

Welcome



Our website is live!

www.hoipolloi.co.nz

This has taken a lot of blood, sweat and tears (usually of hysterical laughter). But we got there. If you wish to showcase your work, please contact us – after all, it's all about you.

If you would like to contribute anything or see more information on any topic, email us at:

identity@hoipolloi.co.nz

We welcome any feedback, good and bad – we can take it.

Easy on environment and budget



In a recent exercise with Alzheimer's Auckland Inc, we wanted to save money on the printing process on their behalf. We looked at all the information to go into a four-panel leaflet and took into account that they are to be printed again later this year, but in several different languages. We made sure that any text needing changes appeared just on one printing plate. This means the other plates (cyan, magenta and yellow) are already paid for.

Also, adjusting the overall size by making each panel slightly smaller than the 'standard', saved a considerable amount of money and reduced paper waste.

So if you care about cost-efficiency (who doesn't?) and the environment, it's worth spending a little extra time at the start of your project.

www.alzheimers.co.nz

Powerful stuff



A brand new apprenticeship initiative created by ETCO ELITE (www.etc.co.nz) offers bright young things a chance to get a good understanding of the electrical industry.

Hoi Polloi Designz was proud to produce the ELITE brand for ETCO.

A bit of history

We love coming across good old Kiwi 'No 8 wire' attitudes. It makes our job very interesting and we never stop learning about different industries.

WASHTECH

Washtech is a classic garage invention by a father-and-son team. In 1981, under-counter dishwashers in New Zealand were generally ineffective and unreliable. Des Brent designed and built one based on the most popular pass-through dishwashers of the time – robust machines with a powerful recirculation wash system.

Trials of his first machine were very positive. So, together with son Gary, he formed Washtech and launched the Starline brand of commercial glass and dishwashing machines. Initially the two worked in Des's garage in the hills west of Auckland. They soon moved to larger premises and developed an entire range of professional wash equipment. After continuous growth and several more moves, the company finally arrived at its present premises on Rosebank Road, Avondale in 2000.

Washtech now employs over 50 staff and offers a huge range of products. These can be seen in cafes, bar restaurants and hotels everywhere. A true Kiwi success story.



Business card special

Until the end of May, we are offering a discount on the printing of your business cards. You can get 250 full-colour cards printed on one side, on a quality 310gsm stock and coated, for just **\$159 + GST** – or 500 for **\$199 + GST**.

Feel free to request samples of previously printed cards. You may already have artwork ready to go or need a new business card layout. Call us on 817 3123 to discuss your requirements.

Birthday boy-girl

Steven Cook has now been with Hoi Polloi Designz for two whole years. How he has managed to stay that long is anybody's guess. So all together now..

"Happy birthday to you...."

Doesn't time fly when you're having fun!



Cost-effective business exposure

Many owner-operators believe marketing is too expensive and hard to measure. Besides, they are too busy to manage the process effectively. So their marketing activity tends to be spasmodic, with disappointing results.

But you needn't be put off by budget concerns. Many avenues for effective business promotion and measuring of results are available free – especially with new online marketing methods popping up all the time.

To find out more, email Grow Marketing at yes@iwanttogrow.co.nz. Or for lots of free marketing tools, subscribe to their monthly newsletter on: www.iwanttogrow.co.nz

Grow Marketing Limited is an Auckland-based marketing consultancy specialising in small businesses.

0508 LETS GROW (538 747)



Your feedback, please

In the interests of developing a great website, we'd appreciate if you took a few moments to send in your thoughts on the following questions:

Large-format display banners

Need to display a new product? Or perhaps you are having a seminar or exhibition? Printing large-format banners is a great way to get your message out there.



The EZY Horizontal Portable Display Stand

is just one way to display your banner. It's a free-standing retractable unit, easy to both set up and pack away for transport. This system offers an ideal solution for people who need to present a professional image easily. It has an image area of 950 x 850mm and weighs under 2kg. It closes down to a compact unit that fits into a carry case with a handle or shoulder strap.

For more information, contact: jo@hoipolloi.co.nz

Send it smarter

If you send out a lot of mail, check out:

www.senditsmarter.co.nz

This service, from Freightways, is an alternative to New Zealand Post's new 'pricing in proportion' system. Also, they have a cool game to play and you can win an i-Pod Shuffle.

- What makes **Hoi Polloi Designz** special?
- What are **Hoi Polloi Designz** people like to deal with?

Please email: jo@hoipolloi.co.nz