



COMPANY PROFILE





## History

Established in 1991, Look Print first specialised in general corporate signage. From this position we were early to recognize the opportunity for digital imaging, and its specific application to large format printing for both internal and external applications.

## Industry Experience

Look Print is proud to have been fulfilling some of Australia's most successful companies with their large format digital printing needs for more than 14 years.

The likes of David Jones, Myer, Chanel, Telstra, Esprit, Estee Lauder, Apple Computers, Saatchi & Saatchi, Calvin Klein, RM Williams, Nick Scali Furniture, Sydney Olympic Park, Moet Hennessey, YSL, Levis, Sony Playstation, Tag Heuer, Sydney Festival, Sydney Opera House, Armani, LG, Puma, FHM, Alfa Romeo, Caberet, We Will Rock You, Just Group, just to name a few.

## Product Range

Look Print specialises in the volume production of large format digital printing. Our comprehensive product range, which continues to grow through research and development initiatives, includes:

- Posters
- Banners
- Street Furniture
- Transit Advertising (Bus and Taxi)
- Window Decals
- Point of Sale Displays
- Floor Graphics
- Lightbox Prints
- Digital Wallpaper
- Fabrics and Textiles
- Display Systems
- Rigid/Textured Substrate Prints

## Services

Look Print offers the following services:

**Pre-press & Design:** Services include hi-res scanning, image library access, layout and artwork creation, colour management and manipulation of digital files.

**Laminating:** A number of finishes (including matte, gloss and non slip) are available for added durability, UV stability, chemical and graffiti resistance.

**Mounting:** To a variety of substrates for either internal or external use.

**Packaging & Distribution:** Handled in-house by our skilled team of finishing personnel. Our partner couriers ensure your job arrives in perfect condition every time.

**Installation:** Installation can be arranged Australia wide.

## **Production Capacity**

Look Print is Australia's largest capacity large format digital printer. Our facilities and resources include:

- 11 different print technologies
- 18 printers
- 53 staff members
- Over 3000m<sup>2</sup> of production facilities across two premises
- More than 350m<sup>2</sup>/hr print capacity, up to 24hrs a day, 7 days a week

No matter how big the job, we have the technology, expertise and capacity to deliver. With a comprehensive range of print technologies we are able to manage your entire promotional campaign, ensuring colour consistency across the board.

## **Complete Control**

Since 1991, Look Print has been operating independently. With all facilities on site we are able to successfully maintain complete control of customer service, pre-press, printing, finishing, delivery and installation, both Australia wide and worldwide.

By maintaining this total control we are confident that your print will arrive where you want it, how you want it and when you want it. That is our guarantee to you.



When doing business, quality and reliability are paramount. Look Print are considered amongst our supplier peers to be THE industry standard for reliability in quality printing and print management systems. We achieve this with certain standards, examples of which follow:

### **Project Teams**

Look Print has recently introduced independent Project Teams, consisting of a pre-press operator, a print operator and a finishing assistant. Your personal Project Team will look after your job from start to finish, ensuring efficient workflow in order to produce the highest quality product. Teams continuously adhere to strict quality controls prior to sign offs.

### **Preferred Supplier Arrangements**

Preferred supplier arrangements ensure our clients are receiving the highest quality and best value materials and services the market has to offer.

### **Proprietary Digital Management Software**

Our proprietary software electronically prices, schedules, tracks and monitors each individual order, from the various stages of production through to delivery and installation, ensuring everything flows according to plan.

### **Guaranteed Deliverability**

We realise your order has to be there on time, and our reputation is built upon that promise. We're so confident of our proven track record that we're the only large format printer in Australia to guarantee it will be ready on time!

### **Colour Management**

Look Print has installed a fully integrated state-of-the-art colour management system, guaranteeing colour consistency across the broad range of materials that your campaign may require. We are also introducing a new off-line proofing system giving you fast, economical proofing.

### **Quality Guarantee**

If when you receive your prints you are not delighted, or they were not produced as required, simply call us. We'll immediately collect them and, at your absolute option, either reprint them at our cost and credit your account with a 10% rebate of their original value, OR, not reprint and credit your account (for future purchases) with a full 110% of the original value.

### **Customer Satisfaction Surveys**

At Look Print we are constantly looking for feedback on ways to improve our processes. Customers are surveyed regularly to ensure they are completely satisfied with our product and service offerings.



Due to our stringent Research and Development practices, and our exclusive supplier relationships, Look Print can now offer medium to large digital print runs at prices comparative to screen printing, with all the added benefits of digital. These benefits include:

### **Shorter Turnarounds**

With unprecedented high printer speeds, and without the laborious screen setups involved in screen printing, we can now complete your jobs sooner rather than later.

### **Part Shipments**

Allows you the option to have your job delivered in batches to suit your needs.

### **Low Set Up Costs**

As digital printing does not require screens, the setup costs are cut from several thousand to around \$100 per artwork (minimum production charges apply to maintain efficiency).

### **Sampling**

Would you like to know what your print looks like before you place an order for thousands of m<sup>2</sup>? With digital printing you can. Simply send us a file and at a low cost we can print your artwork onto the product of your choice.

### **Variable Artwork**

Allow more flexibility in your advertising campaigns by having variable artworks in your print run. You can now change your promotional artwork to target different markets with a small additional set up cost of only \$100 per artwork.

### **Photo Quality**

Available at real 720dpi, with 6 colour inks for optimum colour accuracy across a comprehensive range of products.





