

# WARNING!

**Reading this will save you and your business time, headaches and money!**

**Revealed: Secrets that other printers don't want you to know!**

**Printing is a technology-driven, specialist industry that can be very intimidating and confusing to the consumer.**

**Local printing expert André Moreitz has assembled a specialist team of people who ensure that you never pay too much for your printing. He guarantees your satisfaction by providing consistent quality, highly cost-effective printing solutions and he is the only printer in Sydney that guarantees 24 hour turnaround!**

**Here are 6 Printing Industry Secrets you should know before you start your search for a competent & cost-effective printing supplier.**

## **SECRET #1:** **All printers cannot do the same print job because no two printing jobs are the same.**

Depending on the equipment they have, printers operate within specific market segments. Some do full colour 'glossy' work while others only do basic work. Some are much better at very large runs, some at smaller runs. Some printers offer a comprehensive graphic design & prepress service while others just print from what they're given.

The printing business is intensely competitive, so you need to be aware that some printers will stretch the boundaries of their expertise and what they're actually equipped to do, just to get your business. The downside of that is your print job may suffer from over-pricing, late deliveries or from second grade quality due to errors.

The challenge is finding the right printer, not just for your business, but the particular job you have to get done. Over a period of time, you might need business cards, brochures, letterheads, company reports – the list is endless.

You may find you need to be dealing with two or even three printing companies for various aspects of your business.

Do you have time for that?!

There are more than 1000 printers in Sydney to choose from and Cheeky Monkey Marketing, Sydney's fastest printer, deals only with a select few. With our vast industry knowledge, we select the printer with the right equipment and capacity to suit your requirements.

You know when you organise business or mortgage finance through a broker, the bank pays the broker, so you don't pay any more than if you went direct to the bank? Well, that's exactly how we work at Cheeky Monkey Marketing, Sydney's fastest printer – you get better prices than if you went direct to the printer – **and you get the job managed from start to finish for FREE!**

Contact us TODAY for some **FREE advice** on how to handle your next print job.

Phone 1300 85 66 24 or email:  
[info@sydneyfastestprinter.com.au](mailto:info@sydneyfastestprinter.com.au)

*"The guys at Cheeky Monkey deliver a great service on print, design and creative. They can deliver on time, and can work to timelines when you need to get the job done. If you are looking for a professional, quality marketing company, I'd recommend giving Cheeky Monkey a go."*

**Brett McCall - Marketing Manager -  
The Mean Fiddler**



**SYDNEY'S**  
**FASTEST**  
**PRINTER**  
with the only 24hr guarantee!



## Secret #2

### Finding the right printer will prove difficult, unless you are an expert.

With so many printers to choose from, your chance of finding the right one will more than likely be hit or miss. Quality, pricing, and services vary immensely between printers. You're definitely flying solo when it comes to finding the right one for you, unless you seek professional assistance.

You see, print buyers are made, not born. There's no such thing as a university or college course for people who want to know how to organise and manage their own printing. Everything has to be learned on the job.

We are experts when it comes to analysing what other printers are doing wrong. We then went ahead and set up Cheeky Monkey Marketing, Sydney's Fastest Printer to ensure we exceeded industry standards.

We guarantee you will receive the best print job, always on time, at the right price.

As a Printing Broker, Cheeky Monkey Marketing knows exactly which printer will be right for your job and we only ever place orders with printers who have proven to us, over a period of time that they can deliver best quality - on time - every time.

We'll even manage your entire job from start to finish at no extra charge.

We quality control your print job and even book and monitor the courier that ships it to you whilst keeping you informed along the way.

## Secret #3

### Service is more important than price.

Most printers can produce 'commercially acceptable' colour or they would not be in business. When looking for a printer, go for service. With competition so fierce these days, printers are stretching their value-added services to separate themselves from the pack. The less you know about the printing process, the more help you'll need from an expert. The problem is finding one who'll teach you.

