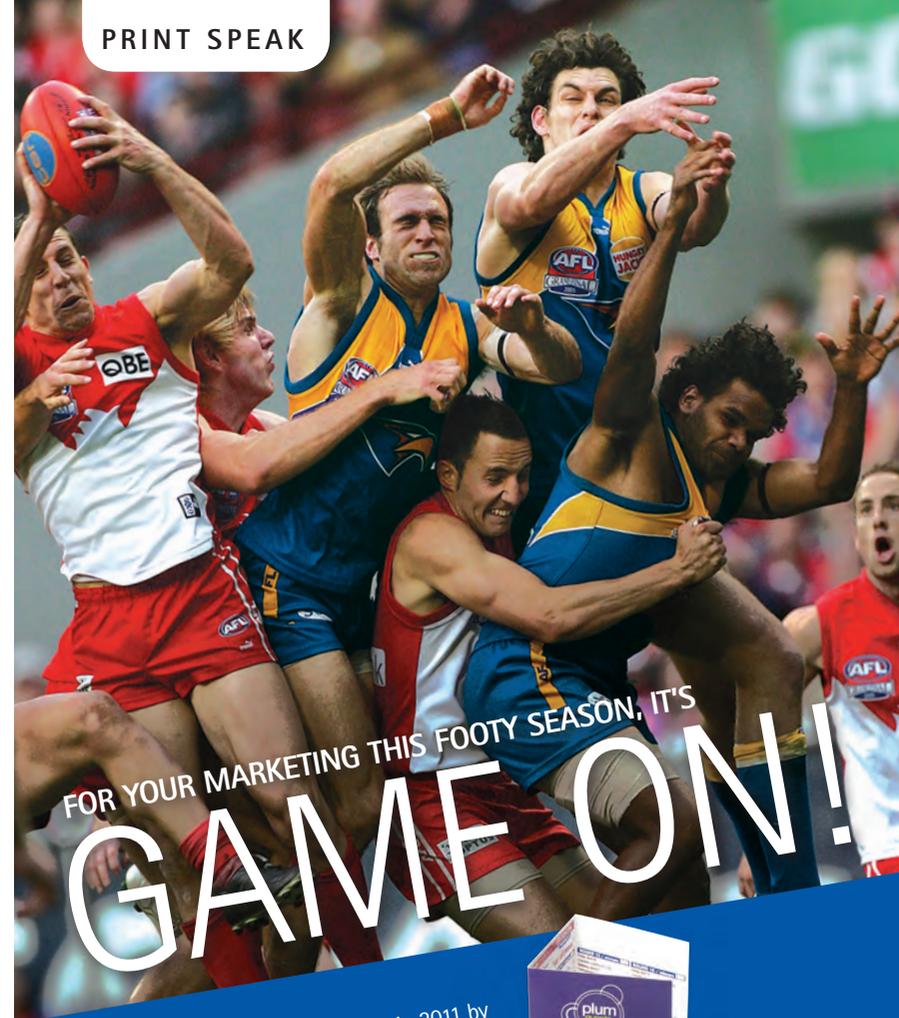
The books that change lives

Over a vast sweep of remote Australia, one woman is on a mission to bring the power of books to the kids who need them the most.

Imagine not knowing what a book was, until you saw one for the first time once you'd started school. If, like many of us, you grew up with the comfort and convenience of Australia's big urban centres, it might be a bit of a stretch – but for many kids growing up in the isolation of the Top End and the outback it's an everyday reality. **Kim Kingston is** determined to change all that. She launched the Books In Homes program in 2001 as a way to boost literacy levels in remote communities starved of libraries and bookshops. And, year by year, she's

gratified to see the difference it's making. "Putting books in the hands of these kids has a ripple effect: adults are now reading more to keep up with their children. While there has always been a high value placed on oral storytelling in these communities, there's a growing respect for the idea that mastering written English as well is the key to unlocking a whole new range of possibilities." **As a firm believer** in the power of the printed word, Kwik Kopy is proud to be a supporter of Books In Homes. As Kim explains, "In the Kimberley area of Western Australia, about an hour's drive from the nearest town, is the Nyikina Mangala Aboriginal Community Independent School. Kwik Kopy's commitment has ensured that each of the school's 20-odd students receive nine new books a year, every year, and will continue to in the future."

If your business would like to support the work of Books In Homes too, please contact Kim on 02 9434 2488 or visit booksinhomesaustralia.com.au



FOR YOUR MARKETING THIS FOOTY SEASON, IT'S
GAME ON!

Kick some goals for your business in 2011 by giving your customers an official AFL or NRL football fixture card. Fixture cards display your company's logo, services and contact details and are an ideal way to put your brand in front of your customer's eyes for the entire footy season. Speak to us today at Kwik Kopy about planning your fixture card programme for 2011 or visit kwikkopy.com.au



WIN!

