APA

ADVERTISING PRINTING AUSTRALIA

FLYER DISTRIBUTION I DESIGNING I PRINTING I SIGNAGE

It's not what we Do, It's how we DO it
that Maximises, Client's RESULTS

On-Demand Printing

www.advertisingprinting.com.au

Reseller-Only Pricing

Competitive trade-only prices

Fast turnaround times

Dedicated Accounts Manager

Secure Payments

Industry-standard SSL encryption

Secure Payment Gateway

Pay for your print jobs online

Online Ordering

Online Account Login

Dynamic pricing calculators

Quick and easy custom quotes

Job Tracking

Track the progress of your print job

Receive live updates on your job's status

Email notifications

DIGITISE PRINT MANAGEMENT AND REDUCE COSTS

Admin time

Admin time is 60% of the total cost of printing. With smaller print runs of less than 1000 units, admin time accounts for much of the total cost of printing (according to InfoTrends).

Digitalisation

By digitising work processes associated with printing, you can streamline the workflow and make great time cuts. One example is using editable templates instead of asking designers or agencies for help whenever content needs to be updated.

Advanced Reporting

Print4Less gives you full cost control through the real-time reporting functionality. Filter reports by countries, customers, billing addresses and more. Furthermore, you can easily download reports to Excel and share with your colleagues or use for budgeting.

CENTRALISE YOUR DIGITAL PRINT FILES

End the struggle

Protect your brand consistency, save time and minimise mistakes by keeping your print files in one platform.

Steamline workflows

Store, share, edit and print marketing collateral with the Print4Less platform. Unlike other cloud storage solutions, our platform connects to a global network of professional printers, enabling local production and fast deliveries. Keep your brand up to date and your team up to speed. With Print4Less, Marketing and Sales teams will always have access to the latest brochures, reports and more, wherever and whenever they need them.

EDITABLE TEMPLATES SECURE CONSISTENCY AND ALLOW FOR LOCAL ADAPTATIONS

Localise your content

Enable local customisation with editable templates. You can define editing rules and ease approval flows.

Easy editing

Edit files in your browser or mobile device. No need for additional software like Adobe InDesign.

Order on the go

You and your team can easily order materials from any device. Orders are printed locally and delivered to all of Australia.

ON-DEMAND PRINTING

On-demand printing with rapid delivery helps Print4Less customers print what they need and avoid excess volumes

By enabling sales people or dealers / resellers to order printed material on-demand, print volumes can be reduced significantly. Reducing excess printing (overprint) means that customer can print on-demand and experience drastic cuts in excess printing. No more wasted excess and needing to throw away thousands of brochures or catalogues. Remove the need for storage by moving from stock to on-demand printing. Our customers can do without expensive storage facilities.

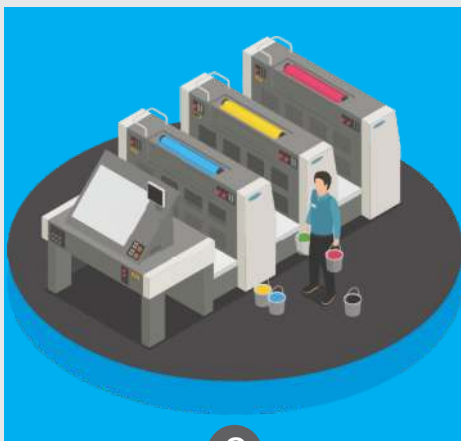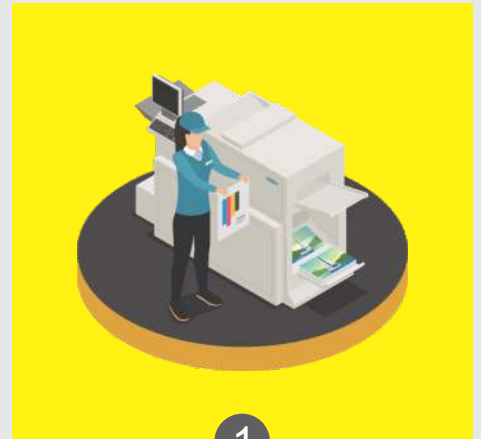# BRINGING INK TO LIFE

Printing

DIGITAL PRINTING

With our digital printing machines we offer quality digital prints for short runs of magazines, catalogues, conference literature, flyers, office stationery, business cards, invitation cards, flyers, customised calendars, events tickets, certificates, greeting cards and much more.


