

Atlas Guardian Ltd

P.O. Box 1044, Wellington, New Zealand
Telephone 648-314

PERSONALISED PRINTING!

A new and interesting opportunity for you to own your own business is being offered by purchasing a

HOT PRINTER 1000

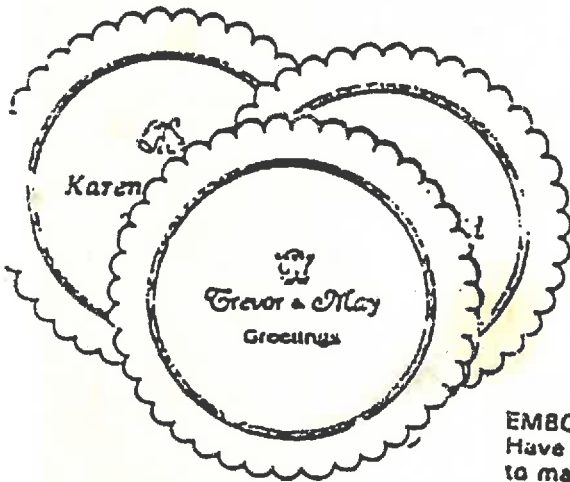
This interesting business could initially be operated from home on a part-time basis but depending on your own efforts the operation can develop into a very profitable full-time business. The greater your effort, the better and more profitable the result. The business involves the operating of an exclusive Hot Printer 1000 printing machine, producing the highest quality, personalised book-matches, coasters, serviettes, visiting cards, invitations, stationery, leather goods, etc.

The Hot Printer 1000 is fully guaranteed. No technical or printing knowledge is required. This is a cash business that will return you an income from the day you start and one where you retain all the profits. There is no franchise agreement to sign and all stock is readily available from our Wellington warehouse.

The Managing Director,
Atlas Guardian Ltd.,
P.O.Box 1044,
WELLINGTON.

Telephone: 648314
(24 Hour Answerphone Service)

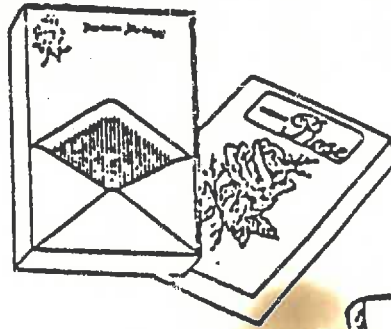
PERSONALISE THAT SPECIAL OCCASION



COASTERS

Gold, Red or Silver edging.
Printed in Gold, Silver or Red.

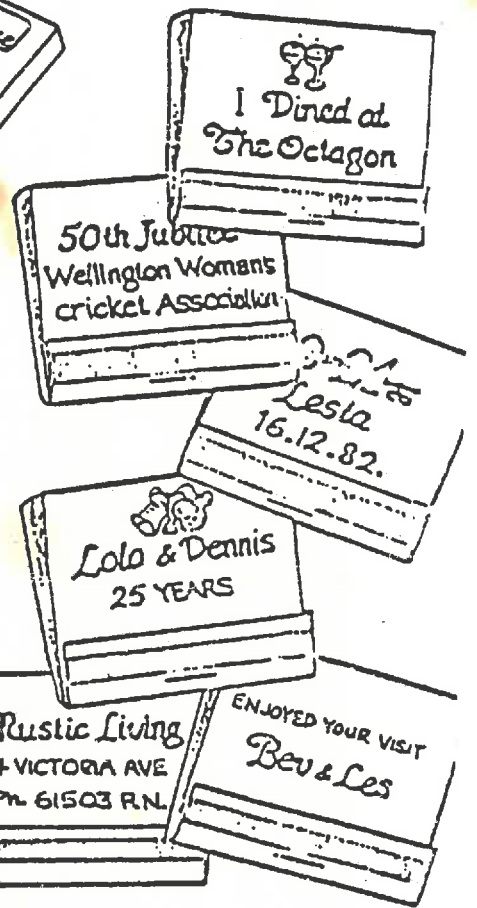
50	\$15.00
75	\$20.00
100	\$25.00



EMBOSSED STATIONERY

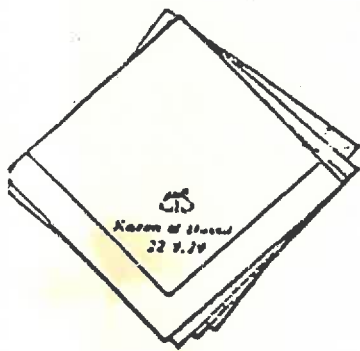
Have your name embossed in gold to match the gold rose on the quality writing paper. Each gift box contains 12 decorative sheets, 12 plain sheets and 12 envelopes.

