



**capability** statement

if it has ink on it, **we do it**

# cracker history

Cracker Print and Paper came into being in 2001 with the purchase and subsequent amalgamation of McDonald and Rosbrook and Harrison Printing Company. Both being well respected and long established commercial printing companies of Toowoomba, their collective history starts in the very late 1800's with McDonald and Rosbrook and then in 1907 with the opening of Harrison Printing Company.

Cracker is a family owned business with the proprietors being the McDonald family of John (Cracker), Joan, Geoff and Lisa. The stability of the staff is evident with most of the employees recording 10 or more years' service.

# cracker vision

The vision of Cracker is to be recognized as amongst the best and most respected manufacturers and suppliers of corporate, professional, personnel printed and associated products.

# mission statement

Cracker will deliver superior service, quality and cost effectiveness to its clients on all products across the broadest spectrum of printed material.

The management and staff are committed to the objective of efficient and effective systems and standards, creating a pathway towards a common goal of exceeding customer expectations.

# our assets...

...are enhanced by the following values;

- ▶ Honesty and integrity.
- ▶ A loyal, professional staff engaged by a transparent management process.
- ▶ A stable and substantial customer base.
- ▶ An alert and proactive awareness of the opinions and trends of the business community.
- ▶ An ability to plan, track and report on the progress of any project.
- ▶ A safe and environmentally friendly work place with established health and safety policy.



*Cracker will deliver superior service, quality and cost effectiveness ... on all products across the broadest spectrum of printed material*



# CORPORATE

We at **Cracker Print and Paper** understand that a company's public profile is critical to success in the marketplace and offer a range of services and products that ensure your presence gets noticed. Whether you're a new business looking for a foothold or already established and seeking to gain a fresh edge on the competition



## BRANDING

Creating and maintaining an attractive and consistent identity is essential in making sure that your brand is instantly recognisable by potential and existing clients. We at Cracker possess the knowledge and skills to assist you in establishing your brand and ensuring that your company profile meets high professional standards.

## PROMOTIONAL

Being successful in business means reaching your potential client base through strategic marketing and promotion, and we at Cracker can provide you with everything you need to create a successful advertising campaign. We can even assist in getting your materials distributed and into the hands of your targeted audience.

# logo design



# BRANDING advertising



**BUSINESS AT BREAKFAST**  
AND CHAMBER ANNUAL GENERAL MEETING  
WITH GUEST PRESENTERS ELSA DALESIO AND MAYOR PAUL ANTONIO

Take flight and soar into the October Business at Breakfast & Chamber AGM with Qantas

Chamber members are invited to attend this year's combined Business at Breakfast and Annual General Meeting. Join us on Friday 31 October at the new TRAC Building next to the Heritage Centre in Neil Street for a fantastic Business at Breakfast with guest speaker Elsa Dalesio, Head of Regional Development, Qantas Regional Airlines. Proudly sponsored by Wagners and the Brisbane West Waddup Airport, this will be a special morning on the new and exciting venture for QantasLink commencing services into Townsville from 17 November 2014.

We are also fortunate to have Mayor Paul Antonio as our special AGM guest speaker.

The Chamber has once again been fortunate to receive excellent nominations for the 2014-15 Chamber Board position. Nominations received 11 of the Constitutional requirements for the positions of President, Vice President and Secretary with a vote required to elect the Treasurer. Visit the Chamber website to view the list of nominees.

Regards,  
Helen Jervis, CEO

**Event Details:**  
Date: Friday 31 October 2014  
Time: 6.45am to 7.30am, cocktails 7.30am  
Where: The TRAC Building, 555 St John Street, Townsville  
Cost: \$55 Member, \$85 non-member  
Bookings: info@townsvillechamber.com.au or 4232 8102

**ZOMBIE WALK**  
TOOWOOMBA 2016  
Raising funds for children's mental health

**Community Connection Care**  
Make Burnie time your first choice for home support services

**Burnie Brac**  
Further details:  
Phone 07 3614 2145  
Email care@burniebrac.org.au  
Visit 40 Kauri St, Chemoide  
www.burniebrac.org.au

