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## **LEADING PRINTING FRANCHISE OPENS 150<sup>th</sup> AUSTRALIAN OUTLET**

*Snap Printing reached an impressive milestone in July this year, opening the doors to its 150<sup>th</sup> Australian franchise.*

*The new outlet at Mackay not only reflects the enormous success of the Snap franchise but also a growing trend towards servicing regional centres.*

Owners Dean and Lauryn De-Pinto are confident about their new business venture – the first time they have operated a business on their own.

“We looked at several different options before getting on board with Snap,” Dean said.

“We considered the pros and cons of setting up an offset printing factory, but digital printing is the way forward in the printing industry. It is definitely the best for profitability.”

“We also looked at the different franchise options and found Snap outshone them all in terms of support, branding, networks and having the group production hub as a backup.”

“The partnership with Qantas Frequent Flyer is also fantastic and something extra we can offer customers.

As the official print partners of the Qantas Frequent Flyer program, Snap franchisees offer customers, who are frequent flyer members, one point for every dollar spent.

Dean said the camaraderie between the Snap franchisees was to be commended.

“The other franchisees have been really helpful,” he said.

“There is a great friendship base in the network and I feel I could ring any of them for their ideas or to run a problem past them.”

Mackay born and bred, Dean is confident the area will embrace Snap and its services.

Snap National Franchising Development Manager, Bronwen Lymbery, said that the new outlet at Mackay reflected a growing business confidence in regional centres.

“Mackay is Snap’s 15<sup>th</sup> regional franchise,” Bronwen said.

“The franchise model enables owners to run their business without many of the hurdles facing small businesses in regional areas.

“Our franchisees tap into already established systems and supply contracts – making it easier to run a viable and successful business.

“As a result, we are seeing our regional franchises outperforming many of our suburban franchises.

“There is a huge untapped market for Snap’s services in growing regional centres – such as Townsville or Darwin.

One regional centre that has shown remarkable results is Maroochydore, on the Sunshine Coast, Queensland.

With business growing by 75% in the last six years, owners Scott and Karen McLean are enthusiastic about operating in a regional area.

“Being in a regional area has a real sense of community,” Karen said.

“In most cases customers and people you meet have moved here from other parts of the country and are looking to get to know people and are genuinely friendlier.

“We have experienced this first hand when we moved to the Sunshine Coast from Sydney.

“Our Snap business has performed really well. We have been nominated for three Excellence in Business Awards - we won one and were finalists the other two years.”

Like the McLeans, the owner of Snap Kalgoorlie, in central West Australia has experienced impressive business growth. Michael Clark has owned the Kalgoorlie franchise for just over 10 years, quadrupling turnover in that time.

“I came to Kalgoorlie not knowing anyone and without a printing background,” Mike said.

“But things have gone really well

“IN the country there is a lot more loyalty,” Mike added “Although we have to be resourceful – we get all sorts of jobs that wouldn’t come to a Snap Printing in the city.”

“The mining boom has its positives and negatives. Obviously our clients are spending more, but it is harder to get good staff so it works both ways.”

In Geelong, Paul Smart doesn't have a problem accessing staff – with a full design and print staff working at capacity.

“There are 20 printers in Geelong, so we have to offer a full, top quality print and design service, with a very fast turnaround time,” Paul said.

“We have the latest digital and offset printers and offer a full design service – so Geelong customers get a service as good as any city customer.”

“We have been very happy with the way Geelong Snap has done.”

Shane and Chris Bertolotti, owners of two Snap franchises in regional Queensland, couldn't agree more.

“We have been really happy with the way Dalby performed in its first year,” Shane said.

“The Snap outlet has provided a totally new service for the town and it has been very well received. We think we can double out turnover in the next 12 months.”

“It has gone so well that we were only too happy to take on Toowoomba Snap too, when it became available.”

As for getting started in a regional area, Shane said Snap provided invaluable support.

“Snap have been more than supportive throughout the process of setting up and have always been readily available.

Snap Printing is one of Australia's most successful providers of printing, design, document, copying and management services.

The franchise started as a sole printer in 1903 and became a franchise group in 1979. Today it is one of Australia's most recognised and successful business-to-business brands.

Snap Printing is an Australian owned firm with international network, comprising 150 owner-operated printing centres across Australia and more than 25 centres across New Zealand, China and Ireland.

In the last financial year, network sales in Australia increased by 6.98% and Snap Printing achieved some \$135 Million in sales.”

Snap Printing's franchise model offers a totally integrated management and support system. Every aspect of the operation has been tried and proven, and is continually improved.

National marketing programs, business management consultants and other franchisee owners provide a wealth of experience and support.

Snap printing centres use the latest technology for simple stationery to sophisticated brochures and presentations, meaning franchisees can offer a wide variety of solutions to customers.

Importantly, with group production hubs, individual Snap centres get the benefit of using expensive equipment without the cost of buying individual printing presses.

Existing franchise owners come from a range of diverse backgrounds including sales, marketing, law, finance and general management. Print experience is not necessary as Snap – a registered training organisation – provides extensive training. Once up and running, Snap continues to provide franchisees with ongoing training and industry updates.

**For further information, visit [www.snap.com.au](http://www.snap.com.au)**