



# The Informer

you can  
**Canon**

April 2009 - Issue 52

## Beat the hoaxers and enjoy the break



**With Easter just around the corner and a smell of Spring in the air, it is with great pleasure that I welcome you again to our monthly newsletter.**

We are already through the first quarter of this year and quite a lot seems to have happened, including C & G Business Equipment being awarded the title of Canon Business Solutions Partner and introducing a new range of Canon digital

colour systems.

So although it has been busy times, C&G Business Equipment continues to maintain the high standards that you have come to expect.

I hope you enjoy this month's newsletter and enjoy the Easter weekend break.

**All the best**

**Aaron**



## Rebecca joins the team



**We are pleased to announce that we have again added to the C&G Business Equipment team. Rebecca Hurst has joined us and will work in the admin department under the guidance of Anna Raine.**

She will play an integral part as back up support to the service and sales departments in addition to helping to streamline the office management processes.

Rebecca said: "I had a really good feeling about joining C&G Business Equipment as I have seen the service vans on the road for years now.

"When I arrived I could see that it was a friendly but very professional set up - exactly the type of environment I wanted to be involved in."

Office Manager, Anna Raine added: "Rebecca is very bright and bubbly and is a welcome addition.

"She has already settled down very well and is getting used to our industry, in particular the service software that we use."

Rebecca has already been busy talking to customers and helping with service queries, so we imagine that you'll be speaking to her soon if you haven't already done so.

● Rebecca Hurst - C&G's latest recruit



## We're nobody's fool

**Are you someone who looks forward to April 1st, lining up a string of pranks to play on unsuspecting friends and family or are you the type that dreads the day, hoping that you don't fall into any traps?**

Either way, we thought we would bring a little humour to these pages as we look at some of the most famous April Fools Day hoaxes of all time.



● Spaghetti harvesting!

### 1 - The Swiss Spaghetti Harvest

1957: The respected BBC news show Panorama announced that thanks to a very mild winter and the virtual elimination of the dreaded spaghetti weevil, Swiss farmers were enjoying a bumper spaghetti crop. It accompanied this announcement with footage of Swiss peasants pulling strands of spaghetti down from trees. Huge numbers of viewers were taken in. Many called the BBC wanting to know how they could grow their own spaghetti tree. To this the BBC diplomatically replied, "place a sprig of spaghetti in a tin of tomato sauce and hope for the best."

### 2 - Sidd Finch

1985: Sports Illustrated published a story about a new rookie pitcher who planned to play for the Mets. His name was Sidd Finch, and he could reportedly throw a baseball at 168 mph with pinpoint accuracy. This was 65 mph faster than the previous record. Surprisingly, Sidd Finch had never even played the game before. Instead, he had mastered the "art of the pitch" in a Tibetan monastery under the guidance of the "great poet-saint Lama Milaraspa." Mets fans celebrated their teams' amazing luck at having found such a gifted player, and Sports Illustrated was flooded with requests for more information. In reality this legendary player only existed in the imagination of the author of the article, George Plimpton.

### 3 - Instant Colour TV

1962: In 1962 there was only one tv channel in Sweden, and it broadcast in black and white. The station's technical expert, Kjell Stensson, appeared on the news to

announce that, thanks to a new technology, viewers could convert their existing sets to display colour reception. All they had to do was pull a nylon stocking over their tv screen. Stensson proceeded to demonstrate the process. Thousands of people were taken in. Regular colour broadcasts only commenced in Sweden on April 1, 1970.

### 4 - The Taco Liberty Bell

1996: The Taco Bell Corporation announced it had bought the Liberty Bell and was renaming it the Taco Liberty Bell. Hundreds of outraged citizens called the National Historic Park in Philadelphia where the bell was housed to express their anger. Their nerves were only calmed when Taco Bell revealed, a few hours later, that it was all a practical joke. The best line of the day came when White House press secretary Mike McCurry was asked about the sale. Thinking on his feet, he responded that the Lincoln Memorial had also been sold. It would now be known, he said, as the Ford Lincoln Mercury Memorial.