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- > Newspaper
- > Magazine
- > Website
- > Social media

Advertising design is charged at an hourly rate of \$90.00

# posters & flyers



| DL   |       | A5    |       | A4    |       | A3    |       |
|------|-------|-------|-------|-------|-------|-------|-------|
| 500  | 1000  | 500   | 1000  | 100   | 250   | 50    | 100   |
| \$99 | \$132 | \$121 | \$165 | \$187 | \$232 | \$297 | \$343 |

Other sizes and quantities are available - please enquire for details. Double sided printing is available at an additional cost. Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

[illegible][illegible][illegible]

| 8pp A5 |       | 12pp A5 |       | 16pp A4 |        | 24pp A4 |        |
|--------|-------|---------|-------|---------|--------|---------|--------|
| 500    | 1000  | 500     | 1000  | 500     | 1000   | 500     | 1000   |
| \$462  | \$572 | \$627   | \$748 | \$1155  | \$1430 | \$1760  | \$2090 |

Other sizes, page numbers and quantities are available - please enquire for details. Prices above based on A4 brochures.  
Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

# pull-up banners



Prices from \$132 for one 850x2000mm banner.

Other sizes are available - please enquire for details.

Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

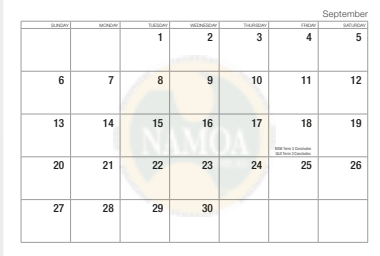
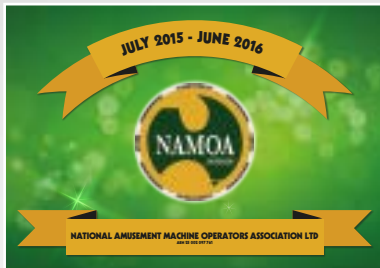
# PROMOTIONAL signage



Prices from \$22 for one 600x900mm corflute sign  
or \$39.60 for one 900x1200mm corflute sign.

Other sizes are available - please enquire for details.  
Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

# PROMOTIONAL calendars



| DL Fridge |       | A5 Fridge |       | Custom Header |        | A3 Wall (13 A4 Photos) |        |
|-----------|-------|-----------|-------|---------------|--------|------------------------|--------|
| 500       | 1000  | 500       | 1000  | 250           | 500    | 250                    | 500    |
| \$330     | \$440 | \$385     | \$495 | \$891         | \$1430 | \$2860                 | \$3690 |

Other sizes, formats and quantities are available - please enquire for details.  
Prices are subject to change and are for printing ONLY. Design is available at an additional cost.

PROMOTIONAL

# branded apparel



Custom printed T-shirts from \$8.80 each  
Polo shirts from \$11.00 each  
Caps from \$7.70 each

Please enquire for details.

Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

# PROFESSIONAL

In a modern business environment that is driven by technology, there are some areas where a more traditional approach to customer/client relations and internal record keeping is the more suitable option. We can provide you with the materials to keep that personal touch in your company.



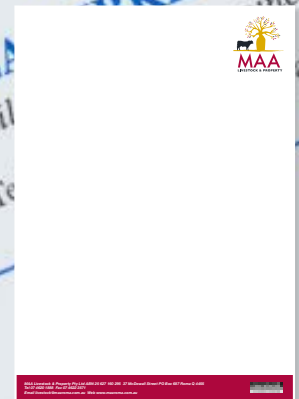
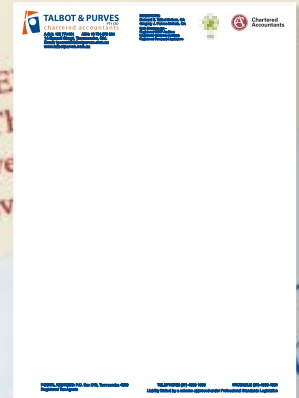
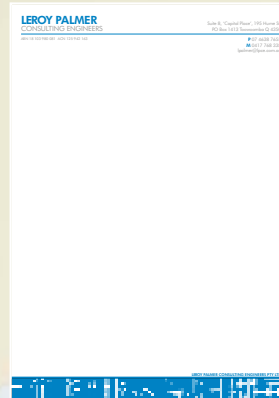
## STATIONERY

Every office requires stationery, whether for internal use or when making contact with clients, and we can provide you with what you need to maintain a professional image when communicating with your staff and others outside of your company.

