



The Informer

you can
Canon

November 2005 - Issue 12

What's in a year...or 400!

It's been a long time coming, but this is the twelfth edition of 'The Informer' and therefore we can all indulge in a small first anniversary celebration.

Twelve months on and a lot has been put down in black and white on these pages. We started a year ago and always had the intention of supplying up-to-date information on a monthly basis, whether that be within C & G



Business Equipment Ltd, Canon, Invo or the office industry in general. Going by the feedback myself, James and the rest of the staff receive on a regular basis I feel that this has been of use to all concerned, and that includes me. We have also tried to keep things interactive, holding regular competitions, the more recent caption competition is very popular and we have also given you, our customers first opportunity when new products or special offers come our way. Sometimes however we can all so often find ourselves bogged-down by work, and every now and then we need to take a step back and take a look at the lighter side of life. In each issue released we have tried to inject a touch of humour, often this has left certain members of our readership

a little bemused and often prompted them to ask questions like: "Steve, we didn't realise you guys had entered for X-Factor...!" However, by now we have all fallen foul of the editor's wit and as long as we can keep prompting responses from you we will seek to find more interesting facts, quirky office rumours and details of what's happening in ours and your world. It's twelve months since our first Newsletter and 400 years since Mr Fawkes plotted to change the course of history - an anniversary is still an anniversary. Enjoy the read!

Cheers

**Aaron Bailey
Managing Director**



C & G backs '2026 World Cup Squad'

C & G Business Equipment Ltd, accredited partner of Canon UK is investing time and money into the local community by sponsoring Hinton U/6 football team. And with just two games into the season, the local lads have started to emulate their idols with convincing wins, including an eight-nil drubbing of Welland FC last Saturday (October 15).

Aaron Bailey, Managing Director for C & G Business Equipment said: "We have always put our money where our mouths are when it comes to looking at sponsorship as a means of raising the awareness of our company; however with Hinton FC we seem to get the most satisfaction.

"We have investments within motorsport and our nominated charity for this financial year is the Steve Redgrave Trust. They may be high-profile names and events, and our logo and brand has reached a huge audience through TV coverage but there is something quite uplifting when you know that your input is enabling local lads to do what they do best - play football."

Mr Bailey founded C & G Business Equipment back in 1997; the company now boasts a turnover of more than £1 Million per annum and supplies and services digital photocopiers and printers across Herefordshire and Gloucestershire.

Nick Saunders, the Hinton FC coach was also quick to echo the



● The victorious Hinton U/6 Football Team

sentiments of Mr Bailey. Nick commented: "These young lads want to do nothing but play football. They watch the likes of Wayne Rooney and Thierry Henry and imagine that they too can play on the world stage.

"This can't happen however unless they can obtain funding at an early stage and the input from the likes of C & G Business Equipment Ltd allows them to run out in the proper kit and compete in a league of like-minded kids."





Colour when you need it

you can
Canon

Canon has again moved the boundaries forward with the release of two, brand-new colour systems to replace the Canon iR3100C, the iR2570C and iR3170C.

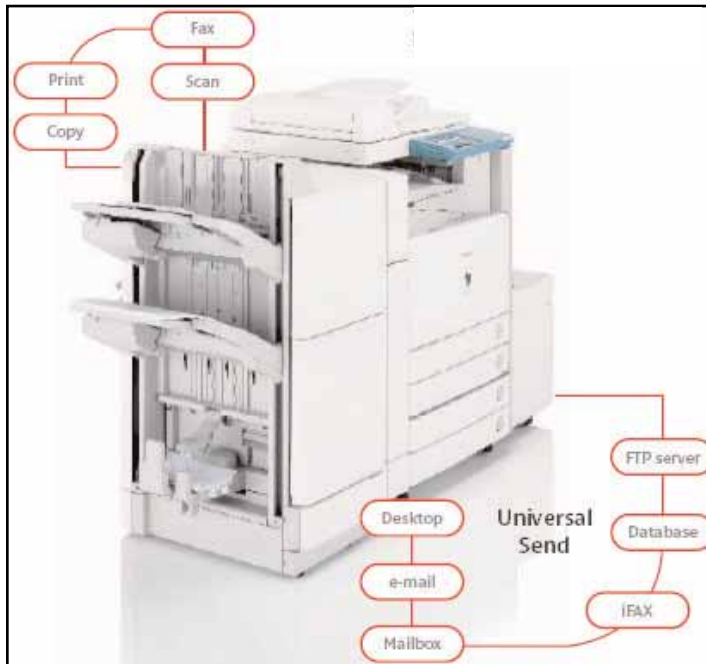
With the iR2570C/iR3170C you can enjoy the benefits of multiple devices from a single, powerful device. With seamless integration into your network infrastructure, the system empowers staff with the ability to capture, manage and communicate information with new levels of clarity and speed. Print detailed reports in black and white or colour, scan hard copy documents straight to e-mail, copy, send faxes and even access the web without a PC - it's all made simple with the compact iR2570C/iR3170C.

