

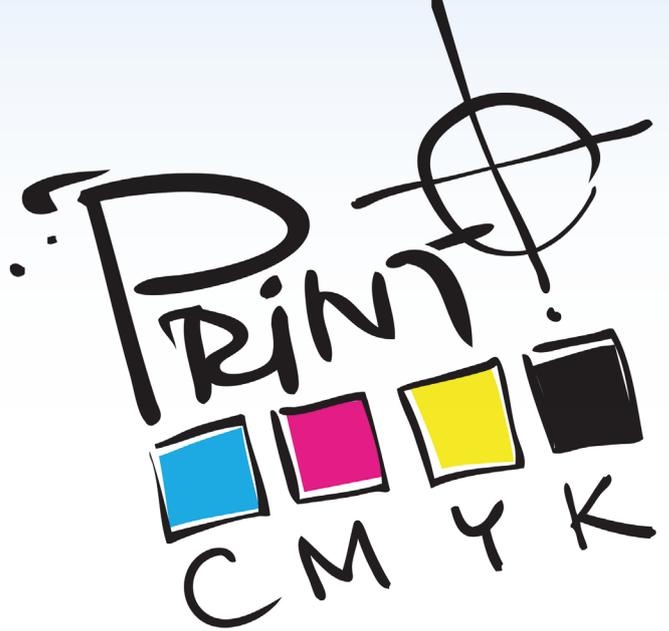
We'll give you...



£100

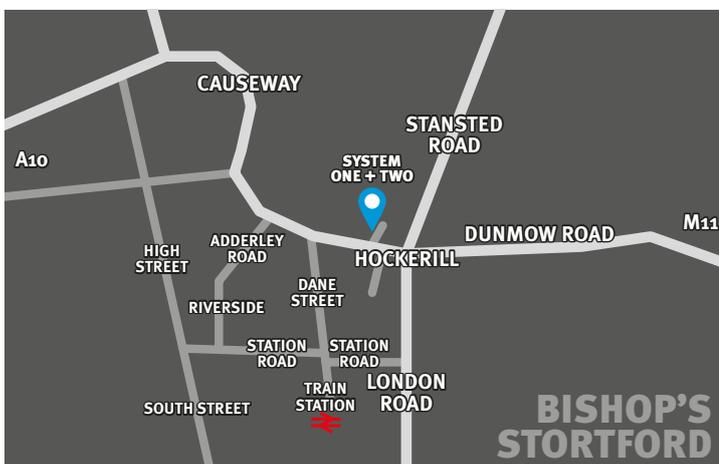
... off your marketing costs when you refer a business to System One. That's right - save £100 on your next spend whether its the design of a new logo, leaflet printing or business cards!

\*Subject to terms, please enquire.



## CHECK OUT

- ▶ NEW eco-friendly A4 colour printer range - excellent output
- ▶ Our NEW MPC models launched in 2012, lets talk options!
- ▶ We're not just an internal supplier, try us for prices!



**SystemOne**  
STREAMLINE YOUR WORKFLOW

**Your digital print specialist.**

*For a knockout quote that won't knock you out, call us on:*

**01279 602700**

*or visit: [www.systemone.co.uk](http://www.systemone.co.uk)*

For cost-effective office equipment and digital workflow solutions, call **System One** on **01279 602700**

For all your printing requirements, high quality, short and long run, call **System Two Print** on **01279 602709**

# A fresh outlook

**We've made the investment, now we need you to take advantage!**

System One and System Two are the two multi-faceted divisions that allow us to offer a diverse basket of services to our clients. System One provides state of the art technology in hardware and effective software for corporate environments as well as smaller offices. System Two offers a truly cost effective design, printing and finishing service.

The month of April saw System One and System Two celebrate a positive first quarter. On the strength of this we decided to bring you our first newsletter to introduce our existing clients, and maybe some that aren't, to our capabilities and services. This is done with the sole aim of saving you money.

System One has opened new lines of communication with our clients this year. We have been in touch with everyone ensuring company information is up to date, as well as conducting surveys since the transition of System One and System Two Print to our new premises in Bishop's Stortford. It has been very important to address the changes that have taken place since the acquisition of Hawke Print



Above: System One's new premises in Bishop's Stortford, nominated for an award by the Hertfordshire Heritage for New Build Refurbishment, and left: the old building was once a malting house

- which has become System Two Print - thus relaying the additional benefits and division skills to both client bases.

