



# EUREKA

YOU THINK IT » WE PRINT IT

## be effective

Branded promotional products and apparel





## 8 Reasons to work with our team...



Recognised for our  
customer service



Competitive and  
consistent pricing



Committed to  
delivering on time



Years of expertise,  
quality guaranteed



Secure, reliable  
and proven



Latest equipment  
and software



Sustainable  
green printing



Locally operated,  
family owned



## Get to know us

We're printers... which means we put ink on paper.  
We just do it better than most!

Our team is passionate about printing and strive to be the best at what we do, exceeding client expectations by producing quality printed products.

Since 1966, **Eureka Printers** have built a reputation on the foundation of service and reliability, which is why many leading businesses choose to partner with us.

With over 50 years of industry experience, our knowledge and expertise provides confidence to our clients and is an asset to their organisation.

Being a family based business, we have a keen interest in meeting our clients' expectations, and work as a team to meet the demands of each individual client.

We brand promotional products and apparel to build effective and consistent marketing solutions

**Be Effective** have expanded our range of services ensuring that we can provide an integrated marketing hub for our clients, with promotional products, uniforms, sporting apparel and signage.

Our team research the latest marketing trends and travel to visit suppliers and discover new products, so we can provide unique and customised items. With a number of years experience, we create effective, consistent campaigns across your entire range of marketing, to build brand awareness, improve customer loyalty or reward employees.

## Our clients speak for us

It's easy for us to tell you how wonderful we are and wax lyrical about our customer service, but our well respected clients do the talking for us.







## Creative Design

Design is often a problem solving exercise, and our team love the challenge. We'll create a solution that shares the message you'd like to communicate in a visual way.

Whether it's brochures, catalogues, posters, flyers, annual reports or booklets, our team can create a design that works for your business.

Our team has experience working in advertising and design agencies, and enable Eureka to offer a complete in-house service, from an initial concept, through the design phase, ready for final production.

We can also help build brand identities and business stationery that catches attention, drives business and builds trust, because we understand that a great brand isn't just a logo or words. Your brand is your personality, vision and core values, and we want your clients to recognise those unique qualities when interacting with your business.

We use the industry leading FujiFilm XMF workflow, which allows us to pre-flight your artwork accurately, and send ink data direct to our press.

The latest Computer to Plate (CtP) technology eliminates the need for film and chemicals, ensuring that we print in an environmentally sustainable way.

### Our Software Library includes...



Acrobat



InDesign



Illustrator



Photoshop



enfocus PITSTOP



Extensis Suitcase





# Offset Printing

When you want to get your message out, print remains the most trusted and effective form of communication.

Our state-of-the-art offset printing presses are equipped with the most advanced computerised printing technology with fully automated functions, to help our highly skilled team produce consistently high quality print with fast turnarounds.

We've recently installed and trained our team using ColorPath SYNC, a cutting edge cloud-based, colour management solution. ColorPath SYNC connects our presses and Computer to Plate (CtP) system to ensure that our workflow meets ISO 12647-2 FOGRA colour standard.

With more than 50 years industry experience, we have the capability to produce small and large print runs with confidence.

## PRESS SPECIFICATIONS...



### **KOMORI LITHRONE L528P**

**Max. Sheet Size:** 740mm x 530mm

**Perfecting Ability:** Yes



### **HEIDELBERG GTO-52**

**Max. Sheet Size:** 520mm x 360mm

**In-line Finishing Capabilities:**

Slitting, Scoring, Perforating, Numbering







## Digital Printing

If you've got something important to say and you need it done quickly, then digital printing can handle the job.

Eureka's state-of-the art digital printing equipment ensures that your printing can be produced quickly, whilst maintaining impressive quality and consistency from the first sheet to the last, across various media substrates.

Our flagship digital press is also FOGRA certified to match international colour standards, producing print work in an environmentally friendly process, which includes a recycled toner cartridge collection program reducing wastage.

Intelligent software enables us to take your database, correct and match addresses with Australia Post, and produce personalised letters with postage barcodes. We offer mail sorting, envelope insertion and lodgement for mail distribution, to provide postage and time savings to you for any mailout of 300+ items.

We can handle your most demanding printing projects, delivering them on time at competitive prices, to keep you coming back time and time again.

### PRESS SPECIFICATIONS...



**KONICA BIZHUB  
COLOUR PRODUCTION  
PRESS C1100**

**Max. Sheet Size:** 487mm x 330mm  
**Paper Stock Handling:** 64gsm – 400gsm  
**In-line Finishing Capabilities:** Collating, Stapling





## Finishing and Bindery

We offer a range of stylish embellishment effects, plus many binding options for a polished, professional finish.

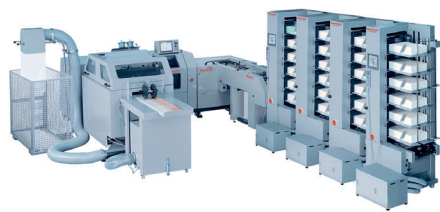
Our team can provide a wide range of attention-grabbing embellishment effects such as embossing, foil stamping, UV coating and laminating, each of which can turn a great product into an exceptional finished masterpiece.

With superior quality trimming, collating, folding, drilling and die-cutting service, we can complete your product in-house, utilising comb, coil, wire and plastikoil binding, side and saddle stitching, as well as perfect binding options.

