



dobson's
**COMPANY
SNAPSHOT**

WHO WE ARE

For more than three decades, Dobson's has built a reputation on performance and personalised service in the printing industry. We combine experience with cutting edge technology to provide the highest value for all our clients, from small to medium enterprises, resellers and designers, to large corporate organisations.

Mission Statement

**“We will help our clients communicate.
We will continually improve and be
committed to each project.”**

Dobson's Printing Pty Ltd

Date commenced: 1977

ABN: 52 002 998 683

ACN: 002 998 683

Legal status of organization: Company

Directors: Graeme Dobson, Patrick Crawford

Professional Memberships: Printing Industries Australia

Address: Unit 2, 72-74 Lower Gibbes St, Chatswood NSW 2067

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“Our pre-press department has developed a fast and efficient workflow to leave our competitors behind.”

Offset Printing

Our offset print work is the core of our business. With up to five colours, our offset printers are operated by experienced professionals to get outstanding quality.

Digital Printing

For short run projects digital printing provides a fast and cost effective solution. Variable data printing is made easy when our expertise is combined with digital printing, so we can assist our clients with personalised marketing materials.

Pre-Press

Using the latest technology, our pre-press department has developed a fast and efficient workflow to leave our competitors behind. Their professional scrutiny in processing client files has captured countless errors in client files from hitting press.

Design

From marketing campaigns, brand development, copywriting, exhibitions design and web design to simply designing a business card, our design studio can help you become more visible in your market.

Bindery

We have a full bindery which can do saddle-stitching, wiro binding, folding, celloglazing, collation and drilling. This department extends our capabilities past putting ink on paper.

Distribution and Warehousing

If you have just-in-time delivery requirements, multiple distribution destinations, warehousing or special unmarked packaging needs, Dobson's can arrange to meet them. We have a distribution service within the Sydney metropolitan area and we can deliver across the eastern seaboard.

Online Ordering System

Dobson's offers an Online Ordering System which is custom made for individual clients to meet their specific needs. To make the process easier, particularly if there are multiple buyers or stores, a client can have separate logins, edit details, see a PDF proof and order products in just a few clicks.

Quality Management System

We believe that a constant review of processes is vital in order to identify weaknesses and to provide continuous improvement.

The components of our service that are evaluated weekly include:

- Individual job outcomes
- Press efficiency
- QC approvals
- Client feedback
- Sales outcomes

This review process is undertaken by management and the business development manager, but all employees are involved in the evaluation. The evaluation findings are communicated in an internal newsletter published weekly, as well as in meetings and formal reviews.

Our four-stage quality control system is called “**ready, set, go, deliver**”. Each job is evaluated as it moves through the stages of production and each process requires the sign off at each stage. This gives responsibility for the job to specific people who are then accountable for any errors. The four stages of the process ensure the integrity of every project.

Innovation

Part of our mission is to continually improve. This means we must innovate. It is our combination of cutting edge technology combined with over 30 years experience that sets us above the rest.

Our equipment in both design, pre-press & production areas includes the latest in Mac G5 computers, CTP plate making and Heidelberg presses. We have purchased a Nuvera and Xerox 5000 digital printers to expand our printing capabilities. Our Prism software is used to streamline quoting, invoicing and shop floor management so that we can track jobs right through the production process.

Other areas we have recently expanded include the addition of in house cello glazing and creasing services as well as mailing, packing and distribution services.

We have innovative equipment but we also offer innovative products. These include pop-up direct mail pieces, variable data printing and PURLs and gang-printing options. A web based ordering system is available for clients who wish to order via the web. We personalise this system to suit your business’ needs for items such as stationery, marketing reprints and packaging.

“We recognise the impact that we may have and as such have responsibility to our clients, employees, community and the environment”

Colour Management

Dobson's are at the forefront of colour management technology. Establishing comprehensive print profiles across our presses, coupled with advanced CTP Kodak/ Creo software has enabled us to send predetermined print profiles directly to the press. This colour advancement is aligned to the calibration of our high end 'Epson' proofing devices and ultimately provides our clients with precise colour consistency.

Corporate Social Responsibility

As a business built on reputation, Dobson's integrity is of the highest importance. We recognise the impact that we may have and as such have responsibility to our clients, employees, community and the environment.

Dobson's Corporate Social Responsibility is based on:

- **Honest communication.** Our committed staff and one-point-of contact ensures immediate and accurate communication.
- **Feedback.** All feedback we receive is taken seriously. Any negative feedback is taken on board, with problems quickly rectified as they are recognised.
- **Employees.** Our staff are at the heart of our operations. Their commitment to this company is reflected in Dobson's commitment to improving their livelihoods. This includes providing a supportive work environment free from discrimination and having equal opportunities for employment and advancement.
- **Constant improvement.** In order to meet the needs of clients, Dobson's aims to be constantly evolving and growing.

First to Last Client Management

Dobson's believes in providing the highest level of service for its clients. Each client receives the attention of their account manager who handles their jobs from conception through to final product. Our structure of client management allows us to become familiar with the needs of each client and allows a level of flexibility and responsiveness which forms the basis of our superior service. At any stage you can contact your account manager and get a quick quote, information about what stage your job is at or advice on the most cost effective way to produce a certain product.

WHY CHOOSE DOBSON'S

Put simply:

- Service
- Turnaround
- Quality
- Value
- Total solutions provider

Client Satisfaction

In order to maintain client satisfaction several processes have been established. These processes help us identify any dissatisfaction which can then be addressed.

Each Customer Service Operator is pro-active is assessing their clients' satisfaction. Because they manage the entire account they form relationships with their clients and the Business Development Manager seeks feedback from clients regularly.

The Customer Service Operators will review their monthly volume report with the Business Development Manager to identify any decreases in spending. The reasons for this are then identified and addressed. This is the most obvious way of identifying problems.

Complaints are always reported to management and response strategies are formulated in group discussion. Monthly meetings, open forum discussions and 'redo' reports are alternate ways of gauging client satisfaction and how we can improve in order to consistently exceed our client's expectations.

Environment

Dobson's is committed to reducing our impact on the environment on a daily basis. We have invested heavily in a range of technologies which assists us in reducing energy, paper, chemical and discharge wastage.

Not only do we use vegetable based inks, Dobson's recycles all waste stock including metal plates, waste paper and trimmings. We actively promote recycled stock options to our customers with an environmental language guide sent out in a pack to all new clients. We have established a gang printing line of products which saves considerable paper and consumables.

Dobson's are associated with companies involved in high profile environmental ideals such as the EU Eco-Management and Audit Scheme. The (EMAS) is a management tool for companies and other organisations to evaluate, report and improve their environmental performance.

PRINTING IS OUR CRAFT
TECHNOLOGY IS OUR TOOL
DIVERSITY IS OUR STRENGTH
COMMITMENT IS OUR PROMISE



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