



# The Informer

you can  
**Canon**

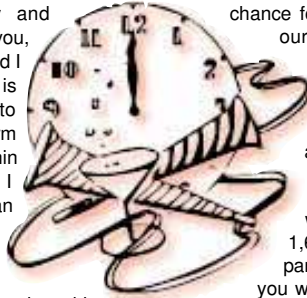
January 2005 - Issue 2

## Out with the old - in with the new

**'An optimist stays up until midnight to see the New Year in. A pessimist stays up to make sure the old year leaves.'** - Bill Vaughn.

Here we are in 2005 and the second edition of our regular newsletter 'The Informer'. We at C & G trust that each and every one of you had a pleasant Christmas, and, whether you are nursing headaches or getting to grips with that New Year's resolution we would like to wish you a happy New Year. Bill Vaughn talks of optimism and pessimism, at C & G we are looking forward to 2005 and all that it may bring. We are consistently striving to

improve our company and how this can benefit you, our valued customers and I feel that this newsletter is the ideal opportunity to convey messages, inform you of any changes within our organisation and, I hope, provide you with an interesting read. Many of you have commented on the first edition that went out last month and it seems to have been quite well received, especially the touches of light humour. On that point, we ran a case study last month on Connexions, this is a great



chance for you to tell all of our customers a bit about your organisation and I firmly believe that it also acts as a great advertising tool. This newsletter was mailed out to 1,600 different companies, so if you feel you would like to appear in this section, even to include any special offers or services, then please contact me on [aaron@cgcopiers.co.uk](mailto:aaron@cgcopiers.co.uk). All we ask is for a small contribution to cover the postage costs.

In this issue you will be able to see what we have planned over the coming months, including an open day early in March with a chance to come and visit us to see the latest technology and listen to some guest speakers, read about a member of staff who has recently tied the knot and get to know a little more about the face behind the friendly voice of our Office Manager - Anna.

So let us all raise a glass to a prosperous year ahead.

**Cheers**

**Aaron Bailey**  
Managing Director

## Open invitation

The date is not yet confirmed, but early in March we will be offering an open invitation for our customers to come and join us at our Capitol Park premises for an action-packed open day.

The offices have been refurbished and our showroom equipped with all the latest in Canon technology, so whether you have recently taken advantage of some of the latest machines supplied by Canon, looking to add to your systems, or are ready for a change, this will be an opportunity to get up close and personal to see what the latest range can do. A glass of wine and a bite to eat will await you, and although we believe that the Canon products talk for themselves, we will also have guest speakers from Canon, one of the Worlds leading manufactures of innovative office machinery on hand to guide you through digital technology and offer a sneak preview as to what is next to hit our showrooms and your offices. MEAP technology was mentioned in the last issue and it is the way forward in terms of office equipment management, more details on this exciting new product from Canon will be available, along with answers to any questions you may have.



## New Website

**C&G Business Equipment Ltd**

Welcome to the new C & G Business Equipment Web Site

- Fax
- Product Range
- Colour
- Business Product Range
- Professional Product Range

News-Update  
December 2004  
Mistletoe and wine  
See the Latest News for more details

**Our all new website will be up and running any day now, offering you more flexibility in the way in which we can communicate with each other, as well as being a lot more user friendly for any future visitors.**

All of the latest products can be viewed as you would expect, but as a 'tool' our customers will be able to place orders for toners and consumables, register service calls and meter-readings, download all the latest software and printer drivers for the products that we supply and post comments for customer feedback. Technical Manager John Little said of the new website: "All companies need a decent

website as it's the front door to your business for prospective clients, and we are striving for that image and we believe this will make a difference. "However, we also realise in this day and age, customers need to be able to utilise the technology that is at their finger tips, so we feel it is crucial that we are contactable by any means available." Promotions will always be made available on the site as and when they arrive, and their exists a totally new section for document scanning, an area that C & G are rapidly moving into as customers look to control their workflow more efficiently. Any improvements that the customer thinks can be made to the new site are also more than welcome.



**Special Offer**

**We are to start the year 2005 with a special offer for all of our customers to take advantage of, and we are pleased to announce that we will be knocking a whopping 60% off the recommended retail price of the Canon L380 plain paper fax.**

With a retail price of £999, this month only we will be supplying it for £399. Just call the sales team on 01452 332270 and place your order.

Features include:

- **A4 Plain Paper Laser Fax**
  - **Super G3 fax, 3 sec. per page\***
  - **Large 510-page memory\***
  - **Ultra High Quality imaging**
  - **250-sheet paper capacity**
  - **50-page ADF**
  - **Fast 600 dpi laser printing and copying, 18 ppm/cpm**
  - **32 one touch and 100 coded dials**
  - **All-in-One cartridge**
- Benefit from high quality laser

faxing at a Super G3 speed. The FAX-L380 has all the features you need to be productive and efficient, including a large memory and fast laser printing capability.

