



McPHERSON'S
PRINTING GROUP
www.mcpersonsprinting.com.au

Understanding the print value chain

Gain hands-on knowledge of the print value chain at McPherson's two-day training course this July.

Print manufacturing is a very complex process, involving everything from the digital processing of files and correct selection of paper stocks to the best use of trim sizes, binding and finishing, and warehousing and mailing.

If you work in the publishing industry, understanding the print value chain is a clear advantage. It provides a framework around which to construct the most cost- and time-effective solutions, and make the most of each project.

As part of our commitment to provide superior customer service, McPherson's is offering publishing-industry professionals the opportunity to attend a hands-on training course at our manufacturing site in Maryborough, Victoria.

Over two days, attendees will gain a solid grounding in the print value chain, from file to dispatch. Subjects covered include:

- ⌚ Introduction to the print value chain
- ⌚ How to make the most of your quote
- ⌚ Pre-press: Helping your work flow
- ⌚ Printing: Web offset, sheetfed and digital print, embellishment choice
- ⌚ Binding and finishing techniques
- ⌚ Warehouse, mailing and fulfillment
- ⌚ Comprehensive plant tour
- ⌚ Guest speakers

This course is ideal for production personnel, publishing staff, procurement professionals and designers. No experience is necessary.

The course is to be held this year on Monday 19th and Tuesday 20th July 2010, and will cost \$310.00 + GST.

To ensure a personalised style of learning, places are limited to 20 and in the first instance we ask that you register your interest in this course as places cannot be guaranteed. When registering, please indicate subjects or issues you would like covered so we can help you with any knowledge gaps.

To register your interest and obtain further details please complete the attached Expression of Interest Form and forward to Ilsa Yeates by fax on 03 9566 3120 or email to ilsa.yeates@mcpersonsprinting.com.au



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UNDERSTANDING THE PRINT VALUE CHAIN

Expression of Interest

I would like to register my interest in attending the two-day **Understanding the Print Value Chain Course** on Monday 19th and Tuesday 20th July 2010

Subjects/Issues of special interest to me are:

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.....

| | | |
|---------------|-----------|----------|
| Company | Title | |
| First name | Surname | |
| Address | | |
| | State | Postcode |
| Telephone | Facsimile | |
| Email address | Mobile | |

Please indicate your anticipated requirements from the following:

- I will be attending the host dinner on Monday evening
- I require pick up from Tullamarine airport
- I require pick up from Melbourne CBD
- I will make my own transport arrangements to Maryborough
- Please send me information accommodation options
- I have special dietary requirements (please specify)

Please complete your details and

- Fax to Ilsa Yeates, McPherson's Printing Group, Mulgrave on (03) 9566 3120
- **or** Email to ilsa_yeates@mcpersonsprinting.com.au
- **or** post to Ilsa Yeates, at McPherson's Printing Pty Ltd, PO Box 625, Mulgrave, Vic, 3170

Note that airfares to and from Melbourne (Tullamarine) Airport, accommodation and breakfast are the responsibility of the course attendee.

Course fees will be payable when your place at the course has been confirmed. An information package detailing transport pickup times & pickup points, a map of Maryborough and accommodation options will be supplied.