



Message from the Managing Director of Redegroup - Malcolm Jeffrey

Since our last issue we have been busy completing the renovations in the Bureau. We have purchased new equipment for our personalization and mailing area, including two brand new Fuji Xerox DC1100 production units. These high speed laser printers can process A4 to A3 forms both simplex and duplex. These machines together with the new C4 inserter have increased the Bureau's capabilities and efficiency.

Janet Jeffrey who has been the instigator and chief architect of our bureau operation since its inception has now passed the baton onto Leonard Robbins to continue her achievements and high standards. *Janet* will now be responsible for, heading up our rapidly changing systems and quality control procedures, with emphasis on special projects. She will be based at our administration offices.

APCC continues to be the market leader in the manufacture and supply of DIGITAL CARDS, producing high quality digital cards of all types, using state of the art printing & manufacturing processes. By eliminating film and plates we can offer environmentally friendly plastic cards, produced in days, rather than weeks.

The Benefits of Digital Cards are that they are ENVIRONMENTALLY FRIENDLY AND ARE PRODUCED ON HIGH QUALITY LONG LIFE PET MATERIAL.

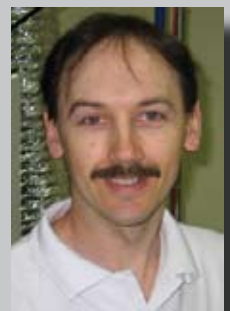
The Features of Digital Cards Include:-

- e All printing and variable data is encapsulated beneath the laminate, assuring that the product is durable, reliable and tamper proof under all conditions.
- e High gloss or matt finish with the thickness, size and shape to your requirements.
- e Barcodes which meet the highest possible standard and consistent reliability.
- e Custom shapes that include bag tags and key tags.
- e Live sample cards printed for your final sign off.
- e Cards that can be manufactured as and when data becomes available, freeing up investment in stock and allowing for cards to be paid for only upon usage.

DIGITAL PRINTING also offers flexibility when it comes to highly personalized, direct marketing material. Personalization includes names, numbers and barcodes can be tailored to individual client needs.

Profile-Indigo Digital Press Operator-Jonathon Scampton

"I began as an apprentice in the printing trade over 21 years ago in the now technologically obsolete area known as graphic reproduction. This covered a number of different disciplines in the printing process including camera operating, film combining and lithographic plate making. Prior to commencing at Redegroup I was the Quality Controller of a prepress company. I am enjoying being part of a friendly team that values an ongoing commitment to excellence which is evident in the use of the latest technology and continual training in new developments and production methods."



PRESS RELEASE

PRINTING INDUSTRY CRAFTSMANSHIP AWARDS BRONZE AWARD WINNER

Australian Plastic Card Company's Redegroup Division proudly celebrated their BRONZE AWARD at the 25th National Print Awards held at the Palladium at Crown Casino, Southbank, Melbourne on Wednesday 16 April 2008.

APCC's winning entry in the Digital Printing Electro-photographic category was a set of Gift Cards of different denominations with various images and variable data incorporated into the printing.

"We are all pleased and proud to have been the only Plastic Card Company awarded this prestigious medal and this award proves to us that we are producing a high quality product and that this has been recognized by the judges" says National Sales Manager Charles Jeffrey.

Redegroup has been manufacturing, personalizing and mailing cards in Australia since 1988 and this year celebrates 20 years in the printing industry.

"Redegroup has been a provider of direct mail solutions and promotional plastic card products to a wide range of markets and has become leaders in their field by offering and supplying a complete and superior package to all its customers."

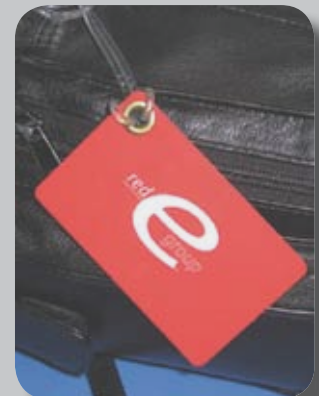
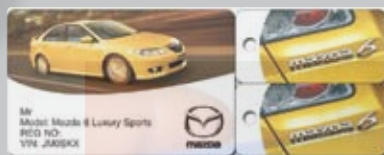
REDEGROUP COMBO CARD

The Redegroup Combo Card is one of our exciting new products to hit the card world. Redegroup's New Product and Production Development team were looking for a new and innovative concept for businesses to use for their customer membership and loyalty programs. We wanted a product that could have multiple uses and be handed to members as soon as they joined. A product our customers could use for their clients that did not require any ongoing over printed personalization and which had key tags attached. To meet this need, Redegroup developed the Combo card; mainly used by our customers in the Retail and Service Industries who required a product solution with a point of difference that appeals to a much wider audience at store level.

Charisse Clarke, who assists in New Product and Production Development of products, said that "The Combo Card has been developed with both on-site store and Direct Mail applications in mind, and Redegroup can now provide clients with short or large runs with one point of excellence. Efficiency, quality and innovation now makes printing products simpler, cost effective and more flexible than it has ever been in our industry."

The Combo Card is made up of one plastic unit, consisting of a standard size plastic card and two key tags all with high quality variable graphics and personalization. All information is protected under a film, of laminate, giving the Combo Card a longer working life.

Our clients such as Blockbuster, Mazda and the Coles Group have already taken up the great benefits and savings the Combo Cards can offer. Clients are also capitalizing on our 'pay as you go option', freeing up the money in their marketing budget. We also provide an online ordering system that allows for simple ordering of Combo Cards by multiple site store locations.



For any Further information or a sample pack please contact us at

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