**Less cost, more efficiency**  
This Super G3 fax transmits documents at a fast 3 seconds per page\*, so your phone costs are reduced and less time is spent standing at the machine. Multiple faxes can be received without blocking the line, saving even more time.

**Worry-free faxing**

If your paper or toner runs out during the evening or weekend, a large 510-page\* memory safely stores all incoming documents, for printing out afterwards. Also large documents can be scanned rapidly - just 2 seconds per page - and then sent from memory.

\* based on ITU-T Standard Chart No.1

**Flawless faxing perfection**

When you're transmitting detailed documents, such as diagrams or photos combined with text, Canon's unique UHQ (Ultra High Quality) technology ensures a perfect finish every time. Half-tone reproduction, with 256 grey scales, gives extra depth and clarity.

**Time-saving convenience**

With a 250-sheet paper capacity, the cassette needs refilling far less often.



● FAX - L380

Large documents can be faxed in a single operation, thanks to the 50-page Automatic Document Feeder. Dialling is quick and simple, as 32 one touch and 100 coded dials store all your regular numbers. Direct mail prevention stops unwanted faxes, as you will receive faxes only from coded numbers stored in the machine.

**Rapid laser printing and copying**

Use the FAX-L380 as a fast, 18 pages per minute, laser printer or copier, via the USB connection. And get superior quality output, thanks to its high 600 dpi resolution.

**Clean and easy**

Simply replace the All-in-One cartridge, containing toner and all essential parts, and your fax is as good as new.

There's no mess, no hassle - just continuous high quality output. For convenience, the Fax L380 comes ready to use with a 2,500 yield starter cartridge (@5% toner coverage)

This offer is exclusive to C & G customers and is for the month of January only, and subject to stock availability.

All prices quoted are subject to vat @ 17.5%.

**Special Offer**

# James to clock up a perfect 10

**Sales Director James Fletcher embarks upon 2005 with years of experience, a lot of highs and lows and countless negotiations under his belt; and he is about to make it to a decade.**

James reflected on the past years and explained: "I remember my very first day like it was yesterday. I knew a bit about the company and its products as my Father (John Fletcher) had been in the industry himself for a few years by then.

"I went out to do some canvassing, looking for some prospective customers with My Sales Manager, and we still laugh now at my very first call and how I completely lost track of what I was meant to be saying. I'd like to think I have improved a bit from that day though."

James started life out as a Trainee Sales Executive at Abovo Copiers in 1995 and has seen a few changes in his time, not just in the way that photocopiers have evolved, but also in the changes to the industry that have altered the way in which the office environment works.

James added: "We feel here that it is vital we try and stay one step ahead of the market to ensure that our customers always have access to equipment that will benefit them, whether that is commercially or on a productivity basis.



● James Fletcher

"Ten years ago a photocopier did exactly what it suggested, with maybe a couple of zoom options and bulky side loading paper decks. These days it's more about paper throughput through the whole office, and the digital age has really opened this up with integrated systems that can scan, copy, print, fax and e-mail all at the press of a few buttons."

James also understands the value of customer service, believing that it is important to look after your clients, or, as James puts it, 'somebody else will'.

So it's fitting that, almost ten years on, James' first ever customer, Hereford-based Interface Artworks (now I A Technology) is still a customer to this day. James continued: "Too often organisations take the money and run, but this is a service industry and after sales service is just as important as the advice given prior to any sale.

"If my first ever customer is still with us on the day that I retire I will feel satisfied that I have done my job properly, and reacted when the client needed help and advice."

Retirement for James is still a few years away yet but he is happy with the progress that he and the company is making at present.

James can be contacted on:

**01452 332270**

alternatively:

**james@cgcopiers.co.uk**



# 'C&G Business Equipment may I help you...?'

**Often regarded as a part of the company that is a necessity rather than a benefit, the role an Office Manager can, at times be a thankless task. Anna Raine, Office Manager for C & G however, dispels all of these theories and is regarded as a vital cog in the C & G machine.**

Anna joined the company back in 2001 and brought with her valuable assets to the company such as sage accounting experience as well as a strong but friendly telephone manner and excellent organisational skills.

Most of you would have spoken to Anna on countless occasions, but will not be aware that her position is more about taking service calls and calling for the latest meter-reading. Aaron knows just how demanding a day in the life of Anna can be. He said: "When Anna joined us, she clearly had qualities that set her apart from any other candidate but she had no experience of our industry. Within days it was like she had been in the trade as long as I have,

and she quickly got her head round call-routing and prioritisation.

"More importantly however, she has been instrumental in setting about making changes within how the office is run which has been a great benefit to us."

Anna, whose age will remain a secret to protect the innocent, has two daughters that take up most of her spare time, but as far as work is concerned she feels that she has become very accustomed to the industry. Anna explained: "I wondered if I would ever get used to how the industry worked after the first couple of days, but soon after the penny dropped and everything began to fall into place.