Colour when you need it

By analysing your source documents and files, the system automatically determines which are in colour and prints or copies them accordingly. That way you only pay for colour when you use it - a revolution in affordable office reproduction.

Space saving

By amalgamating the capabilities of many devices into one, you can free up valuable office space. And thanks to Canon's innovative thinking, users can produce staple-finished documents without the need for an external staple sorter, courtesy of the internal finishing unit.



Ideal for IT managers

The system is designed to fit seamlessly into your network environment with a range of easy-to-use configuration and management tools. Network-enabled user authentication tools permit existing network IDs and passwords to be used so employees can maintain a single identity for all network

security functions. And additional security functionality - such as the overwriting of hard disks - is also available for complete peace of mind. Using MEAP (Multifunctional Embedded Application Platform), Canon's device-embedded Java based application platform, enables new and customised software developments to

be incorporated directly within the device on-site, ensuring your investment is future proof.

From start to finish

Canon's Send feature enables documents to be scanned at up to 44 ipm. And as you can scan and send files to numerous locations, a searchable PDF (OCR) mode is included to aid the quick location of scanned files.

In addition to automatic collation, hole punching and variable position stapling, users can opt for an impressive range of finishes - even producing colour saddle-stitched booklets.

Features

- High quality black and white prints with smart colour
- Modular and multifunctional to suit flexible requirements
- Compact and space saving
- Enhanced security
- Professional document finishing
- MEAP - for customer specific applications
- Web access

Make us an Offer!

There is only one Great Wall of China, there is only one Big Ben and to many there is 'Only one Alan Shearer...' and now, due to Canon's recent launch of the two new colour photocopiers featured above, there is only one Canon iR3100C.

Currently sat in our Bristol Road-based showroom we have a Canon iR3100CN that has been used for demonstration purposes only. It has been un-boxed but has not left our premises. It is configured with:

- ADF
- Duplex
- Print, scan and network board
- Plain pedestal

- Finisher, offering collate and staple

If you would like more information on this once in a life-time offer we are asking you to call us on

01452 332270

or e-mail us at

james@cgcopiers.co.uk



● Canon iR 3100C

STOP PRESS

C & G Business Equipment Ltd requests your assistance, and you can save money for sending an e-mail!

As part of our commitment to you we are building up our databases day-by-day, and transferring the information into electronic format so we are able to automatically up-date you or get in touch when it comes to sales, service or administration.

We are therefore requesting that you e-mail Anna on:

info@cgcopiers.co.uk

with current e-mail addresses within your company for the following:

- Proprietors
- Managing Directors
- IT Managers
- Office Managers

This will aid you and save us the phone call that you would have otherwise received.

Special offer...special offer...special



Techie Corner, have you ever wondered...?

What are Viruses, Worms and Trojan Horses?

Virus - Code written with the express intention of replicating itself. A virus attempts to spread from computer to computer by attaching itself to a host program. It may damage hardware, software, or data.

Worm - A subclass of virus. A worm generally spreads without user action and distributes complete copies (possibly modified) of itself across networks. A worm can consume memory or network bandwidth, thus causing a computer to stop responding.

Trojan - Short for Trojan Horse. A program in which malicious or harmful code is contained inside apparently harmless programming or data in such a way that it can get control and do its chosen form of damage. The term comes from Homer's Iliad. In the Trojan War, the Greeks presented the citizens of Troy with a large wooden horse in which they had secretly hidden their warriors. During the night, the warriors emerged from the wooden horse and overran the city.

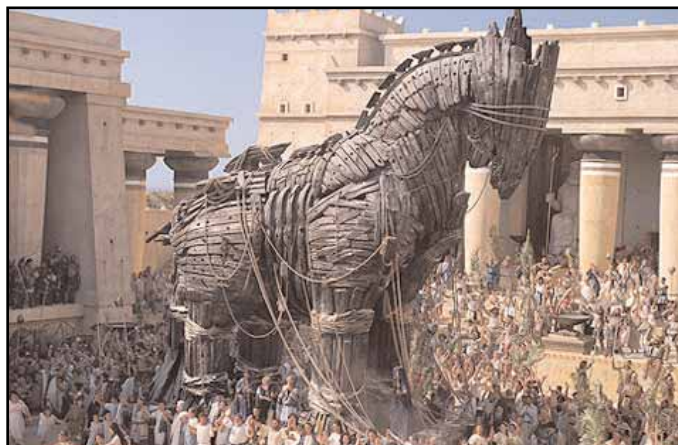
How to Recognise a Hoax Computer Virus Alert E-mail

Probably the first thing you should notice about a warning is the request to "send this to everyone you know" or some variant of that statement. This

should raise a red flag that the warning is probably a hoax. No real warning message from a credible source will tell you to send this to everyone you know. Next, look at what makes a successful hoax. There are two known factors that make a successful hoax, they are:

- (1) Technical sounding language.
 - (2) Credibility by association.
- If the warning uses the proper technical jargon, most individuals, including technologically savvy individuals, tend to believe the warning is real. For example, the Good Times hoax says that, if the program is not stopped, the computer's processor will be placed in an nth-complexity infinite binary loop which can severely damage the processor. The first time you read this, it sounds like it might be something real. With a little research, you find that there is no such thing as an nth-complexity infinite binary loop and that processors are designed to run loops for weeks at a time without damage.

