



# The Informer

you can  
**Canon**

December 2004 - Issue 1

## Mistletoe and wine time

**Myself, the management and staff of C & G Business Equipment would like to take this opportunity to wish every one of our customers a very Merry Christmas, and thank you for your continued business, especially in a year that has seen many changes.**

We trust that it has been a seamless



operation, for those of you who were previously Abovo customers and for those that have always been with C & G. At times, especially at first we were mimicking ducks, cool and calm above the surface but paddling like crazy below as the logistics of doubling the size of our company took place - but I felt that it was of extreme importance that you were not affected in any way. In fact, I am very happy with the way in which the expansion was dealt with internally by all of the staff here and the support and good will we received from you.

This is the first of a regular newsletter

which you will receive both in hard copy, and, on our all-new web-site that is to be launched in the next couple of months. I hope that you will take the time to read through it over a coffee. I plan to keep you informed of developments in technology, within C & G and hope to involve a touch of light humour along the way. I also welcome your feedback, so if you want to be involved, have your say or even feature as a case study, you can e-mail me on [aaron@cgcopiers.co.uk](mailto:aaron@cgcopiers.co.uk). As it's the season of good will, we will be running a skeleton service staff over the Christmas holidays and all

service calls, should they be needed will be answered and dealt with within the normal response times, not on the 25th though I'm afraid (our hard working technicians have been given that day off!) but within our normal delivery period over the remaining days. I trust that you will enjoy this newsletter and have a superb, well deserved break.

Cheers

**Aaron Bailey - Managing Director**



## A year of progress

**Now one of Gloucester's leading digital copy, print and scan specialists, C & G Business Equipment Ltd, has recently celebrated the ground-breaking first year anniversary of its amalgamation with Abovo Copiers Ltd.**

Managing Director for C & G Aaron Bailey, who established the company back in January 1997, reflected on what has been a huge year, packed with thrills, spills, blood, sweat, tears and a complete refurbishment of its offices.

Aaron said: "This all started about 18 months to two years ago now, when I sat down with John Fletcher (former MD for Abovo) as he had plans to retire.

"Having spent the previous seven years building up a strong customer base and a sound business with C & G it soon became evident that purchasing Abovo and amalgamating the two companies was in the best interests of all concerned, most importantly our customers.

"We have retained the staff and our service department has doubled in size which gives us a lot more scope and productivity."

In August of 2003 everything became official, with the new company operating under what has now become one of the most respected names locally in the industry, supplying a range of products that are unrivalled in the market-place.

In the past year, C & G Business Equipment



● **James Fletcher and Aaron Bailey outside C&G's refurbished premises**

has brought in the complete Canon range of digital photocopiers to its portfolio, while at the same time maintaining a reputation for service on the existing machine base.

In addition to the hard work that has been put in by the whole team of staff, a complete office refurbishment has taken place, bespoke service software installed for monitoring, troubleshooting and customer feedback, and just around the corner awaits a brand new website to aid its customers and potential clients.

Sales Director, James Fletcher has seen a vast improvement too. James said: "We are now, as a

company, in a position to supply and service any account, any size, and with digital technology the standard in today's office environment, we needed the expertise to back this up.

"We can now draw upon experience that spans more than 25 years, one of our service technicians has been with us for the whole duration and that is an invaluable asset that is hard to come by these days.

"Our customers have definitely benefited from this, and as long as we are satisfying our customers we feel that we are doing our job properly. Happy customers are the key to our business."





# Case study - Connexions



One of our more prominent clients is Connexions Gloucestershire - not just because we have now installed five digital Canon iR systems across its Gloucestershire branches but because we are proud to be associated with an organisation that puts so much effort into shaping our future, by giving young people the best opportunities in life.

Connexions Gloucestershire strives to ensure equality of opportunity and access for all 13-19 year olds, irrespective of background, race, gender, ability or disability, religion, or sexuality. Parents and carers are a great influence on young people's decision making - and the people they will often turn to first. Connexions Gloucestershire will work closely with parents and carers to help them support young people at key decision-making times. From time to time Connexions will even send information to parents and carers about

the choices and decisions that young people have to make, so that they can offer them help and advice from a well-informed position.

Jonathan Wass, who has now been a key member of the Sales department for more than six years brokered the deal and supplied a solution to fit the bill, making sure that each individual branch had autonomy of training to ensure that if staff needed to work from a different office, they would not be held back by technology that was unfamiliar to them.

A representative of the company said: "C & G listened to our problems with the previous machinery and supplier, and came up with a plan that would help us and be flexible for the years to come. We knew that in Canon we would be obtaining equipment that would be of the highest quality, but we also new that back-up was equally as important. C & G practice what it preaches, and when a promise is made the staff sticks to it. We are grateful for the advice given and the response to any calls is outstanding."