OFFSET PRINTING

Ranging from posters, calendars, annual reports, campaign manifestos to book printing, we are equipped with an extensive capacity to print large quantity and quality prints that match globally acceptable standards. Whether black and white or multi–coloured, our high caliber technologies ensure product outcomes are exactly as desired.

LARGE FORMAT PRINTING

Our large format printing capability produces high resolution PVC banners, roll-up banners, display banners, pop-up banners, pvc vinyl stickers, POS, billboards, floor graphics, one way stickers, Instore Branding (wabblers, danglers, shelf strip, shelf talkers, table talkers, standees) outdoor branding solutions and much more.
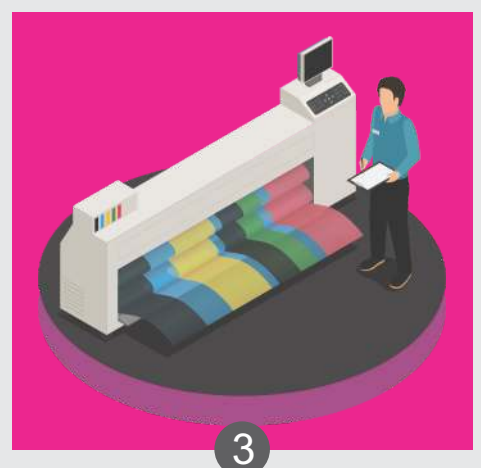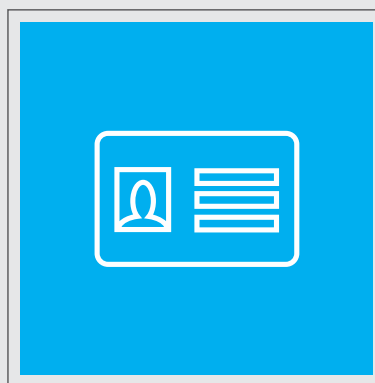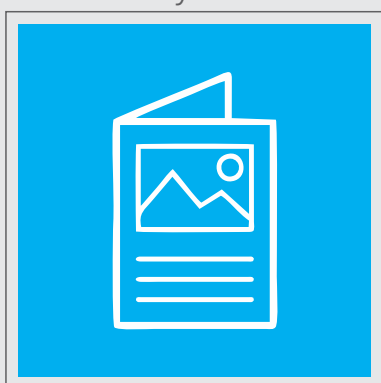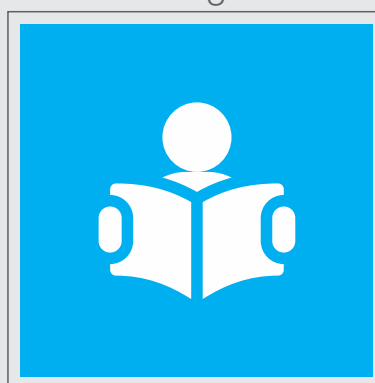
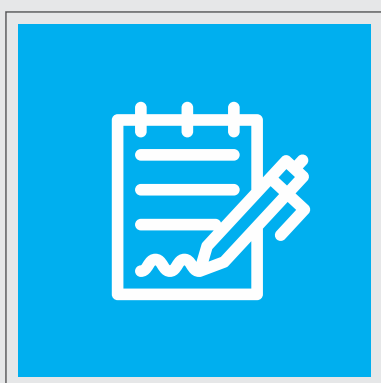# Most popular products
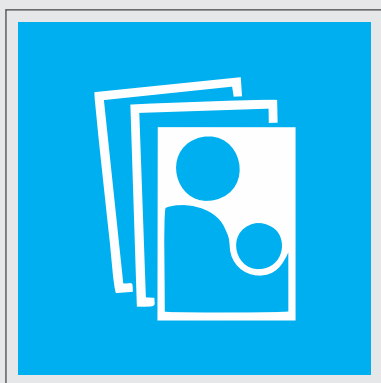
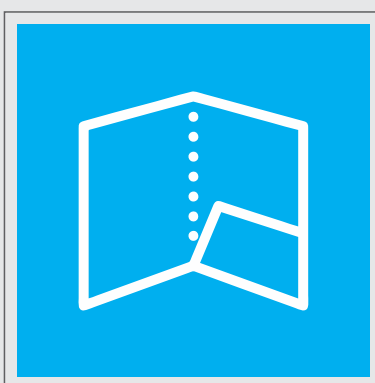Flyers