For your chance to win one of three \$100 Coles Group & Myer gift cards, just let us know your answer to this question:

What's one thing you must do every day?

To enter, please visit www.kwikkopy.com.au/ecom and enter your details.

Don't miss out! Entries close 30 November 2010.



...and congratulations to the winner of the last issue's Primavera 2010 competition: Madeline McGrath, customer of Kwik Kopy Exhibition Street, Melbourne.

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Corporate Design & Print Solutions



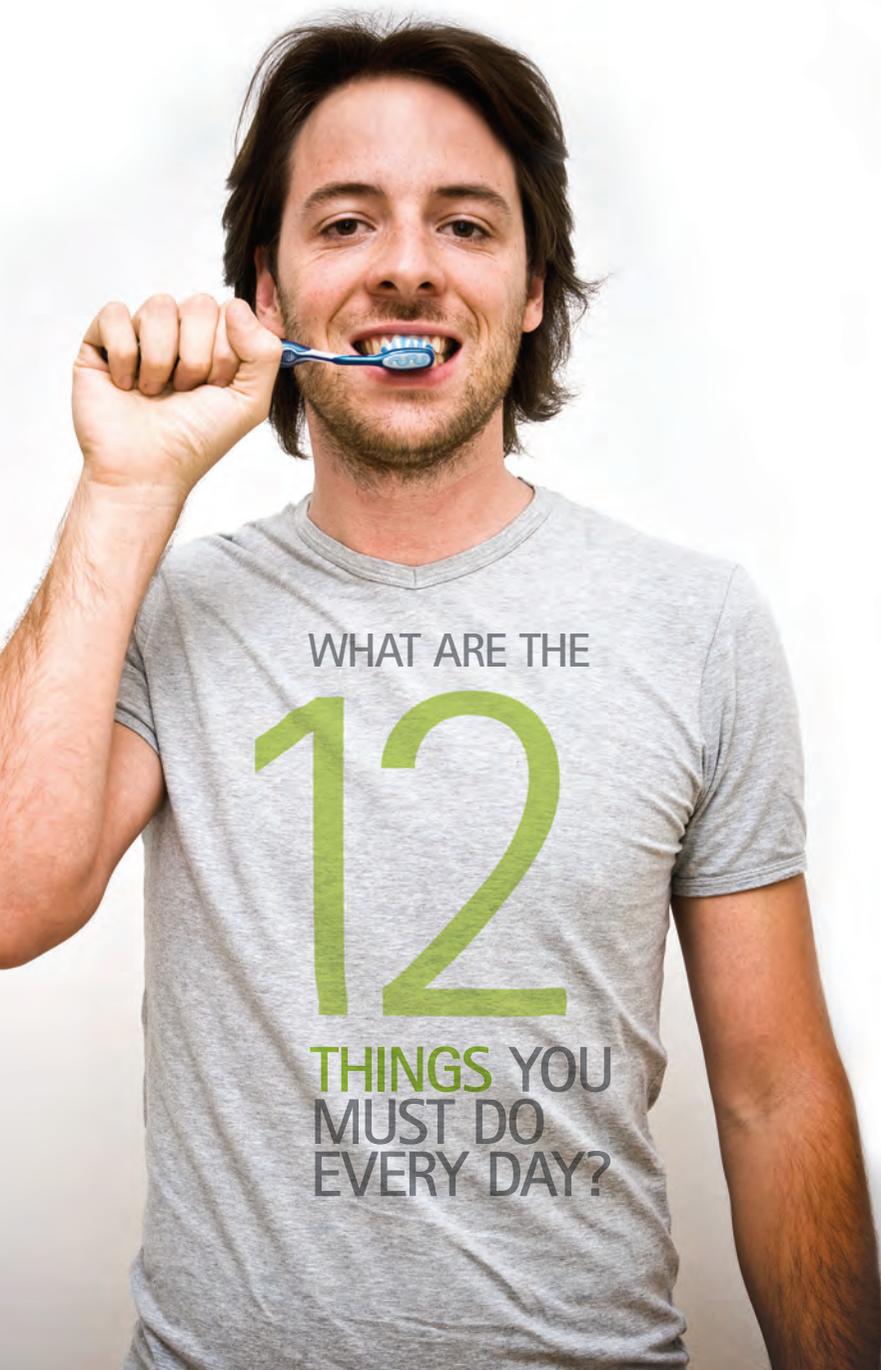
Corporate Design & Print Solutions

12

THINGS
YOU MUST DO
EVERY DAY



WIN!
One of three \$100 Coles Group & Myer gift cards



Stressed out? Time poor? Well, relax. We review the most popular life-coaching tips on the web and get your priorities absolutely sorted once and for all.

