

Welcome to the September issue of tpo focus.

In this edition you will find a follow-up article from our art department looking at the variables behind consistent, repeatable colour.

Many customers, both new and old, have had telephone conversations with Jeanette from our front office/accounts department. You can find her, TPO's longest serving employee, and our newest staff member Scott Cox in our staff profile articles.

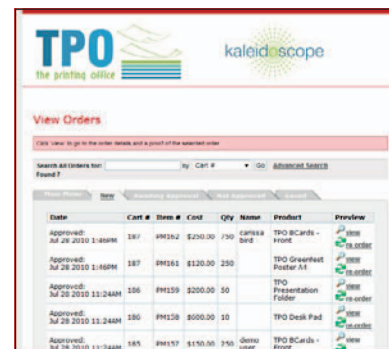
We have also introduced a reader competition where one lucky entry will win a Canon PowerShot SX120 IS Digital camera.

TPO launches Kaleidoscope

Recently TPO went live with our online ordering and print management system Kaleidoscope.



Login from TPO home page



Order history

This web based system can be accessed via TPO's homepage www.theprintingoffice.com.au where you'll see the branded logo in the top right corner.

Kaleidoscope offers you as a valued client the ability to place orders using a simple shopping cart, by selecting pre-determined available items that may have been pre-printed and warehoused by TPO, or are required to be printed on demand.

The system can provide a complete reporting tool so you can keep track of previous orders placed and costs associated, a perfect way for individual cost centres that operate under a parent company.

What are the advantages of using Kaleidoscope?

- **Permission-driven ordering capabilities.** Approved orders are limited to relevant products and restricted by predefined quantity and delivery address parameters.
- Automates triggers to replenish Inventory stock items so you **always have stock on hand.**
- **Tier-based access** to template and product catalogue.
- **One Monthly invoice** for "Parent" company and "Child" cost centres if required saving valuable accounts resources.
- **Automates your print supply chain** making it easy for your staff to order and keep track of current and previous orders.
- Is easy to set up and can be **branded to match** an organisation's corporate identity.

If you would like a free demo of Kaleidoscope you can log on using TPOdemo as login and password and place some hypothetical orders or alternatively contact your sales executive for a demonstration and tailored pricing structure.





Walk Against Warming

As part of TPO's ongoing support of maintaining a healthy environment through sustainable practices we proudly supported this year's rally in King George Square. Printing services were again offered FOC by TPO and paper was supplied FOC by Chris Wallace from Spicer's Paper.



The TPO Environment Team and Matt all ready to go

On Sunday 15th August approx 7000 people joined the annual Walk Against Warming in Brisbane, promoting the message "Unite For A Healthy Climate".

The crowd was diverse in age and origin and enjoyed the conservation, renewable energy and festival food exhibits in King George Square. In addition to the march around the CBD from King George Square, were great speeches from Aunty Carol Currie (Brisbane Council of Elders), Jack Thompson, Ian Lowe (President Australian Conservation Foundation), Natalie Isaacs (Founder of 1 Million Women). There was also great music from Bunna Lawrie (Coloured Stone), The Medics and Gowiiee Paul.

Event organiser Colman Ridge said "The message Unite for a Healthy Climate has been very successful in

communicating the shared opportunity in considering the healthier outcomes for individuals, business, government and the environment in recognising the direct link between healthy individuals and a healthy environment. Beyond the obvious reduction in obesity from fresh local food, walking to work, playing team sport instead of total dedication to computing pastimes, there is an unprecedented new wave of profit and growth in embracing clean tech energy, transport and industry."

TPO have been an essential partner in communicating these messages providing free printing to the required standards for a community and conservation event with essentially no budget. The organizer, Channel 7, Austereo, News Ltd, Aladin Fencing also provided services for free and staging suppliers C&M Productions and Nicholson Audio and Eds Hire all provided services and equipment at cost to assist a great community event.

Ridge said "The **generous voluntary contributions of TPO** and the other sponsors and suppliers demonstrate that solutions are possible, we need to continue focusing what we require as outcomes from leadership and when the political will finally comes about, the community is ready and on the move to make a lot of good things happen."



Australian actor Jack Thompson speaking at the 2010 Walk Against Warming



Joe kept up the chants

Staff Profile – Jeanette Willets Office Supervisor



Jeanette has been with TPO since its establishment in late 1985.

Jeanette's first position in the printing industry was as a tablehand between 1981 and 1982 after which she was offered the position of book keeper in 1983 which led to her current office role.

Jeanette and her husband have 2 children and 3 grandchildren and she enjoys nothing more than spending time with her family and especially watching her grandchildren participating in their sporting activities at the weekends. Jeanette's other activities are cooking, reading, listening to music of all types, embroidery, and gardening with a special interest in roses.

