



# The Informer

you can  
**Canon**

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## A saintly month for Mothers



There are a few dates to remember in March with the month opening with St David's Day and being followed by St Patrick and Mothering Sunday - it is also the end of the financial year for many and a time to reflect and look forward.

We at C & G Business Equipment have been busy too with the acquisition of Malvern-based Castle Reprographics, a small but well established and respected photo-

copier dealership that has been trading in the Worcestershire and Herefordshire regions for more than 30 years.

This month we have a number of offers for you, our valued customers. Not only are we offering great deals on small, multifunctional systems but we will give you one **FREE OF CHARGE**, if a document management consultation leads to a sale.

To qualify for your free system you will need to call me for a free consultation on our document management software from Invu and place an order. We will then supply you with a brand new Samsung SCX 4100.

James is in a generous mood this month as well, for any referral that leads to a sale, James has decided that we will treat you to a meal for two, call James on:

**01452 332270** or email him on: **james@cgcopiers.co.uk** and he will then follow up your recommen-

ation. Again, once this has proved to be successful you can wine and dine on us.

Lent begins on Ash Wednesday which is March 1st so you may have to wait until after Easter to take up the offer - maybe you could take your Mother!

**Cheers**

**Aaron Bailey**  
Managing Director



## Madley kicks-off new season in style

**Madley Primary School's football team will now grace the playing fields in a brand new kit supplied by C & G Business Equipment Ltd.**

The new sponsored kit, to be worn by both the boys' and the girls' teams is in the style of Glasgow Celtic. Headmaster Mr Lee Batstone however was quick to point out that the school is very grateful but not at professional standard yet!

Mr Batstone commented: "We are very grateful to Aaron and C & G Business Equipment, the children that represent our school love doing so, and I know

from when I was at school, there is no better feeling than pulling on a new kit for the first time.

"They look very smart and are happy to be associated with C & G Business Equipment."

Madley Primary School is set in the village of Madley, approximately six miles from Hereford. It enjoys a village setting and has a fantastic environment to learn in, a lovely school building and extensive and varied school grounds. The school really is an active part of the community.

It is very proud of its 'open' approach and the friendly, family atmosphere that the school possesses. It views education as a partnership with both the parents and the wider community.

Mr Batstone added: "Here at Madley we aim to provide the kind of ethos where positive attitudes and values are fostered, where your child can feel confident and secure, where independence, self-discipline and respect for others can develop alongside a balanced range of learning opportunities for all children.

"We view education in this broad sense as a joint responsibility between teachers and parents.

"We believe that the best for your child can be achieved through a partnership between home and school.

"My staff and I are always available to



● **Aaron Bailey (left) with Headmaster Mr Lee Batstone and children from the football teams**

discuss any aspect of your child's education."

Aaron said: "We are always willing to listen to worthy causes and Madley

Primary School is one of those. I shall be monitoring their progress with interest over the next few years.



● **Madley Primary School**



## New take-over leads to 'SALE'!

### C & G Business Equipment has recently taken over the service, customer-base and 'good-will' of Malvern-based company Castle Reprographics.

The news means that the increased influx of stock from the take-over is now on offer, with all-encompassing solutions that will be ideal for the small business set up at home, or for those that take work home on the weekend. Castle Reprographics had been established for more than 30 years and built up a reliable reputation in the Malverns, Herefordshire and Worcestershire but decided to wind down and sell the business to C & G Business Equipment as retirement loomed.

Aaron Bailey said: "This is by no means on a scale with the take-over of Abovo Copiers, but at that time, James and I both agreed that when an opportunity arose we would consider it.

"Castle Reprographics had a small but established customer base and we are

currently in talks with many of those customers about possible improvements to their office systems and service schedules.

"With the take over came a lot of stock which we are now prepared to offer to our customers at a heavily reduced price. They are not meant to replace any existing copiers that they may have but are ideal for the home office."

A further deal exists where you are able to take one of these systems away with you absolutely **FREE**.

Document management and archiving is growing in popularity as many of you will know from our consultation meetings. Any Consultation that leads to the installation of our solution supplied by Invu will now be rewarded with this all-in-one printing, scanning and copying system, the Samsung SCX 4100.

For further information on the Samsung or C & G Business Equipment's document management and archiving systems call Aaron on:

**01452 332270** or email: [info@cgcopiers.co.uk](mailto:info@cgcopiers.co.uk)



● Samsung SCX 4100

## Partner News...Partner News...Partner News.....

### Canon LoveFashion Collection

To celebrate its involvement with London, Paris and Milan Fashion Weeks, which includes principal sponsorship of the London and Milan events, Canon commissioned pioneering British designer Robert Cary-Williams to produce 'Canon LoveFashion Collection' – a unique fashion collection created using Canon's world-class imaging technology.

