

# WHEN YOU ABSOLUTELY MUST HAVE BEAUTIFULLY PRESENTED, ERROR-FREE DOCUMENTS

## CALL POST PRE-PRESS GROUP

The professional service relied on by  
publishers, government, lawyers,  
agencies, businesses and authors.

*Post*  
Pre-press Group  
Beautiful typesetting, print and digital



# Poorly produced documents reduce credibility, can damage your brand and cost more than you ever imagined. **PRESENTATION and ACCURACY is EVERYTHING**

Whether you're producing documents for your organisation or for clients, professional typesetting and proofing is crucial. Every document should work hard to captivate readers, to reflect the corporate brand and to be error free.

## WHY IMPORTANT DOCUMENTS SHOULD NOT BE PRODUCED IN-HOUSE

### IMPORTANT REASON 1

Everyone at some point gets too close to their work. Your brain understands the content and your eyes read what you expect to be there, no matter how many times you go over it.

The truth is that even the very brightest people and best writers make mistakes when they write. When you put words on paper you're no longer just a writer – you're also a messenger. Every error distracts the reader from your message. Conversely, every error you don't make allows your reader to sail, rather than stumble, through your document and focus on the key messages.

A trained proofreader/editor reads every word with fresh eyes and picks up spelling and grammatical errors, as well as clumsy phrases that could cloud reader comprehension.

### IMPORTANT REASON 2

Professionally presented documents cannot be achieved by using programs like Word or Publisher.

They have limitations which restrict layout, styling and graphics, which is a key reason they are not accepted as final format artwork by printers or digital publishers. We use Adobe InDesign which enables us to style and layout short to very long documents precisely, and is used by graphic designers, printers and publishers worldwide.

**1. Key Dates and Key Offer statistics**

**1.1 Key Dates**

Offer as valid	01 November 2015
Offer submission deadline	31 November 2015
Closing Date - Offer open	01 November 2015
Closing Date - Offer close and Applications close	01 November 2015
Issue Date	01 November 2015
Expected receipt of holding statements	01 November 2015

The dates above are indicative only and may change without notice. SBC reserves the right to vary the dates of the Offer including the offer closure and the closing date. Please refer to the Offer as to accept the Application, either generally or in particular cases without conditions. Applications received after the Offer as to accept the Application will be treated as late applications and will not be considered.

Applications are therefore encouraged to submit their Application Forms as soon as possible after the opening date. All dates referred to in the Offer Information Statement are subject to change. Any changes to the dates included will be announced via SBC's website at [www.sbc.co.uk/offer](http://www.sbc.co.uk/offer).

**1.2 Key Offer statistics**

Offer as valid	01 November 2015
Offer Price per share	£2.20
Total number of shares offered under the Offer	1,000,000
Total number of shares on market at Completion of the Offer	1,000,000
Amount to be raised under the Offer	£2,200,000
Minimum Subscription	1 share

Applications for Shares can be made by completing and lodging the Application Form. Instructions as to how to apply for Shares are set out in Section 2.3 and the back of the Application Form.

**1.3 Contact Information**

For any queries regarding this Offer Information Statement, please contact:

(not an offer)

Always Reader Any Change/Share  
Chair Director and Company Secretary  
SBC Finance & Company Limited  
[info@sbc.co.uk](mailto:info@sbc.co.uk) or [www.sbc.co.uk](http://www.sbc.co.uk)

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(on the left)

A page from a company services document, produced in Word. Limited design and positioning capabilities make it look amateurish and unprofessional.

(on the right)

The final page in Indesign. Precise positioning of images and text, and the addition of the logo and background delivers a more professional and visually appealing document.

# DOCUMENTS WE CAN PRODUCE FOR YOU

Whether you need a 4 page brochure or 1000 page book, we can create it for you.



- Annual Reports
- Ebooks and White Papers
- Education Resources
- Printed fictional and non-fictional books
- Product Disclosure Statements
- Prospectus
- Shareholder Reports
- Scientific Papers
- Technical Guides

## SERVICES AT YOUR DISPOSAL



### Graphic Design service

We can either work to your design specifications or design page templates to match your corporate colours, fonts and imagery.



### Typesetting service

Whether your job is in digital format, or a raw manuscript requiring keying-in, we can help with a full range of typesetting services including:

- Fitting your text and illustrations into the agreed page extent.
- Placing text and illustrations in an effective and appropriate combination.
- Applying a layout that is uniform, predictable and creates impact.
- Taking care of kerning, leading, widows, orphans, alignment, text wrapping and more to provide a document that is elegant, clear and readable.



### Proofreading and editing

When the fresh eyes of our proofreading professionals scrutinise every word, they nearly always find a spelling or grammatical error. We can also provide editing services to improve tense, flow consistency and provide content suggestions. These services can help turn content from readable to compelling.



