

BOB'S COMMUNIQUE
NOVEMBER 2014

CRACKER PRINT AND
PAPER PTY LTD



WIN A \$50 FUEL VOUCHER STOP DETAILS INSIDE STOP CHRISTMAS IS COMING STOP
COMMUNICATION THE NAME OF THE GAME STOP ON THE ROAD AGAIN STOP FEATURED
PRODUCT STOP HARRY THE HAND FED PLATEN STOP

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OCTOBER 2014 \$50 FUEL VOUCHER WINNER: MATT GREGG

RECEIVED
11 2014

“COMMUNICATIONS” THAT’S THE NAME OF THE GAME

Establishing a positive business image is the first process to be addressed in the development of successful business contacts and outcomes. By following the tenets of last month's “Its’ All About Image” article and using all the opportunities and tools at your disposal it could be construed that your positive business image is well under way. At this point in the business building cycle a little revision would be appropriate. Have you looked both at your internal and external operations realizing that both areas rely implicitly on each other? If you are happy that you are achieving the desired results in creating a positive business image then in summary it should be;

- You have the product right.
- You have trained and readied staff.
- You have the proper systems in place.
- You have the appropriate branding in place.

Now this is the opportunity for communications to play a vital role in the on going success of your enterprise. Any and all communication takes place through the use of your senses. This might seem a very sweeping and vague statement; but if you analyze it you will see it is correct. We all communicate either by sight, sound, touch, taste and feelings. How or via what medium you transmit your message is a decision that should be taken with advice from professionals in the area of effective transfer of information.

Cracker Print & Paper are experts in the construction and dissemination of printed communications and can offer the astute business person a wide variety of opportunities to relay their positive business image to the market place. Many different printed products are available to effectively and economically reach the potential customers.

An email to bob@crackerpp.com.au can get the ball rolling and let the market place know:

- Who You Are!
- What You Do!
- How to get in touch with You!



THE
NAME
OF THE
GAME

com•mu•ni•ca•tion
communicating; tran
messages, or informa
cations (used with a
using words effecti

???? BRAIN TEASER \$\$\$\$

Q: There is a ship in the sea that is worth millions and will likely never be recovered. What is it's name?

To make sure you're in the draw to win the fuel voucher, submit your answer to:

bob@crackerpp.com.au



**YOUR ANSWER COULD
WIN A \$50 FUEL
VOUCHER**



Bob Ryan

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(new number)

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**“Christmas is coming,
the geese are getting fatter”**

**(LESS THAN 7 WEEKS TILL
CHRISTMAS)**

**Christmas card
orders still
accepted!**

**Call or email for
brochure & pricelist**

On the Road Again!

On November 17th Business Development/Sales Manager Bob Ryan will be embarking on the last West by Northwest tour of duty for 2014. Bob is looking forward to renewing and creating friendships with the many business people of the regions traversed.

This Journey (some say holiday) is a continuation of the commitment Cracker Print & Paper and its predecessor Harrison Printing Company have upheld for many years. Names such as Les Feldsman, Audrey Hollingsworth, Merv Quigley, Gentleman Jim Harrison and Eddie Zoet are very familiar to our customers. Some of the characters that will be once again visited, as on many occasions over the last half

century or more, are Bob Spilsbury of the Min Min Store Boulia, the lovely Barkley Hire girls in Mt. Isa, Chris at Snow's Bakery in Alpha, Ellen at Julia Creek News, Lynette of the Ampol Station Cloncurry and Jamie and Patsy Worland of Mercury Business Supplies Longreach. Of course there are many more delightful people to meet and greet.

On this particular trip the trusty RAV 4 will be transporting 2015 customized calendars for distribution by the purchasers before the start of the New Year. Should anyone have a need for some printing contact Cracker Print & Paper quickly Bob will endeavor to bring the products with him. People of the West Southwest Tour don't despair, Bob comes your way in the first week of December once again, anything that is needed just let him know via bob@crackerpp.com.au.

BRAIN TEASER HINT: IT WAS MADE LAST CENTURY!

Harry the Handfed Platen - Episode Two

Can you imagine what Toowoomba was like in the very early 1900s? Let me paint /sorry print you a little picture of what it was like way back then. Toowoomba had its status changed from town to city on the 20th of October 1904. The whole area of the beautiful Darling Downs was thriving and my city had long taken over from Warwick as the Capital of this very fertile region.

The neck of the woods where I have spent the last 105 years was certainly testament to the bustling, burgeoning and ever expanding city; indeed this could also be said about the entire new and exciting nation of Australia. Downtown Toowoomba was very much a modern and "with it" precinct for that time. It boasted numerous fine buildings with sealed streets, footpaths and lighting, to the envy of many a country visitor.

Automobiles were becoming the normal method of transport although horse drawn vehicles were still to be encountered on the busy thoroughfares. The place I call home is a building erected in a style very indicative of that era. This architecturally designed construction is two levels with an attic/loft. If built in a manner more attuned to the 21st century, the same height would accommodate at least three possibly four levels of potential occupancy. My residence has a very sculptured façade, looking out onto Ruthven Street with high ceilings, enormous office and meeting rooms with beautiful polished timber floors. The back half of the building is where the real business end of our operations were to be situated; with the Typesetting and Composing section situated upstairs, this would now be referred to as the Graphics department. The pressroom and bindery were and still are located on the ground floor.

So here I am all the way from the United States and ready to be put into service by my boss and his staff at Harrison Printing Company. One of the fortunate features of my design is that I was made with the ability to be powered by electricity or if none was available then with a little effort from my operator, I can run, not quite as fast, with the use of pedal power. This second method of working was always used by any new apprentice when first embarking on the road to being a letterpress printing tradesman. When first put into service my main production focus was on items such as letterheads, calling cards and general stationery for the professional people namely solicitors, doctors, dentists, accountants and the like. I was also called into action to produce many many swing tags that were needed to be tied to the ears of the enormous number of bags of wheat being

harvested by the grain farmers of the region.

I was also enjoying the pleasure of putting ink on beautiful parchment type paper that was to become invitations for a special event such as a wedding, engagement, birthday, christening or some such celebration. The social scene of Toowoomba was very much alive and the "Ball Season" was firmly established mainly in the winters months. I had the honor of having to print many tickets for these events. Not wishing to expose anyone but I was also used to produce a few more tickets than was required by the client. These tickets mysteriously found their way into the young printer's devils pockets to be brazenly used at the Gala occasion.

The saddest commission any printing press is ever given is the task of making Sympathy Cards also known as Return Thanks. Unfortunately for me and more so my adopted country, the Great War was to begin in 1914 and it was my solemn and sad duty to supply many families of the Darling Downs with these items. As I finish this episode 2 of my journey and realizing that during this month of November we will be reflecting on the finish of the "war that was to end all wars"; when we have our minutes silence on the 11th hour of the 11th day of the 11th month (Armistice Day). I will be thinking of all those fine young men and women whose names I pressed with ink laden type onto those very special pieces of paper.



RUBBER STAMPS

The modest message maker

Have a rubber stamp made for those repetitive markings needed at your work desk everyday.



APPROVED

Cracker Print and Paper supply stamps as either self-inking or with ink pad