Connexions also supply every young person a Personal Adviser, sometimes referred to as a PA. This person will

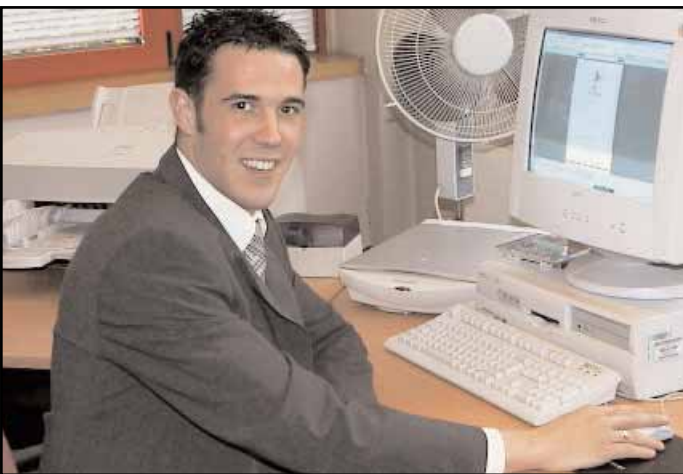
provide support and guidance on a range of issues, including future education, training and work options, health, housing and money - introducing benefits where needed.

In other words, the Personal Adviser will be there to help young people make decisions and sort out issues that affect their future - whatever those decisions and issues are. Young people themselves say they want their PA to be reliable, honest, punctual and non-judgemental, and they want to be able to talk face-to-face with someone who can help them explore their choices. That is what we aim to provide. Personal Advisers will enter an agreement with each young person to ensure that confidentiality is respected in their best interest.

Johnathan added: "As I have had a lot of contact with Connexions over the past year or two I have come to know and understand exactly what they do, but more significantly - WHY?"

"It has been a real eye-opener and they should take a lot of credit for the time, effort and energy that they put in."

Contact Connexions Gloucestershire on 01452 524800 or [www.connexionsglos.org.uk](http://www.connexionsglos.org.uk)



● Senior Sales Executive Johnathan Wass

## New Product Launch...New Product Launch...New Product Launch...

We at C & G we always welcome new technology with open hands, especially if it will benefit our customers, the new digital range from Canon is no exception to this - offering excellent productivity and value for money.

The Canon iR 2270 and iR 2870 are complete, space saving communication hubs that combine highly-secure, print, copy, scan, fax and distribution services, enabling organisations to manage documents from a single source at a controlled cost for small office workgroups.

### Features

- First internal finisher & internal hole punch unit on the market
- Print, copy, scan, and fax, using a single device
- Send, store, retrieve and share data across the network
- Advanced device security for confidential data
- Java platform for future customisation

### Further information

Canon's iR 2270 and iR 2870 B/W multi-functional printers offer enhanced performance for



### ● New Canon iR2870

sharing and creating documents in small office workgroups.

### Compact & cost effective communication

The iR 2270 and iR 2870 offer increased performance by enabling businesses to create,

manage and distribute documents from one device. Information can be distributed through various different means, including fax and email, ensuring workplace productivity is increased and costs are kept to a minimum. The latest iR portfolio offers the first internal finishing with hole punching in the market place which means that you do not need large external finishers, saving costs and space.

## MEAP, MEAP.....

**Coming soon** to a dealership near you (the C & G showroom that is) is the new Canon MEAP technology.

Canon MEAP, which stands for Multifunctional Embedded Application Platform, is a platform for developing software that customises and automates any MEAP-enabled device. As with desktop PC software, the potential uses of MEAP applications are only limited by the developer's imagination.

No sooner than it arrives on our doorstep, this superb application will be offered to you. For a free, non-obligation demonstration, please call the sales office on **01452 332270** and we will arrange a suitable time for a full viewing. So watch this space.



# Keep on running - and giving

We at C & G are delighted to announce that for the coming year, our designated charity is the Steve Redgrave Trust, and our first aim is to help him over the finishing line at next year's Flora London Marathon.

On April 17th 2005 Sir Steve will be taking part in the 25th Flora London Marathon, and he would like to ask for your help in trying to break a fundraising record on that day. He will be trying to raise £1.2 million for the Steve Redgrave Trust by taking part in the event, but it is going to have to be a team effort.

According to the Guinness Book of Records, the largest charitable amount currently raised by one person at a marathon anywhere in the world is £1.13 million. That was achieved at the London Marathon in 1999, but those at the Steve Redgrave Trust are confident that they can beat that figure.

Sir Steve would like to ask for your



sponsorship as he takes on that huge target.

Even a pledge of a few pounds will be a great help towards the target. All the money raised through his participation in the marathon will be split

equally between three beneficiaries:

- The Association of Children's Hospices
- The Steve Redgrave Trust inner-city project
- Children with Leukaemia

Pledging some sponsorship money is easy, just take a look at the website -

[www.steveredgrave.com](http://www.steveredgrave.com)

to pledge online in a matter of seconds.

