

## **MEDIA RELEASE**

### **BUSINESSES' GROWING DEMAND FOR VISUAL COMMUNICATIONS DRIVES INNOVATION IN PRINTING**

*GEON poised to serve one of Australia's creative hotbeds, with state-of-the-art digital printing facility in Melbourne Docklands*

The GEON Group, one of Australia and New Zealand's largest, single source visual communications and print providers, today announced the opening of a new, state-of-the-art digital printing operation in Melbourne CBD's booming Docklands region. The Docklands digital facility is due to officially open today on 22 July 2008.

Graham Morgan, Chief Executive Officer, GEON group, notes; "Melbourne has a great energy, which is a critical factor in choosing a site for something like this. As a renowned creative hotbed it generates a strong pull for new business, particularly in the creative arena, which of course relies on high-calibre printing and finishing services to progress."

He continues; "GEON's development strategy as a company is aggressive and the business has more than doubled in the last two years; this is partly down to our commitment to innovation. World leading digital services have been firmly on the agenda for us for some time and Melbourne is a natural selection when it comes to location. Some of our largest clients are already here or planning to be, including the likes AXA, with who we will be sharing a building to better service their needs on site."

The pioneering facility will service the needs of Melbourne-based organisations, while also operating as a retail outlet, making the highest quality commercial printing readily accessible to people walking in off the street.

The setup is unique, housing some of the world's most advanced printing and finishing technology under one roof, including, a wide format digital hybrid printer, of which there are only two in Australia. The scope of the technology throws the door open to a broader than ever range of opportunities, including display, design, advertising, signage, shows and conferences, merchandising, retail POP/POS, targeted mail applications and DM (direct marketing), supporting GEON in its quest to be the number one provider of choice for companies' end-to-end visual communications solutions.



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The Docklands digital operation also falls nicely into step with GEON's overall corporate directive, to be the brand that protects others' brands; "Today's companies are becoming far more savvy about the way in which they manage their marketing and advertising, with cohesive, interconnecting solutions yielding maximum impact," explains Morgan. "This is hard to achieve through multiple suppliers. Our centralised approach allows us to take advantage of hubs such as the Docklands facility to fully manage customers' printing needs, controlling colour, quality and consistency to protect the brand across all mediums. In addition we are able to strategically source from over 30 sites across Australia and New Zealand, simplifying the supply chain for clients whilst offering the very best solutions.

"We have seen our market change considerably and GEON is evolving to meet the changing needs of our clients throughout the region, providing highly tailored, vertically integrated visual communication solutions – it's not just about printing, clients require much more", concluded, Mr Morgan.

## **ENDS**

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## **EDITOR'S NOTES**

### **GEON GROUP**

With locations throughout Australia and New Zealand, GEON Group – Australia and New Zealand's leading visual communications business – is a market leader in providing integrated visual communications solutions. Services include creative design, data management, direct marketing, digital media, print, warehousing and fulfilment and mail.

GEON was formed by the consolidation of some of the most highly regarded print and communication businesses across Australia and New Zealand.

As a privately owned company – backed by Gresham Private Equity, alongside private shareholders and employees – the Group employs more than 1,500 staff and generates annual revenues of approximately AU\$400 million.

The GEON executive and senior management team is headed by Chief Executive Officer, Graham Morgan – who reports to the GEON Board of Directors, led by Chairman, Sandy Maier.

GEON has established skills, capabilities and proven methods to guarantee superior services and end results to clients throughout Australia and New Zealand. These have been created by adopting the 'best of breed' practices across the Group.

For more information about GEON, please visit our website at [www.geongroup.com](http://www.geongroup.com)