- 1 Get eight hours sleep a night.** Easy! A double win: more time sloughing in bed, more feelings of upstanding virtue the next day.
- 2 Eat two serves of fruit and five serves of vegetables a day.** Might just be less daunting than it sounds when, according to gofor2and5.com.au, a cupful of loosely-packed greenery counts as a serve.
- 3 Drink three litres of water a day.** Hang on – didn't it used to be only two litres?
- 4 Make your own lunch every day instead of buying it.** Smart one. If that's saving \$5 a day, that's equivalent to a return flight to London every year.
- 5 Do at least half an hour of exercise each day.** Do all the extra visits to the bathroom after drinking three litres of water count as exercise?
- 6 Get out of the office to eat your lunch.** Could this be combined with #5 above? Two birds, one stone.
- 7 Start power napping.** But only if you've stayed up way too late on the internet the night before. See #1.
- 8 Do one thing every day that scares you.** Deliver a presentation with zero preparation? Go commando? What did you have in mind?
- 9 Get home in time to have dinner with your family.** Yes, quality time is important, but really this is the perfect opportunity to pack in more of those two-and-five serves.
- 10 Spend some meaningful time with your partner.** Perhaps you can discuss in depth how well that zero-prep presentation went.
- 11 Get some 'me' time.** Absolutely! No more water! No more sleeping! This is *my* time, and I'm going to read this trashy gossip mag for as long as I want.
- 12 Slow down and smell the roses.** That's right – after all that time devoted to exercise, resting, eating, bonding and scaring, I've got even less time to get through my actual workload. A sure recipe for a more stress-free lifestyle. Maybe it's time to add a final tip:
- 13 Be more ruthless with setting priorities and deciding who to take advice from.**



FAMILY DAY CARE AUSTRALIA represents the 12,500 educators who work in the home day care industry. The busy marketing team serving this huge membership base faced a logistical nightmare – but Kwik Kopy Gosford had an exciting solution.

Sisenanda Santos, FDCA's National Marketing Manager, sets the scene. "Because we're such a small team, we're constantly kept busy coordinating research, helping our members untangle insurance issues and lobbying on their behalf. In July this year, we realised we also needed a more cost-effective way to get our material in the hands of our members." **Sisenanda approached** a number of local printers, including Kwik Kopy Gosford. "Theirs was the best response by far. They were the only ones to return with a bound proposal, which detailed a step-by-step, properly thought-out plan for meeting our needs. Having something tangible made the job of selling the idea internally so much easier."

The proposal put forward a customised online ordering system based on Kwik Kopy's own Zenith platform. Members could log-in, order any of the 20 FDCA-branded items

on display, including DL brochures, notepads, envelopes, business cards, bags, lanyards – even balloons – and have them arrive at their door within a brisk five to seven days.

Having come up with a winning solution, Kwik Kopy's next challenge was to have it up and running in time to be launched at an FDCA event that was barely two weeks away. "To be honest, some stakeholders were a bit skeptical of the timing," recalls Sisenanda. "But I'm pleased to say Kwik Kopy delivered. Now that we're three months further down the track, their team has even been able to tweak the system in line with our feedback. Now we have a solution that really makes it easy for our members to access our brand. Kwik Kopy Gosford are always friendly, approachable and on call. It's been quite impressive!"

To find out about how Zenith Web2Print solution could benefit your business, call 1800 084 267 or visit www.kwikkopy.com.au

NEW CARBON-NEUTRAL PAPER IS AHEAD OF THE CURVE

Did you know there's an Australian-made paper that feels good, prints superbly and now has even more impressive green credentials?

Why has Onyx, from CPI Paper, been a popular stock since its launch in 2008? Maybe because it ticks a lot of the important boxes for a good quality, general use paper. First, it's 100% recycled. Second, it's made locally. Third, it's earned an impressive number of environmental certifications for the care that's taken at every stage of its production process.

And now there's another reason. Onyx, like all the paper produced by the Shoalhaven mills on New South Wales' south coast, has recently been certified Carbon Neutral by the Australian Government's Greenhouse Friendly ratings. To celebrate, all sheets of the 90gsm weight of Onyx Smooth Quartz White now carry a discreet 'Carbon

Neutral Paper' watermark – a subtle way to draw consumer attention to the sustainable changes taking place in our paper industry.

But apart from its green credentials, Onyx also offers excellent printability and a satisfyingly substantial feel when held. And because most weights are laser and inkjet friendly, and have matching Smooth finish DL envelopes, it's a perfect choice for general business stationery such as letterheads and with compliments slips.

To see Onyx for yourself, and discuss how your business printing could generate a smaller carbon footprint, feel free to talk to one of the team members at Kwik Kopy.

ONYX

