



**Cariss Printing**  
The **PRINT**Shop

Profitable Printing Solutions For Your Business  
**September 2019 News**



## COVER FEATURE: NETWORKING

*Our Client:* Central Security Distribution

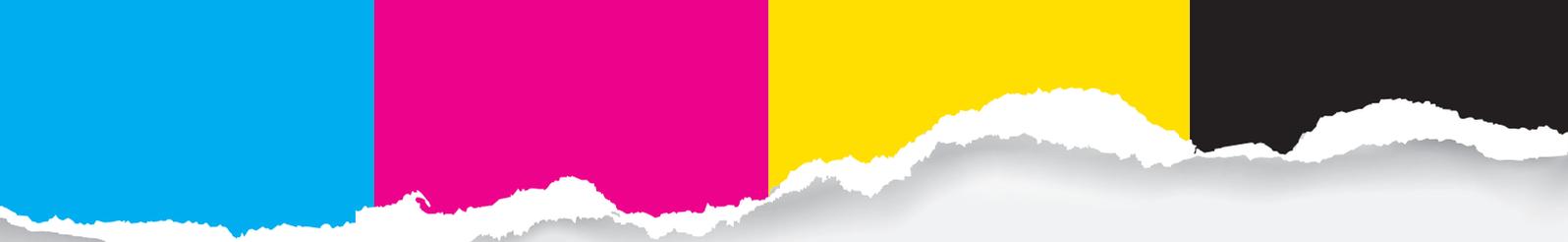
*Print:* 4 colour, CMYK 170gsm Gloss Art

*Finishing:* 12 page Self Cover booklet and two, 4 page brochures

CSD is a local company with branches Australia wide that supply state of the art security solutions for homes and businesses. This brochure range was produced for trade show product support.

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# Working With Your Local Print Shop.

Unfortunately, the local print shop is becoming a thing of the past, as the printing industry becomes more and more centralized, it leaves the market unserved.

Whenever we talk to our clients (and prospective clients) about what they are looking for in their offset printer, the same handful of things come up. And they just aren't the things you'll find with the massive print companies or the suppliers most print brokers use.

Luckily, they are exactly what you'll get from your local print shop:

## **GOOD OLD FASHIONED SERVICE.**

With any client relationship there is nothing better than knowing that we've got your back. That there is a human being on the other side of the relationship who knows they need to get you what you want when you want it. You just don't get that dealing with those large faceless companies like you can with a local print shop. Cariss printing has kept some clients on their books for decades and it's always about the service.

## **MORE FLEXIBILITY WITH TURNAROUND.**

If you call up your local print shop and say you need it ASAP, they probably will be more willing to accommodate you than a big commercial printer. In the past we've worked overtime and even put on second shifts to meet deadlines for clients when something has come up. We know they need that level of service and we give it to them. Larger printers are faced with all sorts of red tape and doing anything outside the box is 100 times harder.

## **SOUND ADVICE.**

When you are faced with placing an order through an online portal or just an employee, are you going to get good advice? Well, No. The employee is on there to take your order. They don't understand printing, they don't think through using the product, they don't know what they need to get done. Your local print shop is run by an owner-operator and they have to market their own business – they know how to market because of their experience with their own business plus all of their clients business. We have a graphic designer on staff who works to do press checks for our clients so that every job comes out as intended.

## **LIFE IS EASIER FACE-TO-FACE.**

There is something reassuring about being able to go and see your suppliers. Get face-to-face with them, not have to work with them on the phone or via email. That's the start of what we can do by working with local clients. The team from Cariss Printing goes and visits clients, we drop off orders rather than couriering them out for our best clients.

The local print shop should not be left to become a thing of the past. If you want to deal with online ordering portals and giant faceless organisations to perhaps save a couple of bucks, so be it. However, most people would rather work with their local print shop and do business the old fashioned way.

If you have an upcoming project that you need quickly, need help completing or would just like to experience some good ole' fashioned service then get in touch with Cariss printing on 1300 85 77 85 or send an email to [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au) 

# Winter Sunshine

Winter, let's be frank, is pretty cold and dreary in Melbourne. This is winter in Brisbane and Gold Coast. Pfft... hardly! The family and I had a quick little spell out up there to escape the cold and I must admit it was pretty awesome to be sporting a t-shirt and shorts a short 2 hour flight from home in the middle of winter. ☺



# STAND OUT ON THE FOOTPATH AND SEND A MESSAGE!

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FEED BACK  
MAKES OUR DAY

## CHANDLER

### TIMING AND QUALITY KEY

"Great experience with Cariss that I would like to share, in particular timing and quality of their work. Highly recommend their services."

Alla Vaysman  
Project Manager, Chandler



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

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