At Look Print we thrive on developing long term, mutually beneficial relationships with our clients.

### **Targeted Relationships**

We do not pretend to be “all things to all people”, or the “best at everything”. Our goal is to develop long term, mutually beneficial partnerships with companies that require our core product and service offerings.

### **Understanding Your Business**

We realise that every business is different and therefore has unique needs when it comes to printing. Our Business Development Managers and Concept Consultants work closely with our clients to understand the dynamics of their business and develop the right print solution to suit their needs.

### **Points of Difference**

Our consultative approach to partnering with clients, our ability to do what others couldn't and can't; and our expertise in providing solutions to problems beyond the ability of other suppliers, are established points of difference and advantages that Look Print brings to all of its clients. Such consistent performance makes us the supplier of choice for many of Australia's most successful companies. Some examples include:

- The Sydney Festival choose Look Print because we deliver on the promise to supply and manage the production of an enormous amount of work in the given short time frame. This process involves a large number of different artwork, multiple sponsor signoffs, different sizes, materials, artworks, delivery and installation requirements, and emergency changes (sometimes even after production and on the same day – that's what an emergency is!)
- Telstra choose to use Look Print as their preferred supplier for window decals and POS materials for their stores Australia-wide. Work comes in on a campaign by campaign basis, normally monthly or bimonthly, with short turnaround times of around 1-2 weeks. Look Print compile artwork, colour manage, print, finish and install right across Australia, dealing with shopping centre management, seeking council approval and organising installers from Sydney to Werribee!



At Look Print we know that to remain number one you need to continually offer bigger, better and more value than the competition. How do we do this?

### **Research and Development**

Our R&D team continuously travels the world sourcing the latest in inks, media, technology and printers to bring you the highest quality, innovative products and services at competitive market prices.

### **Buying Power**

Existing volumes of work from our large high end corporate clientele enable us to purchase raw materials and technology, both locally and internationally, at the most beneficial prices for our client base. These great prices are then passed directly onto our clients.

### **State-of-the-Art Equipment**

We are continually searching for new equipment to give our clients the competitive edge. For example, Look Print was the first printer in the country to purchase an industrial digital inkjet textile printer, which prints directly onto natural and synthetic fibres such as cotton, stretch cotton, Polysatin, Organza, Trilobal...and many more.

### **Studio Direct**

In 2004 Look Print implemented a direct studio service for select clients. With Studio Direct a qualified pre-press operator will travel to the client, so that all approvals and artwork changes can be made from the comfort of your own office.

### **Concept Consultants**

At Look Print we realise that when you come to us you are not simply buying print - you are buying a communications solution to build sales. That is why we have made available to you a team of Concept Consultants, with backgrounds in Marketing, Visual Merchandising and Design, to consult on your projects. Our consultants will work closely with you to assess your specific campaign needs and advise you on the most appropriate products and innovative solutions in order to achieve the results you require.

### **International Associations**

We are part of an elite membership of non-competitive industry professionals who openly share suppliers, products, knowledge, tricks and traps, and assist each other to fulfil the production needs of our clients, simultaneously across Australia and Worldwide. Look Print can offer our clients the combined experience and purchasing power of the best in the world.



## Kool Rewards

At Look Print we believe in showing our customers how much we appreciate their work. That's why we have created our Kool Rewards program to say "thanks" for working with us.

For every dollar spent you receive points to redeem on experiences that will leave you either gasping for breath or feeling like royalty! Some of our most popular rewards include:

- French champagne
- Romantic dinners for two at your favourite restaurants
- Rejuvenating massages and facials
- Skydiving
- Helicopter joy rides
- Yacht dinner, bed & breakfast at anchor for two
- Seaplane flights for two with dinner & overnight accommodation at Cottage Point

Please check your company's policy on loyalty programs. It may be that as an employee of your company you may not be entitled to join our program.



## PRINTER SPECIFICATIONS

PRINTER	#	INKS	DPI (image quality)	APPLICATIONS	MAX PRINT WIDTH
<b>Durst Rho 800HS</b>	1	UV	600x600	Rigid Medias, Decals, Floor decals, banner, POS, posters, backlits,	3050x1530mm (flat sheet) 2500mm width (Roll)
<b>Oce Arizona 550 GT</b>	1	UV (+ White Ink)	1440	Rigid Medias, Decals, Floor decals, canvas, banner, POS, posters, backlits	1260x2510mm (flat sheet) 2190mm width (roll)
<b>Durst Rho 500R</b>	1	UV	600x600	Decals, Floor decals, banner, POS, posters, backlits, transit advertising	2500mm width (roll)
<b>HP SCITEX XP 2750</b>	1	UV	635 x 800	Decals, Floor decals, banner, POS, posters, backlits, transit advertising	1580mm width (roll)
<b>Jetrix</b>	1	UV (+ White Ink)	600x600	Rigid Medias, Decals, Floor decals, canvas, banner, POS, posters	2400x1220mm (flat sheet) 1700mm width (roll)
<b>OCE LIGHTJET 430</b>	2	Photographic	Continuous Tone (photoquality)	Photographic Quality Internal Promotional Posters, Duratrans (Backlits)	1265 x 3060mm
<b>HP Designjet L26500</b>	1	Latex	600x1200 1200 x 1200	High quality Decals, Floor decals, banner, POS, posters, graphic panels	1550mm width (roll)
<b>Seiko V64S</b>	2	Solvent	720x720	High Quality Decals, Floor decals, canvas, banner, POS, graphic panels	1515mm width (roll)







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