"The traditional photocopier industry is quite unlike anything that I had done before; maintaining that the customers' needs are dealt with in a swift and professional manner on one hand and making sure that they are not left without the services of vital office equipment can be a bit taxing at times. And then there is the service department to keep in tow, but I think that I have them well trained now."



● Anna at work in her office

## Clare gets her man

**On December 4th last year, Nicholas Thomas, who has been a loyal servant to the company for more than ten years finally tied the knot with his partner of nine years, Clare.**

Nicholas and Clare enjoyed a lovely ceremony held at the Gloucester Registry Office before jetting off to a far sunnier climate in Portugal.

Nicholas said: "It was a fantastic day and the honeymoon in Porto, Portugal couldn't have been better. There was an excellent atmosphere in the city as Porto FC won the World Cup Championship to follow up on their European Champions League success. The whole place was buzzing, and being a big fan of football myself I just got carried away with the atmosphere. I bet there wasn't a more lively City in the world that night."

Nicholas is one of C & G's Service Technicians, his clean shaven pate and Cheshire cat grin have been a fixture of the company for more than ten years, though he first started as a Trainee Sales Executive before swapping the calculator for the spanner. While the couple were in Porto they thought that it would be rude not to sample the local wines.

Nicholas continued: "we made a visit to the Porto Wine Lodges, just to see what it was like of course. Every time I took my eye off my glass it had been re-filled and I didn't want to go and upset anyone by leaving a drop, so we had a few more, and a few more..."



● Mr & Mrs Thomas

## Techie corner

Welcome to the first issue of techie corner, where we give useful hints and tips so you can get the best out of your office equipment.

**This months technical tip is about Paper**

1. Correct paper storage is essential to get the best from your copier i.e. in a warm dry environment preferably the same room as your copier and in its original packaging.
2. For best results a good quality copier paper should be used. (Not all paper is the same)
3. Unless otherwise indicated on the paper packaging, it should be loaded into the copier the correct way up. (There may be an arrow on the packaging indicating this)
4. Labels, heavy paper and transparencies should always be fed using the manual feed tray.
5. Do not attempt to feed damaged, folded over heavy paper through your copier's paper decks.



# Sponsorship News

## Steve Redgrave Trust



● Sir Steve Redgrave

As you should all be aware by now, for the coming year we have decided that the Steve Redgrave Trust shall be our designated charity.

The trust has set out to raise £5 million in five years, and this year, Sir Steve is planning to break the Guinness World Record for the most money raised at a marathon anywhere in the world at this years Flora London Marathon.

Making a donation is simple, just follow the steps on [www.steveredgrave.com](http://www.steveredgrave.com) - you can even leave him a good luck message and track how the total of £1.2 million is being whittled down with your help. All the money raised from this event will go to three worthy causes; The Association of Children's Hospices, The Steve Redgrave Trust inner-city project and Children with Leukaemia. Every penny counts.

## John Cooper Challenge

If it's thrills and spills that gets your heart racing, then the John Cooper Mini Challenge has everything that four-wheel action can provide - and we at C & G have a part to play in it this year.

The 2005 John Cooper Challenge is a race series based on the road going MINI Cooper and MINI Cooper S but specially built, and race prepared by John Cooper Works. One of our customers, Cellphones Direct will race in this years challenge and we have agreed to be a main sponsor for this very exciting event. Stay tuned for more information and action shots.



● John Cooper Challenge

## E4 in X factor scandal

The latest 'boy' band from Gloucester, E4 were left rocked last night by comments made by TV bully Simon Cowell.

"He said that we had no style, couldn't sing, that we looked awful and quite simply lacked the all important X-factor," said a distraught James Hill. "To be honest, if all that were true then surely we have all the credentials needed to make it big in today's pop industry," James added.

The band, who were hoping to launch their pop career following on from TV fame were booted out at the first hurdle in the Nations search for the next 'Take That'. James, Nick John and Steve,

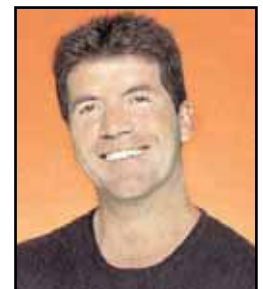


● E4 looking cool

who also go by the name the 'Flab Four' will now have to carry on with what they know best, fixing your photocopiers. Their rendition of Elaine Paige and Barbara Dixon's classic 'I know

him so well' has been gathering the crowds on a Saturday afternoon in Kings Square's busking corner, but it was not enough to convince Cowell and Co an Saturday Evening.

John Little, Service Manager at C & G and the band's percussion expert (he plays the triangle) added: "Our dreams have been shattered just because one man didn't like our style. He's entitled to his opinion, however, he is wrong and we will prove it to him by making it big with or without his help."



● Cowell

## Marketing Services

This Newsletter has been produced by CDA. For further information please contact Dean Enon on 01452 619816 or [deanenon@btinternet.com](mailto:deanenon@btinternet.com) for:

- PR Services
- Marketing
- Sponsorship Management
- Copywriting



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