### 5 - San Serriffe

1977: The British newspaper The Guardian published a special seven-page supplement devoted to San Serriffe, a small republic said to consist of several semi-colon-shaped islands located in the Indian Ocean. A series of articles affectionately described the geography and culture of this obscure nation. Its two main islands were named Upper Caisse and Lower Caisse. Its capital was Bodoni, and its leader was General Pica. The Guardian's phones rang all day as readers sought more information about the idyllic holiday spot. Only a few noticed that everything about the island was named after printer's terminology. The success of this hoax is widely credited with launching the enthusiasm for April Foolery that gripped the British tabloids in subsequent decades.



● Up for sale, the Liberty Bell?



# Partner news - Canon

## Canon 'most trusted' camera brand in Europe for ninth consecutive year

**Canon, world-leader in imaging solutions, has been voted as Europe's top camera brand for the ninth consecutive year in the Reader's Digest Most Trusted Brands Survey 2009, an annual Pan-European survey of consumer attitudes to brand products and services.**

Reader's Digest, the world's best-selling monthly magazine, asked its readers in 14 languages across 16 European countries to nominate the brand they trusted most in a range of consumer categories, including cameras. Respondents were drawn from the Reader's Digest customer database of 4.5 million homes in Europe, and a total of 23,000 responses were analysed.

Canon was one of only three brands nominated as 'most trusted', Canon coming out on top in 13 of the 16 countries. Respondents rated each brand on the following four criteria: Quality, Excellent Value, Strong Image and Understanding Customer Needs.

James Leipnik, Chief of Communication and Corporate Relations for Canon Europe said: "It is a great achievement to be awarded the 'most trusted' camera brand for the ninth year running by readers from all across Europe. At Canon we nurture a passion for the power of image, providing our customers with imaging solutions that empower creativity and innovation. It is rewarding to see that so many readers of the Reader's Digest continue to trust us to deliver products of the highest quality."



"Consumer trust is vital to successful brands. Maintaining trust in a fast changing world is one of the biggest challenges facing companies today, especially in the technology sector. For Canon to have maintained its position as the most trusted camera brand in the large majority of countries in Europe is impressive" said Gavin Murray, Regional Advertising Director, Europe, Reader's Digest. The 13 countries that selected Canon as the 'most trusted' camera brand were Austria, Belgium, Finland, France, Germany, Hungary, Netherlands, Poland, Portugal, Russia, Sweden, Switzerland and the UK.

## Lovely bubbly - Sharon receives her prize



● Sharon's Champagne moment

**Sharon Jones of Collins Engineering is pictured here this month collecting her bottle of Champagne, courtesy of C&G Business Equipment Ltd.**

Sharon correctly answered that French football star Zinedine Zidane and Brazil legend Ronaldo were the featured youngsters in our monthly quiz.



# When they were kids

The mystery guests that featured in last month's newsletter were:

**Kate Moss and Pete Doherty**

The lucky winner is:

**Emma Beesley of  
Overton Park Surgery**

Well done Emma, your Champagne will be delivered in time for you to appear in the next issue of The Informer



This month - a couple of party boys of pop. One, a former boy band star went off the rails and has since returned to become one of the globe's top solo artists while the other could be a 'gangsta rappa'.

Please email your answers to [info@cgcopiers.co.uk](mailto:info@cgcopiers.co.uk) and put 'April quiz' in the subject box.

Good luck!



## And finally - last month saw...

*Ali Bongo (William Oliver Wallace), magician, pass away, aged 79*  
*Jenson Button take the chequered flag in the opening race of this year's F1 Championship*  
*The 25th anniversary, on Valentines Day, of Torvill & Dean's Olympic Gold medal winning Bolero routine*  
*Jade Goody lose her battle to Cancer, aged 27*

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