Robert Cary-Williams, whose avant-garde collections have been modelled by the likes of Naomi Campbell and Kate Moss, employed his trademark experimental design skills to create bespoke couture garments using Canon technology at every step of his creative process, from image capture through to the printing of materials.

Canon LoveFashion Collection - which was modelled by one of the hottest faces on the European fashion scene, Lily Cole, when it debuted at London Fashion Week this week - is being showcased in the Canon exhibition areas at the Fashion Weeks, along with an interactive pictorial expose on the making of the collection.

Canon's core ideals of creativity, imaging expertise and empowerment formed the backbone of Robert's brief and he drew inspiration from his own love of technology and the use of new and unusual materials to create his



spectacular designs. James Leipnik, Chief of Communication and Corporate Relations for Canon Europe added: "The LoveFashion Collection is the perfect demonstration of what we at Canon strive to do and that's create imaging technology to help inspire and empower creativity in everyone, regardless of whether they are a professional or an amateur enthusiast; artist or novice. Fashion is a perfect fit for the Canon brand and we are firmly establishing ourselves as a valued partner and supporter of the fashion industry through projects like this and our sponsorship of the London, Milan and Paris Fashion Weeks."

### Invu becomes the only electronic document management ISV to join SAP Business One Portfolio.



Invu, the leading provider in electronic document management (EDM) systems for the small and medium sized enterprise (SME) market has joined SAP's worldwide independent software vendors (ISVs) portfolio of partner-developed business management applications for small and midsize enterprises (SMEs) based on SAP Business One.

Invu becomes the first EDM ISV to join SAP's portfolio and is certified for integration with SAP Business One.

This deal will allow Invu to be offered to channel partners via the SAP PartnerEdge™ programme.

This agreement allows ISVs to sell and implement solutions globally and have access to SAP's global collaboration tool for resellers to source Invu as a document management provider.

Invu's inclusion in the SAP PartnerEdge™ programme is due to its track record in numerous implementations. Citing the reasons for choosing Invu, Mark Weir, channel development manager, SAP said, "As an organisation, Invu possesses all the qualities we look for - it is a very sales driven and growth oriented company and we share a joint emphasis towards the Business

One product."

Mr Weir continued, "We have identified professional services as key markets for us, particularly legal and accountancy. Invu offers a wealth of experience and best practice in this area, emphasised by the Institute of Chartered Accountants in England & Wales (ICAEW) accreditation of version 5.4."

Jon Halestrap, director of sales and marketing at Invu commented, "We are thrilled to be the only ISV in the world to be certified for Electronic Document Management as part of SAP Business One. The plethora of new regulations, most notably in the area of corporate governance is massively impacting the way documents are managed. Electronic document management is becoming increasingly popular as businesses realise this solution can offer an effective method of managing business critical documentation, combined with cost savings and enhanced efficiency."

Invu [LSE, AIM, Symbol; NVUK] develops, markets and sells software (under the brand name of Invu) for the electronic management of all types of information and documents, such as forms, correspondence, literature, faxes, e-mail, technical drawings, electronic files and web pages. Invu targets the small-to-medium size enterprise ("SME") market and individual departments of larger organisations with a range of products which the Directors believe strongly adhere to Invu's brand values of ease of use, high quality and price performance.



# Can I control my printing and copying costs?



Research has shown that printer hardware, supplies and support represent 5% of a typical IT budget. Yet for most organisations, the true cost of printing remains hidden. Isn't it time for you to address the last black hole in your company's finances?

### Document Accounting

Research shows that 70% of the world's information is stored in a

digital format while people still choose to print out paper based documents as they are 30% easier and faster to read than a computer screen.

Printing is an essential and critical part of any organisation, but how much does it cost? Gartner estimate 5% of an IT budget.

With the introduction of colour printing in the office, this situation gets even worse. The cost to print a colour page is approximately 10 times that of a black and white one.

By using Canon Document Accounting, our consultants can

put a cost to this hidden figure, allowing you to take the appropriate action to keep this under control. With a return on investment measured in a matter of months, there's every good reason to address this escalating problem now.

To book a free, no obligation demonstration and receive advice on how you can control and reduce your overall running costs, call James now on:

**01452 332270**

or e-mail him on

**james@cgcopiers.co.uk**

## Wine and dine on us!!

Refer us to one of your colleagues and you could be dining out on us!

That's right, C & G Business Equipment will pay for you and your partner, client or business colleague to dine out if you are prepared to recommend our services and a sale is generated from that referral.

Alternatively, we will credit your account with 5,000 free copies providing you are currently running one of the service plans that we offer.

To register for this offer, call James on **01452 332270**, or e-mail him on

**james@cgcopiers.co.uk** and let

him know that you have passed

our details on,

and we will then

contact them to

arrange a suitable

time to meet up

and discuss any

requirements.

You can also rest

assured that we will

practice upmost courtesy

and professionalism.



# Techie Corner

This month techie corner invites you to look at Mozilla Firefox, an alternative web-browser to Internet Explorer.