Most weekends find Jeanette and her husband at their small hobby farm 5km north of Toogoolawah a small town north west of Esk in the beautiful Brisbane Valley. It is here that Jeanette keeps her herd of alpacas of many and varied colours. Their farm house sits on a ridge with the most magnificent 360 degree vista and if not tending to the alpacas you can bet she is sitting and relaxing on the front veranda, a place she has spent many happy hours entertaining friends and family with her country/city hospitality – something that she just loves to do.

Staff Profile – Scott Cox Printing Machinist



G'day. My name is Scott and I am a Printing Machinist at TPO. I moved to Brisbane last November from Albury-Wodonga (border of NSW and Vic.) in search of work. I completed a 4 year apprenticeship and studied at RMIT University in Melbourne. I'm a fan of the A-League, in which I support the Central Coast Mariners. I am also a big music fan and try to get to as many concerts as possible. I enjoy working for Joe and appreciate the opportunity he has given me.

Farewell

Sadly last week we said goodbye to Georgina Tydeman from our art department. After three years at TPO it was time for a change. Management and Staff were sad to see her go and wish her all the best!

TPO & colour management

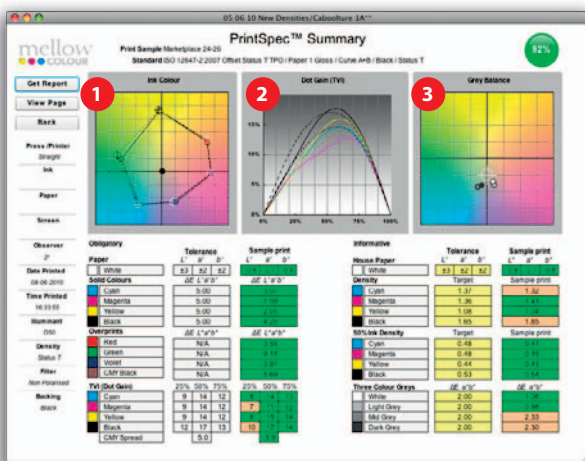
What's the big deal? Don't you just print it?

Consistent, repeatable colour - what's so hard about that? If you print exactly the same job twice, you should have two identical print jobs, right? The obvious answer should be yes, but there is a lot more in it than you might think.

As we touched on last issue, TPO endeavours to deliver consistent colour across your jobs, whether they are printed months apart, or printed on different presses by different machinists. To achieve this we have a **quality management system** in place to monitor the myriad of variables that need to be kept in check. For example:

- Before ink even hits the paper, we need plates. Our plates are checked weekly to ensure they are correctly exposed and imaging the correct dot percentage.
- When the ink does hit the paper, how much? The amount of ink is measured by density, and is carefully monitored throughout the print run to ensure consistency; too dense and the colour will be too dark, not enough density would result in a 'washed out' appearance.

And of course, we monitor the actual jobs. These are randomly chosen for testing with **PrintSpec**, our colour management software. This enables us to compare our print jobs to the ISO 12647 standard for offset printing.



Samples are taken from the beginning, middle and end of a run. The sample above shows us an excellent result for LAB values (1), dot gain (2) and grey balance (3). This quality management is just another aspect of our commitment to a great result for you, the customer.

Win!

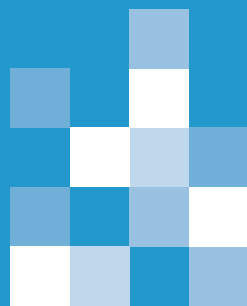
Like to win a new **Canon PowerShot SX120IS** 10 mega pixel digital camera valued at over \$250? If so can you guess how many tonnes of FSC certified paper TPO used during the 09 financial year? The closet to the correct figure will receive the prize.



- 1 LAB value is a mathematical model of colour. Density, ink and paper colour will all affect the result.
- 2 A printed image is made of millions of tiny dots. As the dots are imaged on the paper by the press they are squashed and grow in size. This is called dot gain.
- 3 An imbalance in the colours is most obvious in the neutral colours, such as greys and skin tones.

Please email your answer to matt@theprintingoffice.com.au. with the answer in the subject line. Entries to be received by 5pm Friday October 29th 2010. One entry per email address.

This competition is not open to employees or family members of Paperlinx or TPO.



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Tudor RP becomes carbon neutral

In response to customer demand, Tudor RP, the only 100% recycled, Australian manufactured FSC Certified uncoated paper now comes supplied as completely carbon neutral, certified under the Federal Department of Climate Change Greenhouse Friendly programme.

All carbon emissions from production, manufacture, transport and disposal have been measured, reduced and offset to make the paper truly carbon neutral, with the ISO methodology and numbers to back it up, according to the manufacturer.

Paul Allen, Australian Paper GM marketing says the carbon neutral stock will create value by helping government and listed companies hit carbon reduction targets and improve triple bottom line reporting figures.

The new paper stocks included under the Carbon Neutral banner are:

- **Tudor** FSC Certified offset printing paper, 100% recycled
- **Saxton** FSC Certified premium writing and communication paper
- **Tablex** PEFC Certified white, ivory, textures and coloured boards
- **Stephen** FSC Certified printing paper, 50% recycled from post-consumer waste

