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SNAP FRANCHISING CONGRATULATES CHATSWOOD SNAP PRINTING ON PRESTIGIOUS LOCAL BUSINESS AWARD WIN

Snap Franchising Limited has congratulated its Chatswood Snap Printing franchise, after the centre beat a field of thousands to win the *North Shore Times 2008 Local Business of the Year*.

Winning the local award was no mean feat. The centre had to beat 150 finalists to become one of 25 category winners and then go on to win the overall award.

For the second year running, Chatswood Snap Printing won the Business and Professional Services category.

Centre owner Jon Piro said he was delighted with the win.

"Winning the overall award was a total surprise although we were hoping for a category win again this year" Jon said.

"The staff are over the moon and we have received fantastic feedback from our customers."

Jon said he credited the centre's focus on providing a complete customer experience for the win.

In his three years as the owner of Chatswood Snap Printing, his team of eight staff had worked hard to set themselves apart from other printing providers in the area.

"We have positioned Snap Printing as the leading provider in North Shore," he said.

"Not only do we provide design and print but also professional advice such as marketing and promotion strategy, to really add value for our customers."

"The result has been excellent, with existing customers giving us more and more work."

Jon said Chatswood Snap Printing was also actively involved in the local community, often supporting local fundraising events.

“We see ourselves as part of the local community and this award shows that our customers share the sentiment.”

Entry into the awards is by customer nomination – with the six businesses receiving the most nominations becoming finalists. Each year thousands of nominations are received.

Finalists are then subject to a detailed assessment process involving a judging panel assessing responses to a questionnaire and results of a mystery shopper assessment.

Jon said he wanted to thank his staff and also the many customers who nominated Chatswood Snap Printing.

Congratulations to Jon and the team at Chatswood.

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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