When we say credibility by association we are referring to who sent the warning. If the janitor at a large technological organisation sends a warning to someone outside of that organisation, people on the outside tend to believe the warning because the company should know about those things. Even though the person sending the warning may not have a clue what he is talking



● Not what you would expect to enter your PC!

about, the prestige of the company backs the warning, making it appear real. If a manager at the company sends the warning, the message is doubly backed by the company's and the manager's reputations. Both of these items make it very difficult to claim a warning is a hoax so you must do your homework to see if the claims are real and if the person sending out the warning is a real person and is someone who would know what they

are talking about. You do need to be a little careful verifying the person as the apparent author may be a real person who has nothing to do with the hoax. If thousands of people start sending them mail asking if the message is real, that essentially constitutes an unintentional denial of service attack on that person. Check the person's web site or the person's company web site to see if the hoax has been responded to.

New for November

A new face at C & G

A new face has arrived at C & G Business Equipment Ltd in the form of Simon Scantlebury, an experienced Sales Professional that we welcome to James Fletcher's team.

Simon will no doubt be speaking to a lot of you as he gets to know the company, products and the way we work, however his main remit will be to expand upon the customer-base, searching for new opportunities for the company. James said of his new recruit: "I have been looking to add to our sales team for some while now but was not prepared to take anybody on until I knew that they would be right for the company."

"It's not just about being a successful salesman, we had to find a candidate that would fit in well with the team and I feel that Simon will do just that. We welcome him to the company and look forward to working with him."

Simon has a varied but experienced background in sales and management and is very keen on music too. Last year Simon auditioned for the 'X-Factor' programme (Yes, he really did!), however, he unfortunately didn't manage to carve a career out as you would have already heard him in the charts by

now if he had done. Maybe he can give a few tips to the service team that were once featured on these pages looking for the same fame!

Canon Plus scheme complete

C & G Business Equipment is pleased to announce even more news this month, that the company has gained 'Canon Plus Accreditation'.

Following years of hard work, C & G now has the distinctive title that not only sets it apart from other companies, but places the whole company at a higher level within the Canon Partner scheme, allowing for higher levels of IT support making the end benefits to you, the customer even more appealing. Aaron said: "We have been working towards this accreditation for a long time, and we can now see the fruits of our labour."

More detailed information regarding both Simon and how the Plus Accreditation works will feature in the December issue of 'The Informer'.

John Cooper update

Terry Britchford, Driver of the C & G Business Equipment-sponsored Mini Cooper recently took his first chequered flag in the John Cooper Challenge.

Terry is currently placed sixth over all out of a field of more than 30, a remarkable achievement in his first year on the circuit. Terry said: "In bad weather conditions at Silverstone I made a decision to go out on wet-weather tyres. I made an immediate impact and though I had to keep my wits about me, I led from the front and never looked like being caught."

The car and Terry is helped through the championship with sponsorship funds from C & G Business Equipment, and forms just a part of what is now the company's commitment to various causes.



● Terry on the Podium



● Leading in the rain at Silverstone, Terry kept his nerve throughout



Make us laugh

Last month's lucky winner was Paul Collins from Storm Design who amused us all with:

“John didn't quite understand what the waitress meant when she explained that the Gammon was 'lean'...”



A bottle of Champagne will be heading your way Paul...

November's caption.

From a story a while ago now, Is C & G MD Aaron smiling because he is having fun? Can he see something? Or just putting on a brave face? To enter this month's competition, let us know your most witty captions by e-mailing to info@cgcopiers.co.uk and you could be lucky enough to receive a bottle of bubbly courtesy of C & G Business Equipment Ltd.

The more the merrier, send in as many as you want but please try to keep them clean...if you can.



Feedback always appreciated

Whether you are keen to let us know your thoughts on any of the stories featured in our newsletter, would like to advertise or have you and your company featured - we are always interested to know your thoughts.

Contact us on the details below, by phone or e-mail and we will be there to answer any questions or listen to any ideas.

We strive to offer a service that suits your needs, and should you wish to feature in this

newsletter, that is sent to around 1,500 businesses in and around Gloucestershire every month, our marketing company will be in touch to find out more about the services that you too can offer to everyone out there that reads this.

Our contact details are below, and remember, as mentioned earlier, we are contacting everyone one of our customers any way to help clean up our database, so please contact us with your up-to-date information and contact details.

Marketing Services

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

- PR Services
- Marketing
- Sponsorship Management
- Copywriting



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