We can print large volumes and store your products in our secure warehouse, to provide you with cost-effective priced products at a bulk quantity rate.

Our team can pick-and-pack to fulfil your orders or deliver set amounts to various locations as required.

### EQUIPMENT SPECIFICATIONS...



#### **HORIZON BOOKLET MAKER**

**Max. Book Size:** 230mm x 312mm



#### **MBO FOLDER**

**Max. Sheet Size:** 530mm x 840mm

**Capabilities:** Gatefold, Score, Perf



# Why use promotional products?

Promotional products allow people to **see** your brand, **associate** your brand, **recognise** your brand, and encourage them to **choose** your brand.



## Increase brand recognition

Promotional products are a great long-term business card! A good promotional item can be an ongoing reminder of your brand, every day it's used, creating a lasting impression.



## Inspire customer loyalty

Repeat business and improved relationships can result from the clever use of a promotional gift, creating an immediate appreciation and gratitude that forges a positive link.



## Valuable advertising space

Most people sit at a desk at work for over 8 hours a day. If they're using your branded product/gift, you have secured the most valuable advertising space in the world – right on their office desk.



## Leverage the perceived cost

The average person has no idea of the cost of producing promotional items. They are more likely to over-estimate the cost, believing you have given a generous gift, and therefore retain it.



## Establish employee incentives

Promotional products can be given, not only to customers, but also to employees to thank them for good performance, or to motivate them to perform, with the reward being a promotional gift.



## A different way to discount

Instead of discounting your product, consider adding a free gift item. This will enable you to maintain higher sales margins while enhancing your brand value in the consumer's mind.



## Customers are ambassadors

If your customers wear or use your promotional products, you have succeeded in making that person a public ambassador for your brand and a mobile advertising board.



## 3D Advertising

In today's world, so many giveaways come in the form of an impersonal discount code or an email link. However, despite technology, people still love something they can touch.



# We can help you Be Effective

Our knowledge, expertise and creative talent can help you design an innovative and impressive promotional campaign to showcase **your brand** effectively.



## Excellent Customer Service

We consider ourselves as a promotional partner and your business' brand ambassadors. Our dedicated and personal service to our clients, big or small, is an asset to your business, because we view each day as an opportunity to help our customers succeed in business.



## Brand Consistency and Accuracy

As a partner company of Eureka Printers, we understand the importance of colour and branding consistency. Our design and production team have the resources, experience and skills to manage the consistent production of your brand across all print mediums.



**MEMBER**

AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION

*create promote engage*

## Expertise and Advice

There are literally 1000's of items to choose from, but the decision doesn't have to be overwhelming. Our sales consultants are happy to assist with selecting the right promotional items, taking into consideration your target market, desired outcome and resources.



## Imaginative Design

Whether you're searching for a fresh new concept or an imaginative update to existing material, our creative team can design innovative and effective solutions to improve your brand visibility, and boost brand recognition, to give you that creative edge.



## Competitive Pricing

Our team have relationships with most major suppliers all over Australia, Asia, Europe, and North America, to provide the biggest range of quality products at competitive prices. We have everything from cheap products costing a few cents to executive items.



## One Stop Provider

Be Effective Promotions and Eureka Printers brings together a unique blend of creative and production expertise, providing a powerful asset to our customers, enabling us to manage and integrate all your print and promotional products in one convenient location.



## Uniforms and Apparel

Promotional clothing is a great way to extend and **promote** your corporate image and **identify** your team.

We have men's and women's business shirts in a huge range of styles, sizes and fabrics, from chambray to easy-care cotton, polyester and microfibre.

T-shirts, polo shirts, trousers, shorts and skirts, jumpers, vests and jackets. Workwear, hi-viz safety gear and caps. Even aprons and hospitality clothing.

We have a range of apparel to suit your business organisation or sporting team, which can have your branding and message applied through embroidery, screen printing, die sublimation or digital transfer.

We can even customise the fabric colour and type on large indent quantities, to match your corporate colour scheme.





## Promotional Items

Be Effective offers 1000's of unique advertising specialty items that can be customised with **your brand and message.**

Whether you're reaching out to 50, 500 or 5,000 current or potential clients, our incredible range of products offers promotional items suitable for any industry.

Ballpoint pens and stress-balls. Shopping bags, keyrings and mugs. Drink bottles and sports bags. Compendiums and business satchels. Tools and high-end electronics. Our diverse product lineup is sure to offer the perfect item for your promotional initiative, including therapeutic and health related products and even umbrellas and towels. It's fun, effective advertising, limited only by your creativity.

We can brand our range using embroidery, pad printing, screen printing, laser engraving, die sublimation and digital transfers, for a quality finished product.



## Banners and Signage

Designed for indoor or outdoor use, our promotional pullup banners and teardrop flags are **great for advertising** at trade shows, corporate events, and sports venues.

Lightweight, portable, and easy to assemble, each pullup banner and teardrop flag makes a convenient solution to your on-the-go marketing needs.

Banners are one of the most popular promotional products of any outdoor event or marketing campaign.





**Contact  
our team  
today**



**Paul Mansfield**



**Jackie Mansfield**



**Josh Mansfield**



**Leah Mansfield**



**Caleb Mansfield**



**Sam Mansfield**



**Dan Mansfield**

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