## BUSINESS

Running a business requires efficient operations which demand a diverse range of printed products; from customer interaction to record keeping and documentation, plus much more besides. We can provide you with everything you need to keep the everyday functions of your business running smoothly.

## letterheads

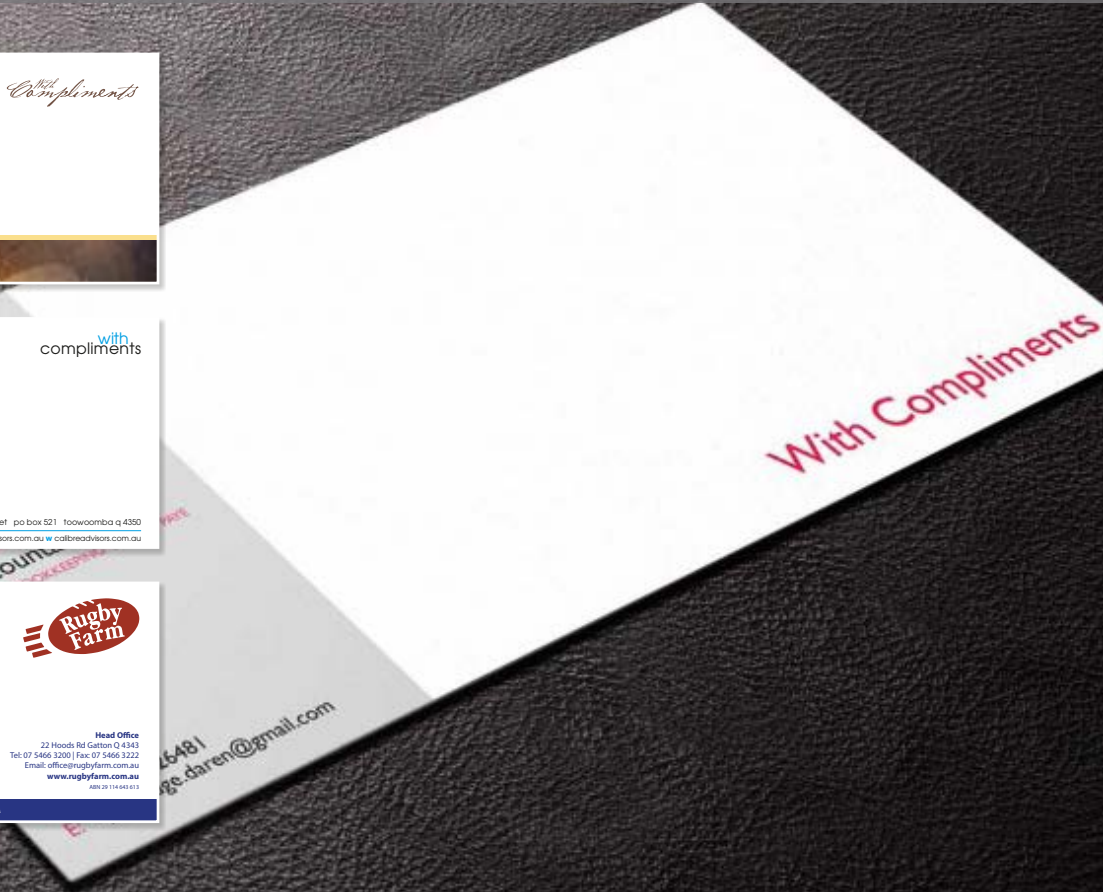


|                       | 500      | 1000     | 2000     | 5000     |
|-----------------------|----------|----------|----------|----------|
| <b>1 colour A4</b>    | \$99.00  | \$132.00 | \$198.00 | \$330.00 |
| <b>2 colours A4</b>   | \$154.00 | \$198.00 | \$242.00 | \$396.00 |
| <b>Full colour A4</b> | \$198.00 | \$242.00 | \$286.00 | \$495.00 |

