

Canon
advanced simplicity®

*Customised
printing*



Like to have more control of your printing?



Proof it pays to be in control

Canon Customised Printing is a web-based service that puts you in complete command of your printing, saving you time and money. It gives your business a direct online link to your printer, so things get done fast and exactly as you want them.

YOUR ONLINE PRINT PORTAL

As part of this service, your organisation is provided with an individual online print management portal customised to suit your requirements and password protected for security.

HANDY WEB-BASED RESOURCES

This portal is your gateway to a host of online printing and marketing resources. As well as providing a handy way to store and manage all of your printed material, it makes the printing process much more efficient. Plus, it gives you access to a variety of professional marketing services from graphic design and copywriting to campaign logistics support, when you need it.



Take the pain out of printing

Customised Printing takes the pain out of managing your business printing. Your individual online print portal gives you access to all of your existing printed material anywhere, at any time. You don't even need to be in the office.

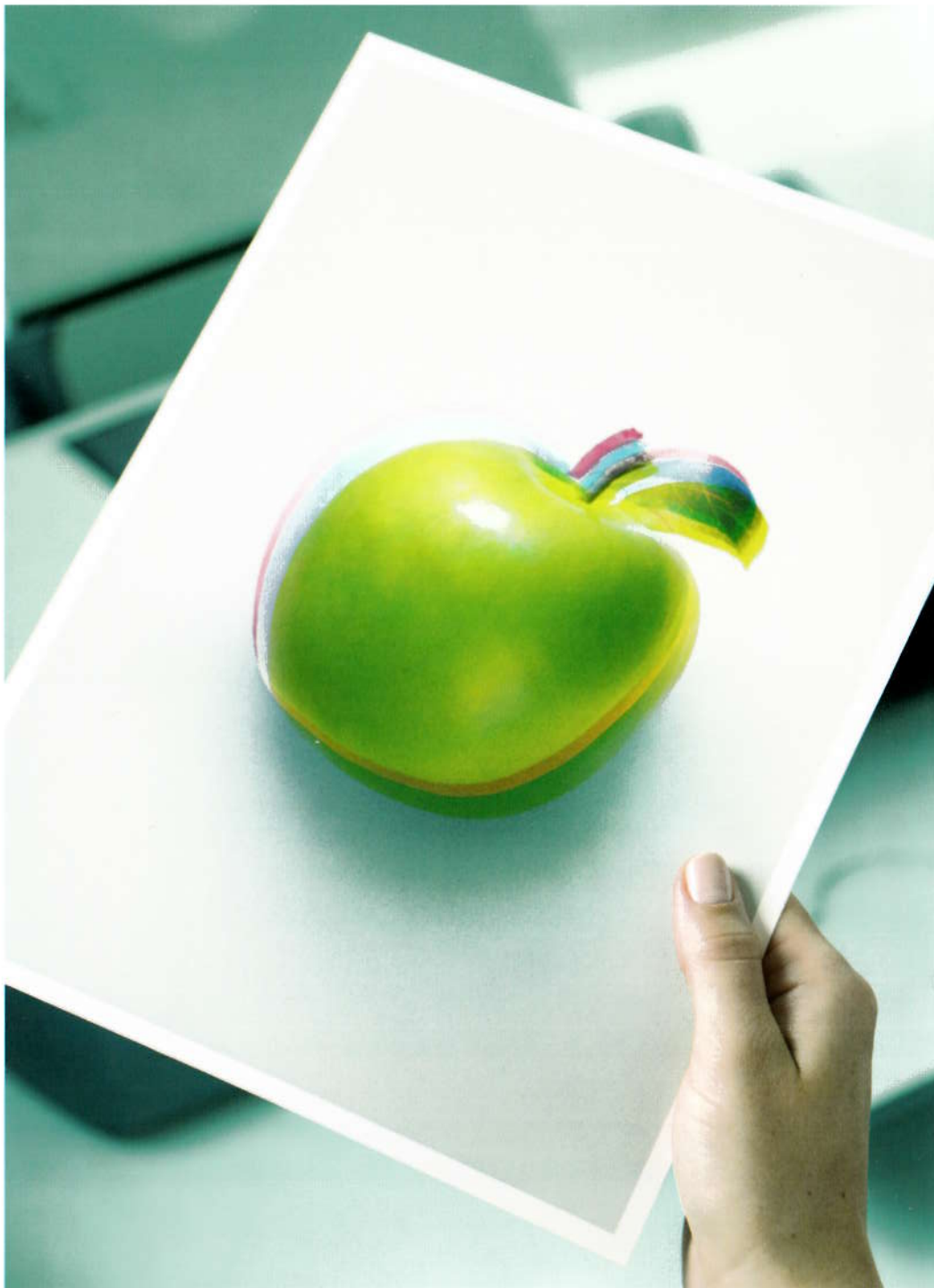
ONLINE PRINT MANAGEMENT

On your portal, you'll find a place to store all of your stationery, marketing material, style guidelines, logos and graphics for easy access when you need to re-order or update them.

Accessing them is as simple as logging on to any web browser and entering your password.

CONVENIENT PRINT TEMPLATES

Material such as business cards, letterhead, newsletters and collateral can be simply uploaded to your portal, creating handy online templates. These templates make it easy and inexpensive to make changes and request re-prints online.



A clear case for control

With the greater control you get from Customised Printing, mistakes are much less likely to sneak through. And by liaising directly with your printer over the web, you eliminate all the sending back and forth of printed material that ends up costing you time and money.

SIMPLIFIED PRINTING

On your portal, you'll find handy print brief and order forms that you can complete and submit directly to your printer over the web.

This means you can get quotes fast and have orders processed immediately.

FAST APPROVAL

You'll also save valuable time with Customised Printing's online approval system. It gives you the ability to check exact proofs on your computer screen and approve them there and then, speeding up the delivery of printed material dramatically.



<Insert Name>
2 Beach Road
BRISBANE QLD 4000

Tools to do the job right

When it comes to marketing, the smallest slip-up could spell disaster. So it's reassuring to know that your Customised Printing portal also provides a variety of web-based marketing tools to help you make sure the job's done right.

DO IT YOURSELF WITH CERTAINTY

Whether it's developing a direct marketing campaign, putting together a press advertisement or organising telemarketing support, you'll find handy, step-by-step instructions to help you do it yourself with absolute certainty.

AN EXPERT HAND WHEN IT'S NEEDED

However, if you choose, Customised Printing also gives you access to professional marketing services at an economical price. Provided by leading marketing communications agency, Chameleon Marketing Communications, Chameleon Virtual Marketing Services gives you online access to services, such as graphic design, copywriting and campaign logistics support, if and when you need them.



All is revealed by an expert

Chameleon Virtual Marketing Services is a unique online marketing communication and fulfilment service provided by Chameleon Marketing Communications. Exclusive to Canon Customised Printing, it makes all the services of this leading marketing communications agency available to you, if and when you need it, no matter where you are.

PROFESSIONAL DESIGN AND WRITING

This service gives you convenient access to the professional copywriting and graphic design

expertise usually only available to larger organisations, online and at an economical price.

CAMPAIGN LOGISTICS SUPPORT

In addition, they can provide you with specialist marketing fulfilment services, including inbound and outbound telemarketing support and even professional production services to suit your budget. Each client that chooses to use the service is also provided with a dedicated account manager to assist them.

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