\$9.90
25 sheets - not boxed.
\$8.50



STRIKE A MEMORY BOOK MATCHES

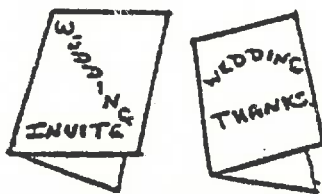
White—printed in Gold or Silver.	
50	\$15.00
75	\$20.00
100	\$25.00
Black or Red—printed in Gold or Silver	
50	\$18.00
75	\$25.00
100	\$30.00



SERVIETTES

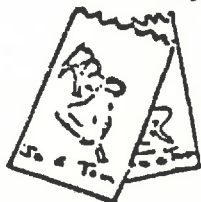
Colours: White, Blue, Red.
Printed in Silver or Gold.

75	\$15.00
100	\$20.00



WEDDING INVITATIONS & THANKYOUS.

25	\$15
50	\$25
100	\$45



WEDDING CAKE BAGS.

25	\$10
50	\$15



BUSINESS CARDS.

50	\$15
100	\$25
300	\$45
500	\$65

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P.O. Box 1044
Wellington
New Zealand

HOT PRINTER 1000

SPECIAL !!!

\$1,900.00

A special package deal is offered for a limited period.
If the items listed were purchased separately, the cost would be \$2,182.50. You save \$282.50.

We supply:

- 1 only Hot Printer 1000
- 6 Founts of type : 1 each upper and lower case
- 6 Typecases with cover
- 3 sets spacers
- 1 set lead rules
- 1 Roll 9cm Gold Foil
- 1 Roll 9cm Black Foil
- 1 Roll 9cm Silver Foil
- 1 Pair tweezers

This can be added to as required by purchasing different type-styles and sizes. We are also able to supply blank business cards, book matches, etc.

FOIL COST - 9 cm = 3½" \$18.00 per 400' = 4½c. per foot.

AVERAGE Business card prints 5 to foot of foil = under 1c. foil cost per card.

Card costs average approximately 3½c each.

Total cost under 4½c or \$4.50 per 100.

Minimum selling price \$25.00 per 100.

Profit \$20.50 per 100.

Machine will stamp, depending on operator, 1000 cards per hour. Allowing for time to set up type, printing time for 100 cards = 20 minutes approximately.

Under these conditions 2 x 100 orders per hour are easily achievable. Profit \$41.00 per hour.

* * * * *

Little Giant Promotions

R.D.3 Oropi rd. Tauranga.

Ph. 075 89949

PERSONALISED ADVERTISING
PRODUCT MARKETING

Principal Allan J Paterson ANZIM

Dear

Thank you for your enquiry and interest in purchasing a "Hot Foil" Printing Machine.

You will find enclosed a Brochure briefly outlining the capabilities of this type of Printing Machine, and some samples of cards produced on this machine.

These machines have been specially designed and patented in the U.S.A. to enable operators to work from their home, small office etc., thereby keeping overheads and operating costs down to a minimum.

The following is an example of costs and profits for Business Cards: (gloss, any colour).

500 cards (blanks)	Your cost	\$36.00
Printing foil (any colour)	" "	\$02.00
	Total cost	\$38.00
Suggested retail price to your customer		\$98.00
	Your profit	\$60.00

Time involved to complete this order 2 hrs.

Similar quality and quantity printed by Commercial Operators would cost on average \$140 - \$150. So you can see by this illustration that you will not have much competition.

All consumables such as card, foil, stickers etc. can be purchased through us at wholesale prices. All training will be carried out on delivery and installation time by me personally. Training will cover operating procedures, printing techniques, use of foils, paper, card and many other ideas to help you succeed. Remember:- We have been actually operating this business for about 18 months now.

To confirm the prices once again.

Printer Model "800"	\$1899 + GST (Normal retail \$2995 + GST)
" " "1000"	\$2995 + GST " " \$3995 " "

Add another \$300.00 for a complete start-up kit - i.e. - foils, cards and printing types.

2/.....

I will only place an order with my Importer on confirmation and a deposit of 30% of the wholesale price of the machine, the balance will be required on delivery of the machine. Please allow 2 - 3 weeks for delivery.

Looking forward to your reply,

Yours faithfully,

Allan J. Paterson

Footnote:- 1990 will be a busy year for the printing industry, why shouldn't YOU be part of it??

ORDER FORM

To Little Giant Promotions,
R.D. 3. Oropi Rd, Tauranga.

Date.....

Please supply the following as indicated on the list of items in the schedule below:

"HOT FOIL PRINTER MODEL 800".....\$1899-00.....

Accessories:

Extended printing table.....\$69-00.....
Pen & pencil jig.....\$79-00.....
Ribbon holder jig.....\$49-00.....

"HOT FOIL PRINTER MODEL 1000".....\$2995-00.....

Accessories:

Extended printing table.....\$42-00.....
Pen & pencil jig.....\$79-00.....
Ribbon holder jig.....\$49-00.....
Guide rule for engraving.....\$20-00.....

Sub Total	\$.....
+ GST	\$.....
<u>Total</u>	\$.....
<u>Less deposit</u>	\$.....
Balance to pay on delivery of goods	\$.....

Please allow 2-3 weeks from payment/order date for delivery.

ON RECEIPT OF DEPOSIT/PAYMENT PLEASE ACKNOWLEDGE MY/OUR ORDER BY POST TO:

NAME _____

ADDRESS _____

Signature_____