



Cariss Printing

The **PRINT**Shop

Profitable Printing Solutions For Your Business

November 2019 News



COVER FEATURE: EVENT PRINTING

Our Client: Brad Teal Real Estate

Print: 4 colour, CMYK 200gsm Silk Art

Finishing: Printed 2 sides and Die Cut

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100* Not Out

My Pop, Fred turned 100 in September this year. What a mighty fine innings that we celebrated with the extended family a couple of months back. He's still going strong and enjoying life. Special thanks to EFC for making his day super memorable.

Fred has always had a spring in his step and likes to stay involved. Back in the mid eighties, a couple of years after he officially retired, he would come in and help out dad at Cariss printing - all as a volunteer. He helped maintain the books and all of the client records including job bags with the manual indexing system that was used for years and years.

Thanks Pop for helping make Cariss Printing what it is today and Happy 100th Birthday.

Photo: keep an eye out in the media this Remembrance Day that will feature Fred Cariss with grandchildren Asha and Austin.

(Main Picture)

*Top: Gemsey presented to Fred by Essendon Football Club.
Middle: Presentation day with Simon Madden and Kevin Sheedy.*





Love Christmas Cards?

By Blair Cariss

I do this to you guys every November. I start hounding you about Christmas cards. I know NO-ONE is ready to think about Christmas. But if you're in business if you haven't done so you need to get cracking.

I do actually love this time of year. Especially with kids. Oh except for the bit where it costs you a truckload. Anyhow the anticipation of a big, red, bearded, fat guy who leaves presents for the 'good' children is pretty funny and amounts to an unprecedented level of bribery to get well behaved children in our house.

Funny thing about kids is that they LOVE card giving. Even though kids of today will be considered 'digital natives', these kids rock into their classrooms and sporting activities with large wads of beautifully (or not so beautifully) handwritten cards for each and every kid in their class plus some. The joy they get in giving and receiving is awesome to see. Sadly many of them stop giving cards at some point or another. And so there goes the joy with it. Bit upsetting really.

In business we don't have time to handwrite Christmas cards and we can bet that you don't either.

Well you don't have to.

Businesses that specifically sell their wares over the Christmas period this isn't for you. You're well into the swing of things and probably thinking about Easter already. But if your business isn't particularly geared to Christmas sales this is for YOU. You see if you haven't realised it yet Christmas is the perfect opportunity to check in with each and every one of your clients and prospects. Very simply. Very easily. And very cost effectively.

Xmas cards are a very simple gesture to show your appreciation and lock in a bit of customer loyalty along the way. Trust me, it's a million times more effective than sending some random email out to your list like almost every other person in the universe.

You've got options too. Let's take a look at them:

1. The Complete Personalised Xmas card

Naturally this is our favourite and we've got all the tools at hand to make this whiz bang Xmas card happen easily. You give us a design brief. Our designers will put a few things together. Back

and forth a couple of times if needed. Send us your database and personalised messages for us to mail merge and print to the inside of the card and envelopes. Print. Deliver. Done.

2. Your own Christmas card with a standard message

This is a little step down from the complete package but still awesome. We'll design you a fabulous Christmas card like above. Put a little branding on it if you want. Print a standard message that will be the same for every recipient of your card. Print. Deliver to You.

Printing and mail merging of your envelopes is an optional extra too.

3. Ready Made Cards

We have a huge range of beautiful cards that are finished off with stunning embellishments like foiling and embossing. They really are premium quality cards. You can order quantities starting at 50. We can overprint your message on the inside.

So take your pick of options. Any questions please don't hesitate to get in touch with me blair@carissprinting.com.au or 1300 85 77 85

TIS THE SEASON FOR EVENT PRINTING!

We love this time of year as the event season picks up. Sporting club functions, awards ceremonies, dance concerts, spring racing carnival events, Halloween, not to mention Christmas that is fast approaching.

Here are a few events from earlier in the year that we print annually. The Crichton Medal – the Essendon Football Club B&F, the Grand Final comedy debate and more recently Halloween door hangers for Brad Teal Real Estate.

Thanks for choosing Cariss Printing! Remember to get give us a call for any corporate event printing. Tight turnarounds are ok but get in touch as soon as you can.

1300 85 77 85 or email me direct blair@carissprinting.com.au



FEED BACK
MAKES OUR DAY

AWESOME STUFF

When a series of 4 jobs comes in from a loyal client you do your best to get them all delivered to spec and to deadline. Love hearing from happy customers.

"Awesome stuff Blair! Really appreciate your assistance with everything!"

Tamika Bourke

Products & Marketing Administration Manager



CENTRAL SECURITY DISTRIBUTION



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Paper supplied and donated by **Ball & Dogget** Fine Paper, Printed on 128gsm Sovereign Silk

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