

Snap Franchising Limited

Telephone (08) 9323 6100

Facsimile (08) 9225 5944

PO Box 6580, East Perth

Western Australia 6892

www.snap.com.au



18 February 2009

AGE AND RECESSION GLOOM NO BARRIER FOR NEW PRINTING SHOP OWNER

At age 51, long-time Berwick local John Delaitre is proof that it is never too late to start your own business.

Defying talk of recession, John is opening a new Snap Printing centre in Enterprise Avenue and is confident of its success.

“I know there is a great deal of negativity out there but I am confident people still need a service like the one we will be providing,” John said.

“In fact, when times are tough, businesses often spend more on marketing – which means demand for printing brochures and other material actually can increase.”

“We have invested in some of the latest printing and copying technology and in fitting out the new centre to be modern and practical.

“You could say we are doing our bit to stimulate to local economy!”

John’s move into business ownership comes after working in the Australian printing industry for 21 years.

After raising a family and working for others, he decided to make the move into running his own business.

“The kids are grown now so I can focus on the business without worrying they are missing out.”

In fact, John will be spending more time with family than ever.

Wife, Mirella will be working in accounts and son Fabrice will be involved in marketing and sales. Not to miss out, daughter Marie-Laurence is less than a kilometre down the road at her boutique, Emma-Marie, in Blackburne Square.

He is looking forward to the challenges that lay ahead.

“I am still young and fit and ready to make Snap Printing Berwick a valuable member of the local business community,” he said.

Snap Printing Berwick’s services will include commercial, digital, wide format and promotional printing as well as variable data print services, print and production of training manuals, display stands, book binding and online business print management.

The new centre opens on 2 March, 2009. Telephone: (03) 9769 7312

For further information, please contact:

Renee Wilkinson

Purple Communications

Phone: +61 8 9485 1254 ; 0402135283

Email: rwilkinson@purplecom.com.au

About Snap

Snap Franchising Limited is regarded as Australia’s first successful franchise with over 100 years experience in the printing industry. The Group is 100% Australian owned by the Watt family and was originally established as the Imperial Printing Company in 1903.

Dynamic management focus and strong branding has seen Snap Printing evolve from a corner shop printer to a national corporate partner boasting national clients.