Brochures

Marketing cards

Booklets

Magazines

Books

Notepads

Presentation Folders
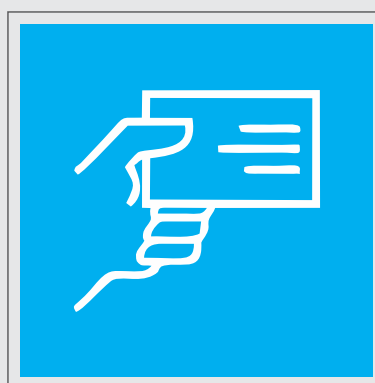
Business cards
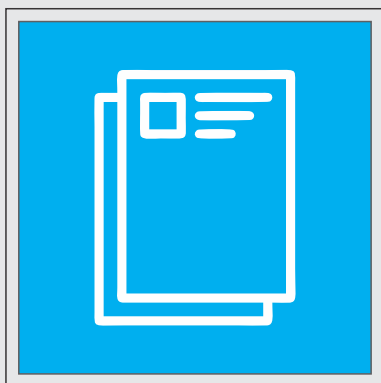
Letterheads

Envelopes

Posters

Most popular products
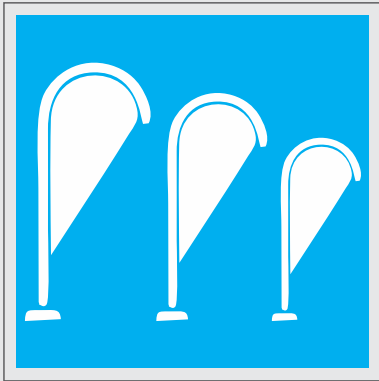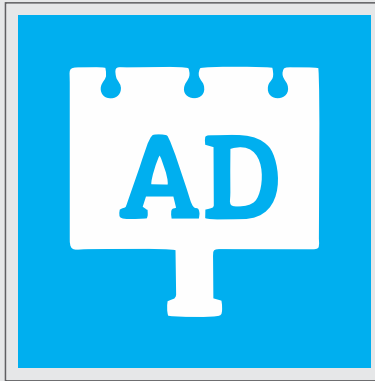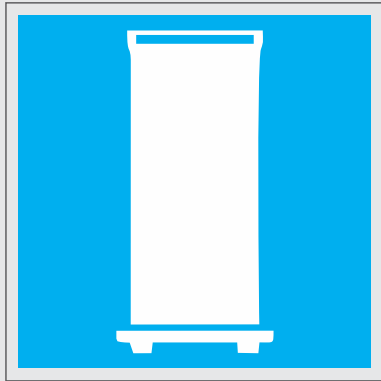
Flags	Banners	Pull up Banners
Exhibitions stands	Signage	Reception Signs
Corflute	Aluminium panels	Large Format Printing
Retail Point of Sale	Stickers & Decals	Custom Printing
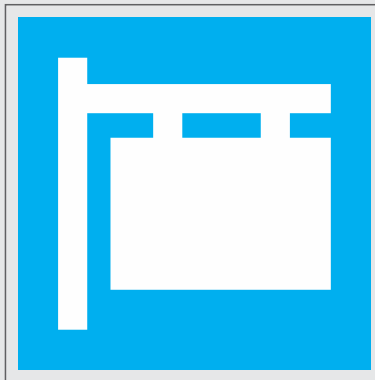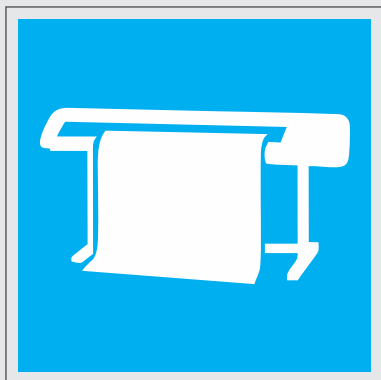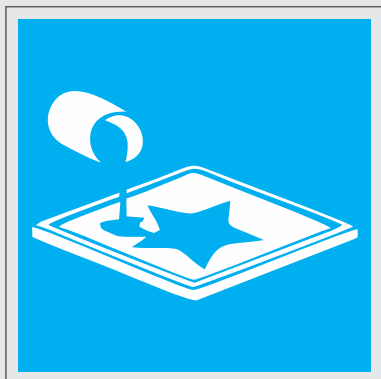
Offset Printing Machine
Ryobi 524 Fully Automated