The convenience of modern technology pushes us toward relying heavily on the ease of communicating via email. However, we do understand the necessity of talking to our clients in order to meet with the expectations in today's stressful world.

**Bruce Belton, System One Director:**

"Improved technology helps increase our productivity, which in turn adds value and also eases working stress, for both us and our clients. The new digital press - the Proc C series - takes light printing to the next level. Our clients are growing and have increased demands, so innovative, cost competitive solutions really are the key to helping them."

**THIS ISSUE**



**System One acquires Hawke Print**

System One strengthens its print services with the addition of a litho company with over 30 years experience  
➔ more on page 3

**Cut costs, not corners!**

Printing is critical to most businesses. Make sure your print costs are under control in 2012.  
➔ more on page 3

**Printing on the go!**



Ricoh's new line of HotSpot printers are the industry's first desktop printers that enable users to print documents from any Wi-Fi-enabled location or device  
➔ more on page 3

**PLUS LOTS MORE...**

# Digital print in focus



## Manage your workflow

Have you ever needed to convert a number of documents in Excel, Powerpoint or Word? If the answer is yes, we can help.

Understanding the powers of OCR (optical character recognition) will put your digital office on track in 2012! Contact us now for more details:

[cpayne@systemone.co.uk](mailto:cpayne@systemone.co.uk)



### NEW

#### email meter reading

Submitting your meter reading has got easier!

There's no need to login any more, simply click the link (at the website?) and enter your details. For more information email [info@systemone.co.uk](mailto:info@systemone.co.uk) where operations will happily help out.



#### Upload your files

You can now contact us for your own personal login

details and gain access to our FTP site. All your artwork can be uploaded to our System Two Print website, saving the hassle and fuss of collection and delivery of artwork.

Email [info@systemtwo.co.uk](mailto:info@systemtwo.co.uk) and we'll send you a link showing how it all works.

## Business Cards

**Are yours understated?** Do they deliver the correct message for you and your business? If not, maybe you should try something different. We can provide you with alternatives to ensure you leave your mark and stand out!

## Spring into action

During the months of June and July we are giving clients a whopping **10% discount on all printing - both digital and litho runs!**



System One clients can benefit from using our in-house printing services. With the new PRO C751 press you can source all your digital print from us, and should you encounter an issue with your current machine and have a pressing deadline, System Two Print are on hand as a back up.



The new Ricoh Pro C751

Purchasing the new Pro C751 has enabled System One to remain competitive as we can promote short run digital printing at litho quality! This means that businesses can target their market without having to invest heavily during the recession.

### LATEST INDUSTRY NEWS!

The cost of colour copying has come down as digital printing moves forward in 2012.

Why not take advantage of these reductions when you need



to produce flyers, posters, business cards as well as all your stationery requirements. We can produce a very fast turn around in short and long digital print runs, at extremely high quality as well as an affordable price.

System Two Print will advise you on the best solution for your projects and also assist in the preparation of your marketing if necessary. We have a number of professional graphic designers, reprographic specialists and technical experts available to offer advice for your printing requirements, all of whom have worked alongside the company for a number of years.

We go to great lengths to ensure your work is produced consistently and to the highest standards. We appreciate fully that the right image for any

company today is extremely important in conveying the correct message, to the correct audience.

### LITHO PRINTING

We can also offer a litho printing service, back to back with our top of the range digital press from 1 colour to 5 colours. This is favourable for larger run jobs including all the finishing options you may need.

### Super hydro-print for your business cards and posters

This printing technology withstands the wet so it's great for displaying outside. Not only that, its untearable by hand, trust us - we've tried!

**For further information contact us on 01279 602799**



### CLIENT TESTIMONIAL

## Stunning results and a great service!

*I've known the guys at System Two Print for some years and have always found them to be really helpful and efficient. Now they have a new litho-quality digital press installed which produces absolutely stunning results. When you combine this with their great service I'd struggle to find anything better from a printer.*

**Stephen Hill [Creative Design]**

# Adding value in 2012

## System One appoints CRM position



During December of 2011 we appointed a new role in client relations. Connie Payne has now joined the team at System One! Connie's role includes handling your enquiries, bringing you hardware updates, software upgrades, and all digital print industry news.

