



# Arrivals

April 2002

## Cost effective small batch manufacturing

**KB7750 Security Keyboard**  
Practel

**T**he cost of injection moulding tooling is often out of the reach of manufacturers creating products for niche applications or testing the viability of a new market area. By taking advantage of computer imaged prototype parts and silicone moulds high levels of part detailing were achieved for this security workstation keyboard. The final assembly made up of a urethane moulding, sheetmetal chassis and silicone key pads minimised the money required for tooling while achieving a level of finish suitable for this technical service market.



### Excellent product presentation at low cost

The product appearance is enhanced by the use of moulded form achieved by low tooling cost moulding processes.

# Presenting a substantial corporate image

Corporate publications  
Design Institute of Australia

An organisation's publicity material communicates a lot more than the content of the copy. The consistency and quality deliver messages about the

substance and credibility of the organisation and the value of the services that it offers. Organising a businesses' messages into a coordinated set of publications makes it easier to understanding the range and nature of services available.



Design Institute of Australia



## Improving business efficiency and image

The mailable DL format and the division of information into subject areas that directly answer common business enquiries has helped the Design Institute to improve its customer service and image.

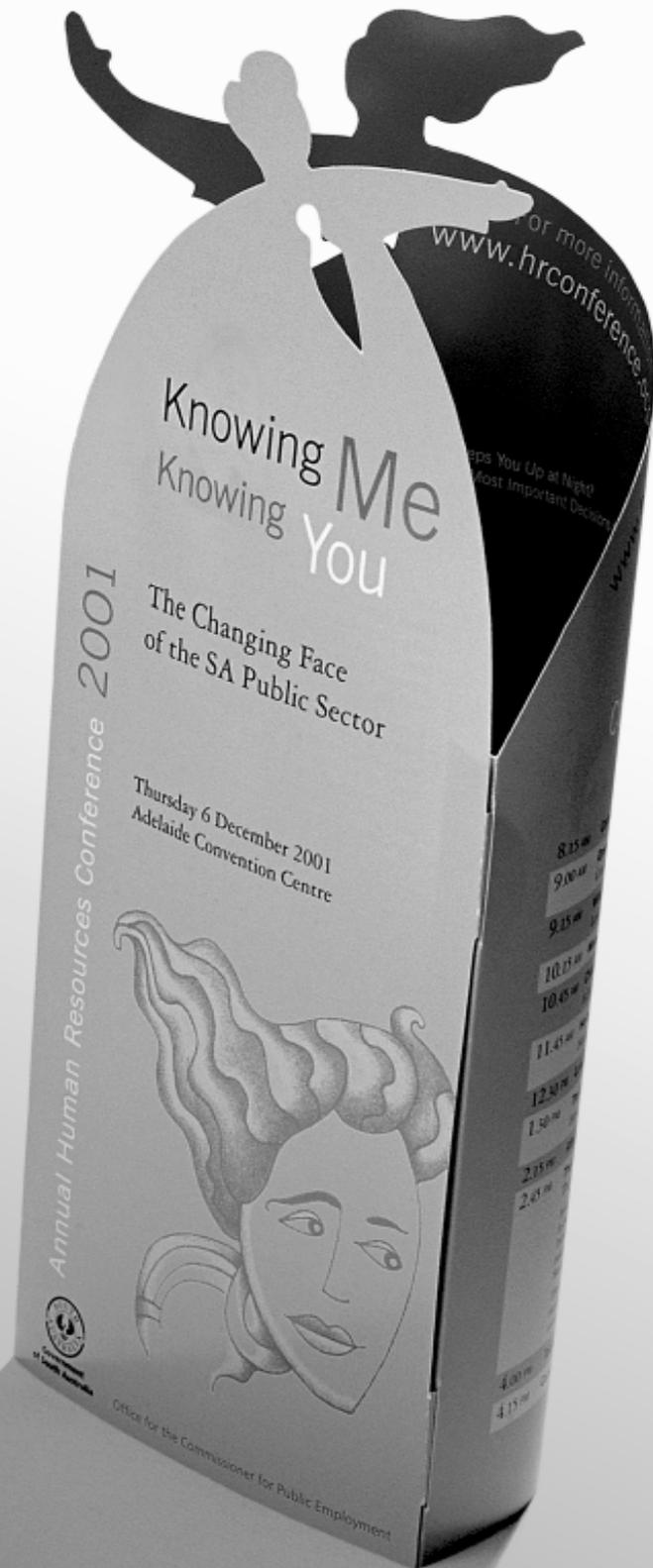


## Getting more registrations from your mailout

**Human Resources Conference 2001**  
Office for the Commissioner for Public Employment

**T**he first job of a piece of advertising is to get noticed. It also helps if the item stays on show for others to notice too.

This three dimensional conference promotion helped the client to achieve a higher level of registrations than they'd budgeted. It didn't become buried on the desk and kept the information about the conference content and date in front of the recipient. A poster featuring the same imagery and bright colours was used to reinforce the mailing on noticeboards and department walls.



### Making a promotion work longer

The colour and form of this promotion ensured initial attention and improved the likelihood that the message would remain in view both for the intended recipient and their colleagues.





**Illustrating the diversity of volunteering**  
 The use of illustration captured the vitality and scope of volunteering without undue focus on individual groups, ages or activities.

## Making volunteering more visible

**Celebration of Volunteering**  
 Department of Human Services

**V**oluntary work is an essential element in maintaining the level of service and social support that we expect in our society. 2001 was the International Year of Volunteers. In recognition of the value that volunteers contribute to the aims of the Department of Human Services we developed a

series of vibrant, illustrative banners and a printed poster. These were used at health services centres and community events celebrating the role of volunteers. The lively colourful approach gave prominence to the message that volunteering was a rewarding, worthwhile activity with a need for involvement from all age groups.