### A Better Web Experience

Firefox 1.5 has an intuitive interface and blocks viruses, spyware, and popup ads. It delivers Web pages faster than ever. And it's easy to install and import your favorites. Packed with useful features like tabbed browsing, Live Bookmarks, and an integrated Search bar, Firefox will change the way you experience the Web, for the better.

### Faster Browsing

Enjoy quick page loading as you navigate back and forward in a browsing session. Improvements to the engine that powers Firefox deliver more accurate display of complex Web sites, support for new Web standards, and better overall performance.

### Automatic Updates

The new Software Update feature makes it easy to get the latest security and feature updates to Firefox. Firefox automatically downloads these small updates in the background and prompts you when they are ready to be installed.

### Tabbed Browsing

Use tabbed browsing to open multiple Web pages in a single browser window, and quickly flip back and forth. Drag and drop open tabs to keep related pages

together.

### Improved Pop-up Blocking

Firefox's built-in pop-up blocker has been enhanced to block more unwanted pop-up and pop-under ads.

### Integrated Search

Tap into the power of the Web's most popular search engines with the built-in Search bar, and easily add new engines.

### Stronger Security

Firefox keeps you more secure when you're browsing the Web, closing the door on spyware, worms, and viruses. The Firefox community of developers and security experts works around the clock to monitor security issues and release updates to better protect you.

### Clear Private Data

Protect your privacy with the new Clear Private Data tool. With a single click, you can delete all personal data, including browsing history, cookies, Web form entries and passwords.

### Live Bookmarks

Stay up to date with your favorite Web sites and blogs. Use Live Bookmarks that update themselves automatically with the latest content from the Web.

### Accessibility

Firefox 1.5 delivers easier navigation for everyone, including those who are visually or motor-impaired. Firefox is the first browser to support DHTML acces-

sibility, which, when enabled by Web authors, allows rich Web applications to be read aloud. Users may navigate with keystrokes rather than mouse clicks, reducing the tabbing required to navigate documents such as spreadsheets. Firefox 1.5 (Windows version) is also the first browser to meet US federal government requirements that software be easily accessible to users with physical impairments.





# Make us laugh

Last month's lucky winner is Mark Padgett of Mark Padgett & Co with:

**"You have to wear more than one hat in this job"**

A bottle of Champagne will be on its way to Mark...



## March - Spot the Ball

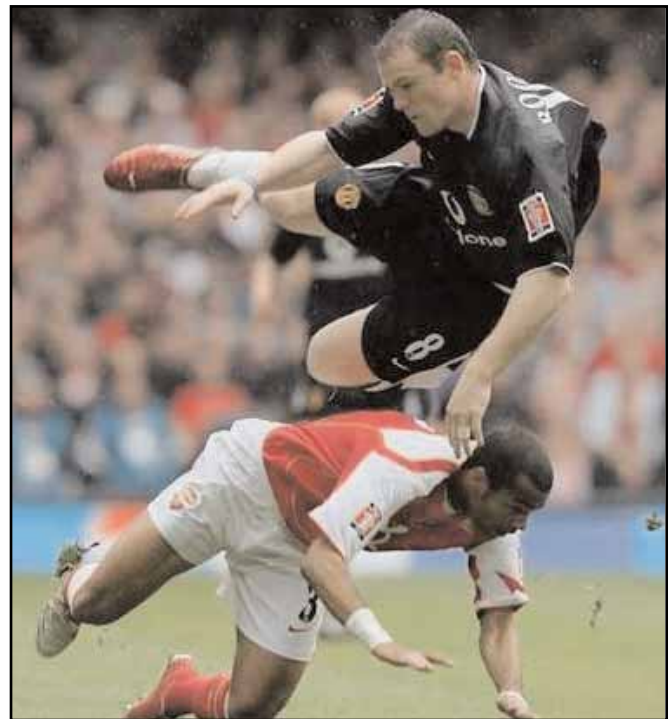
A new feature for 'The Informer' is 'Spot the Ball' Here we see Ashley Cole and Wayne Rooney but the ball has been edited out. To win this month's bottle of Champagne we suggest that you cut the page along the dotted line, photocopy it and fax it back to us with an 'X' where you think the ball should be on **01452 332271**.

The closest entry we have will receive the Champagne - the judges decision is final!

For those of you with a little more technical know-how visit our website on [www.cgcopiers.co.uk](http://www.cgcopiers.co.uk), go to the news section and cut this image out of the PDF and add an 'X' with the relevant software that you may use,

You can then email your entry to:

[info@cgcopiers.co.uk](mailto:info@cgcopiers.co.uk)



## Marketing Services

This Newsletter has been produced by CDA. For further information please contact Dean Enon on **01452 864943** or [deanenon@btinternet.com](mailto:deanenon@btinternet.com) for:

- PR Services
- Marketing
- Sponsorship Management
- Copywriting



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