Offset Printing Machine
Ryobi 755 Fully Automated

Digital Printing Machine
Ricoh 7200

Large Format Printing Machine
Mutoh Valuejet

Mutoh Value Cutter

Roller Over
4m x 1.7m applicator

Flatbed
Fujifilm Acquity 4006 2.4m x 1.26 with white ink

Printing Quality Assurance Program / Processes

Quality assurance

APA's customer base of small and large, private and government entities demand that we operate and deliver a quality service and that, where required, we also work within each customer's specific quality programs. In addition to our own quality accreditation process, APA's policy is to work with best in class suppliers, who are quality assured to ensure you receive quality products.

1. Printing - Quality & Process Control

Department	Applications	Quality Control
Graphic	Verifying: Artwork revisions Artwork vs. text Artwork vs. print	DocuProof ArtProof ScanProof
Quality Control/ Quality Assurance	Verifying approved Artwork vs. Print (Master Vs. Sample Comparisons)	ScanProof
Labelling	Verifying Approved Artwork vs. Print (Master Vs. Sample Comparisons)	ScanProof
Pre-Press	Proof Vs. Customer Approved Artwork	ArtProof ScanProof
Production	Printed Packaging Vs. Approved Proof	ArtProof ScanProof

Printing Quality Assurance Program / Processes

All printing meets and exceeds industry standards, based on the following parameters of densitometry valuation

1 Density

Absolute density is the measured density of the ink sample including the substrate or base, while relative density is the density of the ink sample minus the density of the substrate.

2 Chromatic Balance (gray balance)

Typifies the color balance of the job for the combination of press, paper and ink being used.

3 Dot Gain

Monitors the way the dot is reproduced. As the image progresses through the reproduction process from film to plate, plate to blanket and finally blanket to paper, the size of the dot changes.

4 Print Contrast

A measure of the ability of the printing process to hold shadow detail.

5 Trapping

A measure of how well the inks are adhering to each other.

**We print on
"Environmentally Friendly" &
"FSC Certified" paper only
using vegetable ink**

APA

ADVERTISING PRINTING AUSTRALIA

Environmental Policy

Advertising Printing Australia (APA) is committed to reducing the environmental impact of its commercial and digital printing & related activities. We pride ourselves on being a good citizen of the global community. In partnership with our suppliers, vendors, clients, and employees, we have worked to find sustainable resources and more efficient technology, for transparent processes and procedures, to minimise our environmental impact. Our Environmental Policy is aimed at ensuring that our activities are environmentally sustainable while continuing to meet the expectations of our stakeholders for quality and service

Our Printing company "Print4Less" adheres to the legal & ethical requirements of Department of Environment and Conservation NSW (DEC), which incorporates the NSW Environment Protection Authority (EPA)

In order to meet this commitment, we will:

1. Comply with all applicable environmental laws and regulations, and other requirements to which our organisation subscribes (i.e. SGP, PEFC).