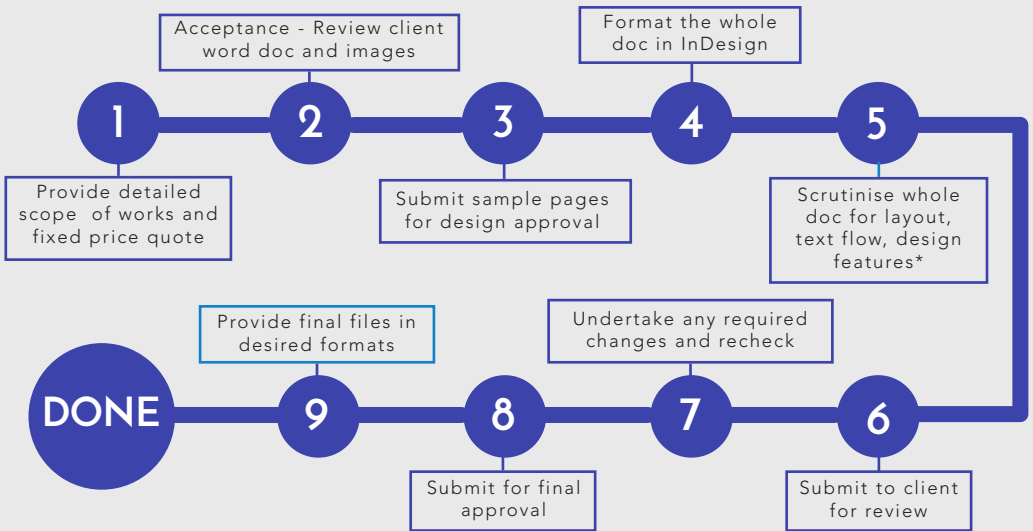
### Document Management

We also provide:

- OCR scanning – where we scan printed docs and convert to edible text.
- Epub conversion – convert docs into all interactive ebook formats.



## OUR PROJECT MANAGEMENT PROCESS



*\*If our proofreading / editing services are specified, this service is undertaken at Step 5.*

- Our clients often face challenging timeframes and deadlines. We work with you to ensure these are met comfortably and any last minute adjustments are coordinated seamlessly.
- Final art will be provided in either web ready format or high quality print format, or both—depending on your needs. Formats include low res pdf for web use, high res pdf printing, and all InDesign files.
- All work is undertaken by our staff, we do not sub-contract to other providers. Your files are kept secure and your project remains completely confidential.

## OUR GUARANTEE TO YOU

1. We will deliver all work scoped in the quote.
2. We will triple check layouts to ensure accuracy of text flow and graphic elements.
3. We will deliver within the agreed time.
4. We will deliver on budget.
5. Your sensitive data will remain secure and private.

If for any reason you feel that we haven't met these guarantees, the project will be rectified at no extra cost until you are 100% satisfied.

# CASE STUDY – CARTER NEWELL

When leading law firm Carter Newell came to us in 2009, they needed to produce their first Aviation Guide. Although they are experts in their field of law and compelling legal documents, they had no experience in producing and publishing guides and documents.

- After the initial consultation we took their word document and turned it into a published/printed Aviation Guide. The project involved:
- Establishing a style that was consistent with the client’s branding and reflects their values.
- Ensuring all legal abbreviations and terminology was consistent throughout the guide.
- Proofreading to for spelling and grammatical errors.
- Completing the work to the tight deadline.

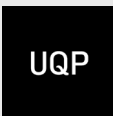
Since 2009 we have continued working with Carter Newell on a variety of guides across various legal areas, some of which are up to their 10th edition.



*“Post Pre-Press have assisted Carter Newell in the production of in excess of 10 industry and educational guides. This has included concept design, layout, proofing and final design. The team at Post Pre-Press have taken the time to understand our industry and adopt our brand and style guidelines to ensure the production of a uniform suite of guides. Working within extremely tight timeframes and therefore always providing timely help, Post Pre-Press have consistently provided Carter Newell with a high level of support in the production of our industry and educational publications.”*

Jaqueline Stephan, Carter Newell

## ORGANISATIONS WHO RELY ON POST PRE-PRESS GROUP FOR THEIR TYPESETTING



## ABOUT POST PRE-PRESS GROUP

Before you entrust someone with your valuable documents, you'll want to know a bit more about the business and the people behind it.



CEO Ann Wilson purchased Post Pre-Press Group in 2012 after the founding owner retired. Ann was impressed by the skill sets and customer relationships built by the team, some of whom had been with the business for 25 years.

Publishing has gone through enormous changes over the last decade, and the Post Pre-Press team has embraced new technologies wholeheartedly. The unique combination of traditional typography and typesetting knowledge coupled with modern digital layout techniques has secured the company's position as market leaders in this industry.

The company has produced thousands of books for Penguin Random House, Pan Macmillan, Allen and Unwin, University of Qld Press and other publishing houses; and a wide range of reports, guides, manuals and papers for businesses and organisations all over Australia.

## OUR VALUES

Honesty, integrity, doing what we say we're going to do – always

## TALK TO US ABOUT YOUR DOCUMENT TRANSFORMATION PROJECT

If you have a manuscript or document ready to be transformed into a beautiful and valuable asset, phone or email us. We'd be delighted to share tips on presentation formats and give you a fixed price quotation.



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[postprepress.com.au](http://postprepress.com.au)

*Post*  
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Beautiful typesetting, print and digital

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