Other sizes and quantities are available - please enquire for details. . Prices based on 90gsm bond paper.  
Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

STATIONERY

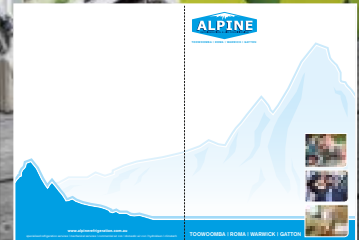
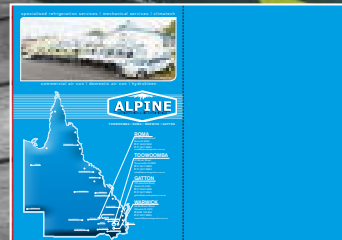
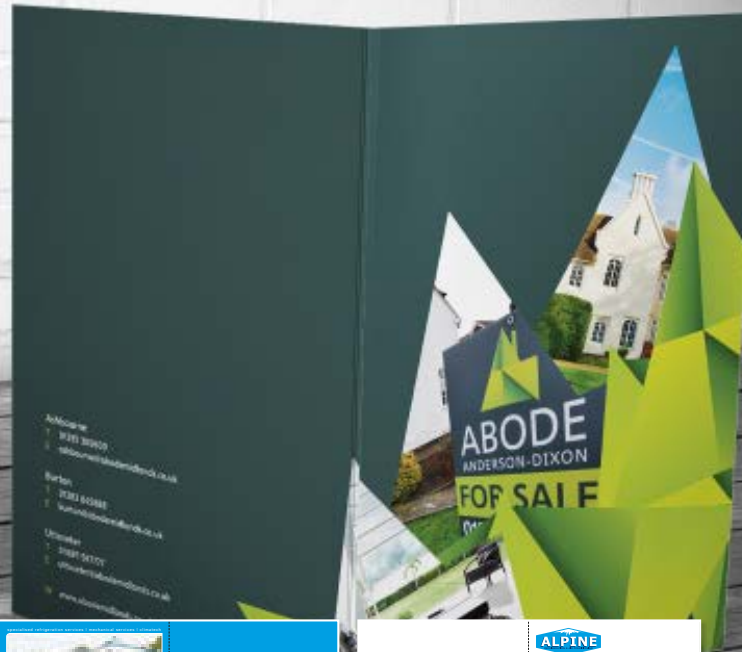
with compliments



|                | 500      | 1000     | 2000     | 5000     |
|----------------|----------|----------|----------|----------|
| 1 colour A4    | \$77.00  | \$99.00  | \$121.00 | \$231.00 |
| 2 colours A4   | \$99.00  | \$121.00 | \$154.00 | \$297.00 |
| Full colour A4 | \$121.00 | \$154.00 | \$187.00 | \$352.00 |

Other sizes and quantities are available - please enquire for details. Prices based on 90gsm bond paper.  
Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

# presentation folders



|              | 250      | 500      | 1000      |
|--------------|----------|----------|-----------|
| Outside only | \$594.00 | \$792.00 | \$1210.00 |
| Both sides   | \$660.00 | \$891.00 | \$1540.00 |

Other sizes and quantities are available - please enquire for details. . Prices based on A4 folder. Celloglaze option available. Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

business cards



|          | 250      | 500      | 1000     | 2000     |
|----------|----------|----------|----------|----------|
| 1 Colour | \$88.00  | \$99.00  | \$132.00 | \$198.00 |
| 2 Colour | \$110.00 | \$132.00 | \$154.00 | \$232.00 |
| 4 Colour | \$132.00 | \$154.00 | \$198.00 | \$275.00 |

Other sizes and quantities are available - please enquire for details. Prices based on 400gsm Artboard.  
Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

# invoice & carbonless copy



| 50 Orig. Per pad | 50       | 100      | 500      |
|------------------|----------|----------|----------|
| Duplicate        | \$220.00 | \$308.00 | \$715.00 |
| Triplicate       | \$297.00 | \$396.00 | \$990.00 |

Books are available in assorted colours with or without numbering in duplicate, triplicate or more.