2. Keep informed of environmental issues and, in particular, those which are of direct relevance to our business and industry.

3. Establish active environmental monitoring and improvement programs to help drive continual environmental improvement throughout our organisation.

4. Continue to have open dialogue with clients & suppliers to promote the use of recycled content papers and sustainable forestry papers.

5. Minimise our environmental impact by the operation of generally acceptable waste minimisation and recycling schemes.

6. Manage our production site in an environmentally sensitive manner.

7. Operate a purchasing policy by selecting, wherever practical, maaterials and services which are less damaging to the environment.

Reduction, Reuse, and Recycling

Printing uses ink and organic solvent, and we try to minimise usage and wastage whilst striving to reduce the related emissions which may be damaging to the atmosphere. To this end we use vegetable oil based inks to reduce emissions. The treatment and/or disposal of waste is carried out in accordance with legal requirements. We ensure all discharges to the sewer comply with the trade waste requirements with your local council & water authority

Currently, we use vegetable oil–based inks for printing. These inks are naturally low in VOCs (volatile organic compounds), they are non-toxic, and they produce fewer emissions. We have recycled paper, aluminum printing plates, and corrugated cardboard for more than 10 years. The polywrap used for mailing publications is made of a recyclable material. We have designed the factory layout to reduce VOC emissions and improve air quality

The management team of APA endorse this Environmental Policy and the formal framework that underpins the implementation of this policy. It is the responsibility of all employees, visitors, contractors and sub-contractors to fully support this policy through active participation and co-operation. Our operation emphasises the following to reduce our carbon footprint to create a printing company that is responsible for ALL facets currently challenging our world environment;

- We use environmentally friendly products such as vegetable-based inks, recycled paper, and sugar cane paper.
- We recycle ALL of our waste paper and by-products.
- We use 40% less toner than conventional printers and ALL of our digital components are recyclable.
- We have systems in place to reduce waste from excess trimming by making sure that jobs fit reel and sheet sizes accurately
- We use water-based glues for binding and labels
- We have trained staff in efficient handling and stacking to minimise damage
- We reuse packaging received from suppliers
- We Separate wastes and send them for recycling or back to suppliers
- We keep our premises and grounds free of litter and waste materials
- We have separate chemical storage area to contain any spills or leaks
- All chemical containers are clearly labelled
- We have set up spill prevention and management procedures and review them regularly
- The staff is trained to understand the potential hazards of the chemicals they use and know what to do if there is a spill
- We segregate each waste and clearly label each waste container
- We dispose of hazardous liquids using an EPA-licensed waste transporter and make sure the waste is disposed off at an appropriate waste facility
- We follow Print industry's PURE Code of Practice for Liquid Waste Management and Disposal
- We use environmentally friendly cleaning products on our machines with very low VOC levels.
- We only use FSC & PEFC approved paper.

FSC® certified paper is paper that has been harvested in a responsible manner. Although FSC certified paper often contains recycled paper, it does not have to contain it to be certified. The primary requirement for certification is being harvested and produced in a responsible manner. This means FSC certified forests are healthy and benefit local communities as well as providing jobs for workers. FSC certified forests have to meet our rigorous standards.

PEFC work to ensure that forest-based products are produced with respect for the highest ecological, social and ethical standards. For paper to be PEFC™ Certified, the paper must use at least 70% of wood from PEFC™ certified forests that meet or exceed the PEFC™ Sustainability Benchmark Requirements or contain wood that is from controlled sources.

Through our environmental systems, all our inputs and outputs are measured and benchmarked to ensure they meet strict Key Performance Indicators for environmentally friendly printing. This policy will be reviewed and updated as part of our EMS, and is made available to members of the general public via our website:

www.advertisingprinting.com.au

Clientele