At Cheeky Monkey Marketing, Sydney's Fastest Printer, service **IS** our product. We always go the extra mile and are even able to turnaround "emergency" jobs same day on most occasions.

## Secret #4

### It doesn't matter where the printer is located.

As long as your printer delivers what you want, when you want it at a price you can afford, don't hesitate to look beyond your local area for a printer. You can email your files to most printers anyway and if the goods arrive on time, who cares if the printer is a suburb or two away? Some people just walk outside their office door and give the work to someone with a flashy shopfront because it is convenient.

Cheeky Monkey Marketing, Sydney's Fastest Printer delivers anywhere in Sydney and surrounds within 24 hours for all basic print jobs, within 48 hours in NSW.

## Secret #5

### Most people order too much printing.

Thanks to new technology and the advent of digital presses, on-demand printing is now freely available. You can print the exact quantity required for a particular task or promotional period.

Determining print quantities remains one of the hardest roles of a print buyer.

Be conservative when estimating your quantity. Try and determine the life of the document and print only what you need.

Studies show that around 30% of every print job goes to waste.

Take the time to estimate the quantities you need, as accurately as possible, no matter where the 'price break' kicks in. Although unit costs drop as quantities increase, you'll waste thousands of dollars if you don't use the materials. Aim for zero waste.

*I have used many printers/promotional companies in the past but have stuck with Cheeky Monkey Marketing because of their ability to exceed my expectations. It isn't necessarily always price; the quality they produce to my usually unrealistic timeframes is what puts them at the forefront every time. They truly provide service and I am also glad to be able to use them as a one stop shop for so many different applications. They are a professional team I always look forward to using when producing quality marketing collateral for our organisation.*

**Stephen Wisbey - Marketing Director - MacArthur Disability Services**



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## Secret #6

### You are responsible for all the details that go with your job.

Every single piece of information about your print job can affect the production process and delivery time. Variations in quantity, inks, paper stock, finishing, embellishments, binding, etc all affect the final price. Even a minor difference in job size can have a dramatic affect on the price. Make sure the person responsible for your printing has an extremely keen eye for detail and is on the ball.

**REMEMBER** one single detail overlooked or misinterpreted can result in a total reprint.

A printer 'assembles' each job as it comes in - nothing is 'off the shelf'. Detailed job specifications are required early in the process to help with accurate estimates on production time and cost. As specifications change (and they will) it's your responsibility to keep your printer informed. You can do this via phone/email or our live online ordering and tracking system.

Cheeky Monkey Marketing, Sydney's Fastest Printer requires all files to be supplied as high resolution PDF to exact measurements with a minimum of 3mm bleed on all sides.

Of course, one way to ensure your file is 100% correct is to get us to design it.

*"I have known Andre of Cheeky Monkey Marketing for quite a few years now. When it comes to our marketing requirements he is 'the man' no matter what the task. From highly valuable advice to incredibly quick print turnaround I am more than happy to recommend his services. His team at Cheeky Monkey follow his strong example to the letter which makes the whole company a winner."*

**Andrew Denmeade-Owner:  
Palmcourt Hotel, Corrimal**



## OUR GUARANTEE

**We guarantee to print and deliver your job the next day anywhere in Sydney and Suburbs.\***

**We guarantee your 100% satisfaction with the quality of our work or we will reprint the work-FREE!**

**There's absolutely no risk to you. I personally guarantee it.**

Don't waste another minute; let us take care of any printing you require. No more headaches, no more overpaying, no more chasing of unreliable suppliers. I'm sure you have better things to do with your time.

Try us, you'll love us.

### Email:

**info@sydneyfastestprinter.com.au  
for an obligation free  
quote on printing and/or  
design or simply send us  
your print-ready artwork!**

**or phone 1300 85 66 24**

We're here to make good on all of our promises.....isn't that refreshing in today's marketplace?

I'm personally looking forward to welcoming you as a new VIP client.

Warmest regards

*André*



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