Other sizes and quantities are available - please enquire for details. Prices based on A4 Single Sided. Padded in 50s  
Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

notepads

things to do...

the

podiatrist

14 Ipswich Street  
Toowoomba Q 4350  
p 07 4638 3022 f 07 4632 1441  
e admin@thepodiatrist.net.au  
www.thepodiatrist.net.au

SEDL

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388 South Street, Toowoomba Q205  
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www.sedl.com.au

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h

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THRE3FOLD

DESIGN

www.threefolddesign.com  
www.tfdweb.com

RESTORATION

Coffee House

Restoration Assembly of God  
205-237-0938 • 205-429-1722

| (50 leaves per pad) | 50       | 100      | 250      | 1000      |
|---------------------|----------|----------|----------|-----------|
| 1 colour A6         | \$187.00 | \$275.00 | \$440.00 | \$825.00  |
| 2 colours A6        | \$231.00 | \$330.00 | \$561.00 | \$990.00  |
| Full colour A6      | \$330.00 | \$495.00 | \$737.00 | \$1210.00 |

Other sizes and quantities are available - please enquire for details. Prices based on 90gsm bond paper. Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

18

# labels



Price on application.

envelopes



|              | 500      | 1000     | 2000     | 5000     |
|--------------|----------|----------|----------|----------|
| 1 colour DL  | \$99.00  | \$132.00 | \$198.00 | \$495.00 |
| 2 colours DL | \$143.00 | \$187.00 | \$264.00 | \$671.00 |
| 1 colour C4  | \$154.00 | \$221.00 | \$396.00 | \$682.00 |
| 2 colours C4 | \$198.00 | \$275.00 | \$452.00 | \$858.00 |

Other sizes, colour options and quantities are available - please enquire for details. Prices applicable to window and plain face.  
Prices are subject to change and are for PRINTING ONLY. Design is available at an additional cost.

## desk pads



Custom printed deskpads 50 x 25 leaves full colour  
A3 (420mmx297mm) from \$594.00 each  
A2 (420mmx297mm) from \$594.00 each

# PERSONAL

Whether planning for your special day or organising an event with friends and family, we have everything you need to create unique and personalised accessories to ensure that your occasion is truly memorable.



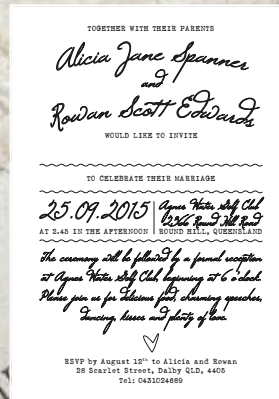
## EVENT STATIONERY

Take some of the effort out of organising your special occasion with our custom printed stationery. To give your event that personal touch our experienced staff will create a design to your specifications. We also have a range of ready-made designs available for viewing should you require a little inspiration.

## SPECIALTY PRODUCTS

Whether crafting for fun or creating your own accessories for an event, we have a wide range of elegant and colourful components from which to choose.

# wedding invitations



# save the date cards



*save the date*

DECEMBER 2015

|    |    |    |    |    |    |    |  |
|----|----|----|----|----|----|----|--|
|    |    | 1  | 2  | 3  | 4  | 5  |  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |  |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |  |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |  |
| 27 | 28 | 29 | 30 | 31 |    |    |  |

*Elle & Travis*

invitation to follow

Save  
<sup>the</sup>  
Date

*Maddy and Andrew  
are tying the knot*

**MARCH 26TH 2016**

*... and you're invited!*

## event invitations



Please join us to celebrate the naming

**OLIVIA JANE**

on Sunday 15th July, 2pm

at 23 Marchwood Crescent  
Bristol, BS4 3DP

for lunch and some cake

RSVP to John and Mly - 0117 967 1926



# printed labels



# place cards



# order of service



# thank you cards





corporate, professional & personal printing

Cracker Print and Paper Pty Ltd

**07 4632 3522**

[info@crackerpp.com.au](mailto:info@crackerpp.com.au)

[www.crackerpp.com.au](http://www.crackerpp.com.au)

435 Ruthven Street Toowoomba