Any sponsorship collected through the website will enable them to automatically collect Gift Aid on your donation which gives them an extra 28p in every pound, so please pledge online if at all possible. Alternatively, you can call **0870 458 0045** for other payment methods (standard national call rates apply). Sir Steve hopes that you are able to play your part in helping him towards that record, and no matter how small or large your donation is, thank you very much.



## If anyone can...

**We take pride in being your local Canon authorised partner. The decision on partnering with Canon was made after much consultation within our company.**

Our approach was aimed at forging a relationship with a globally recognised company to enable us to provide you our customers with both the quality and functionality in your office equipment to meet the demands within your business.

In this our first newsletter, we would like to take time and share with you just some of the reasons why Canon became the manufacturer of choice. Our **Canon Business Development Manager**, Paul Thompson took time out to supply the following for us:

Canon is recognised worldwide, you may have seen its company logo outside of your office environment. The familiar Canon logo is often seen at major sporting events.

The name Canon carries such meanings as "holy scripture" and "criterion or standard of judgment." It effectively captures Canon's corporate spirit, which aims to set a global standard for advanced technologies and service while becoming a criterion in the industry to which others will aspire. The Canon logo, introduced in 1935, has undergone several changes as the company has grown.

Despite these modifications, the strong character reflected in the sweeping inward stroke of the "C" has remained intact from the day that the company was founded. Striving for consistency in communication since day one has greatly contributed to the worldwide trust that the Canon brand enjoys today.



## John Fletcher

**Last seen heading off into the sunset with a dolly-bird (pictured) on one arm and a Sharp SF750 (photocopier circa 1977) under the other, John Fletcher, after 100 years in the industry has decided to call it a day.**

"Things aren't what they used to be," John cried as he set about opening a sanctuary for like minded enthusiasts. "I remember when it was all so simple, you lifted the lid, pressed a button, and provided nothing caught fire in the process a nice copy came out the other end. Then they introduced technology and it all went pear-shaped for me."

John will be fondly remembered by many of you who still continue to use our services; he drove a hard bargain but seemed to click with all of his customers.

It now appears that he will continue to research his blood-line, not stopping until he has traced his family back to both Adam and Eve, but he will always find time to raise a glass of red to his trusty old SF750.



● John with his wife Jan



# Movers and shakers

## Our Service Department is now in the safe hands of John Little.

John has many valuable years of experience under his belt on both analogue and digital systems and joins us from Canon Direct.



● John Little



● James Hill

## James has re-joined us after a few years away.

A Town Councillor for Ross-On-Wye, James cut his teeth in the trade at an early age when he could be seen helping another former employee of ours and his Stepfather Mike Escott.

## Luke, who was used to flying around on his two wheels, has left us for pastures new.

Luke can now be seen operating on many more wheels as he has taken up his new career as a bus-driver, a jovial character and a self-confessed 'petrol-head' Luke we be missed but we send him our best wishes.



● Luke Sapsed

## Separated at Birth....have we discovered the missing link?

### Most of you will know our friendly service technician Steve 'Blakey' Lake; however what many of you will be in the dark about is his secret past.

Recent DNA testing carried out by Service Manager John Little and ably assisted by Nick Thomas and new kid on the block James Hill, has revealed that Steve is actually the long lost missing triplet and fellow sibling of the '118' boys.

On hearing the news, Steve said: "I suppose this has come as a bit of a shock really, I don't know if I should be over the moon or as sick as a parrot. I'm really looking forward to meeting up with my brothers; we have a lot of catching up to do."

The reunion should be a happy one for Steve, but not so for owners of 118 118 'The Number', which has a very tricky marketing issue on its hands. The choices so far appear to include Steve into all of its marketing



### ● Who is missing?

from now on in but change its number to 118 118 118, but more sinister plans seem to suggest that they will 'cut' Steve out of the equation.

Steve added: "I've been repairing copiers for the past 64 years so I think I am a bit long in the tooth to re-train. I'm not too fussed about the marketing, they can offer me a pay-off and I'll keep tight-lipped about it all.

My main concern at the moment is my brothers, as soon as I saw the two handsome, debonair and clearly intelligent lads on TV it became evident that I was related - it brings a tear to my eye."

John Little was at pains to divulge any information surrounding his latest findings, but it is believed that a lock of Steve's flowing moustache and a nail clipping revealed Steve's dark secret.



● Steve 'Blakey' Lake

## Improved logistics

As part of our commitment to our customers, we have recently decided to use the services of a professional logistics company that takes care of all our installations.

Not only will this improve the efficiency surrounding our installations procedure, it will also serve to reduce the amount of customer participation,

and/or disruption to your office environment.

Sales Director, James Fletcher commented: "In the past we have been responsible for installing our own machines. This would more often than not involve two or three of our staff which isn't very cost effective for us and would often cause some slight interruptions for our customers."

## Contact us

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