

Bob's Communiqué

October 2014



IT'S ALL

“...judge a
book by its cover”

In this age of rapidly advancing technology and micro-biotic scrutinising; a lot of emphasis is placed on “Image”. The public perception of anyone, any business or for that matter anything is crucial to the successful or otherwise outcomes aspired to by that entity. Focusing on the business world, the image that is projected to your customers is the very first evaluating point at which your operations are put under the microscope.

A positive business image is defined as “the opinion of your business that you deliberately try to create in the minds of other people.” This opinion can and is influenced by a myriad of actions, events and components. As the company owner, manager or developer, your very actions can and will influence your image.

In the A to Z of successful business dealings the building blocks of a positive image are manufactured at every stage of the process. From the initial contact, to exposure of products and services, quotations, consultation, contracting/hiring, design, development, delivery, payment and finally customer satisfaction. All of the above and many more, sectional activities afford the company the definite and deliberate chance to enhance a positive Image.

One of the very first and consistent opinion shaping components is in the printed material portfolio. It may happen with the giving of a business card, the distribution of promotional material, the writing and sending of a letter, the providing of clear and understandable quotations, invoices, technical sheets and more. It is said “you should never judge a book by its cover”. But how many of us do? Just as influential is a customer’s first perceptions.

ABOUT IT M A G E

So if we are to deliberately create a positive opinion in our potential and existing clients minds, then we must enhance this enlightenment with the most meaningful and appropriate materials to support our desire.



“Christmas is coming,
the geese are
getting fat,
put another
penny in the
old man’s hat”



The old children’s rhyme is a reminder that we are nearly at that time of year again. Cracker Print and Paper are promoting the “Charity Christmas Cards”.

This project is an opportunity for companies to have their personalized cards produced at a very reasonable price and at the same time ensure valuable funds are donated to selected worthwhile charities.

This year’s charities are The Heart Foundation, Children’s Cancer Institute and National Breast Cancer Foundation. There are 21 fabulous designs to pick from and the cards are supplied with envelopes.

- Send Good Wishes to your Clients.
- Help provide much needed funds to worthy charities.
- Give Australia Post a bit of a boost and send some mail.

Give Bob Ryan or any of the Cracker Team a call for a Brochure and Price List.



CRACKER
PRINT AND PAPER

Doing our Bit for the Community

Cracker Print and Paper has a long and proud tradition of supporting community groups and individuals who are striving to improve the life of others less fortunate or trying to achieve something extraordinary.

If you belong to such a group or are inspired to greater heights; go to our website at www.crackerpp.com.au and download the sponsorship request form. You never know, we may be able to help each other make our place a little bit better.

Harry the Handfed Platen - 1893 - ...

G'day or should I really say Howdy, for I come from the "Good ol USA". I was born in 1893 at a factory owned by engineering company Chandler and Price in Cleveland Ohio. I was designed, shaped and manufactured using the most modern up to date plans and methods available towards the end of the nineteenth century.

I am a Printing Press using the Letterpress method of transferring ink from cast type to paper. In my youth I was considered to be one of the most



impressive and effective machines on the market. You may have seen one of my relations starring in some of the old cowboy movies that had scenes from a newspaper office or the likes. An old visor capped printer would be standing over the cousin feeding in sheets by hand to print the latest goings on in the Wild Wild West.

On a personal note I was shipped to Australia very early in the twentieth century and in 1909 became one of the very first printing presses at

the newly established Harrison Printing Company in Toowoomba. Right up until the early 1970's my mechanical skills were used on a daily basis to produce quality printed material for the many and varied customers.

Over my extensive years of service I have had the honour of being operated by numerous qualified craftsmen and also played a major role in the teaching of quite a few letterpress machining apprentices. One of those apprentices is helping me write this autobiography; Bob Ryan began his education as a printer, hand feeding sheets of blank card, way back in March 1964. As testament to the engineering skills of my makers I continue to be in perfect working order and could still turn out a quality business card or two. Over the next few issues of our newsletter, I would love to tell you of some of the exciting and exhilarating times I have had producing printed product for the people of Australia.



metal plate



red ink used for
printed impression

Menu

1. colour brochures
2. posters
3. business cards
4. letterheads
5. envelopes
6. books
7. magazines
8. labels
9. continuous stationery
10. calendars
11. signs
12. magnets
13. self inking stamps
14. presentation folders

Win A



Fuel Voucher

Just by getting an obligation free quote on your next print job during October you will go into the draw to win a \$50 Fuel Voucher.



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