Connie said: "My time in the company has been refreshing. The team are very professional and understanding to the needs of their clients. It's great to be part of a company that is growing and developing it's key areas so clients can gain greater value.

It's important for us to speak with our clients and meet with their expectations. The new CRM role enables us to enhance our communication both online and over the telephone. We want our clients to know and understand industry enough to reap the benefits through placing their work with us.

I look forward to seeing the company grow and being part of the new implementations in CRM."

Please get in touch with Connie if you have anything you wish to discuss. Her email address is [cpayne@systemone.co.uk](mailto:cpayne@systemone.co.uk).



## Is online shopping taking over in your marketing plans for 2012?

**We can help you get Your Marketing Budget on Track!**

The demand for online marketing is growing rapidly and the need to place emphasis on printing has taken massive cut backs as companies try to look and save in 2012. The importance of addressing online and printing in the current climate has become equally important in Business. System One and System Two Print recognise these key areas for growth and give all clients the opportunity of taking advantage of their printing requirements. Whether your business needs are printing, scanning, copying, faxing, or high volume production in colour or black/white, our services in the future will become more advantageous if you are using System One and System Two Print combined services. We look forward to keeping you informed this year.

### INDUSTRY NEWS

According to RIBA blanket online direct marketing on its own is neither cost effective nor sophisticated enough to engage today's customer that is crucial to developing a good relationship with existing and potential customers, not putting all your eggs in one basket for budgetary purposes. Combining and integrating marketing channels will have the greatest impact on coverage and response.

## Cut costs. Not corners.

Print is critical to your business and so is value for money. Ensure your print management is under control in 2012! Are you in need of a print audit?

**Is your equipment getting old and in need of an upgrade?** We are offering 6 months FREE servicing across our **NEW AWARD WINNING** product range.



## Add value to your customer base with Hotspot printing

This will give all businesses the opportunity of adding value by introducing mobile printing.

People on the move often need to print emails and documents from their laptop, smart phone or PDA. Finding somewhere convenient that offers secure high quality wireless printing has not been easy until now.

The Ricoh Hotspot printing solution allows you to print any document, email or attachment from your internet-enabled laptop, smart phone or PDA without installing drivers or other software - with Ricoh quality print in colour or black and white too!

Hotspot Printing creates a flexible office environment anywhere.

### Mobile. Secure. Easy

Further information on Hotspot printing get in touch via email [cpayne@systemone.co.uk](mailto:cpayne@systemone.co.uk) or call us on 01279 602700.

### East Essex and Herts Paper - Press Release

## System One Acquisition Of Hawke Print

Hawke Print had been strong in business for 30 years. A long established company located in Welwyn Garden City, they required financing, and relocated to Bishop's Stortford in August of last year under the umbrella of System One. This saved 4 job losses and created a sales opportunity within the company. Hawke Print, now System Two Print, has already created an impact within our community during the recession with the new technology offered by the addition of the new Ricoh Pro C751 press.



# Harness the power of two!

## Complete office printing and hardware solutions

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# Fast, affordable, high quality DIGITAL AND LITHO PRINTING

Do you want a high quality, reliable printing service from a company who understands your business? Well, you've come to the right place.

**10%**  
**DISCOUNT**  
on all printing

Let us quote you for:

- marketing and design •
- business stationery •
- brochures and folders •
- leaflets and flyers •
- display and exhibition material •



For all your printing requirements, call  
**System Two Print** on **01279 602709**

# Does your office lack **PERFORMANCE** GET ON TRACK IN 2012

Streamline the production of your office with our workflow software. Discover the power of batch document processing. Get on track in 2012!

**HOT**  
**Spot**  
PRINTER

**ENQUIRE**  
for details

- We can supply your:**
- office hardware •
  - business software •
  - document printing •
  - maintenance and support •

**SystemOne**  
STREAMLINE YOUR WORKFLOW

For cost-effective office equipment and digital workflow solutions, call  
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