

Creative eBooks

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25 November 2003

Dear Mr Venish,

As any software company will agree, the most frustrating stage of the development cycle can be the final packaging. This phase is notorious for generating delays, cost overruns, and is generally running in parallel with final unit testing, diverting critical resources from polishing the actual product itself.

It is with this experience I am writing to congratulate and personally thank your organization for your excellent service and valued assistance. This was without doubt a key contributor to a smooth, cost effective and rapid product launch.

In making the strategic decision to launch our latest offering in business card cdrom format, we were initially confronted by a large number of organizations in Australia and the United States that could provide the required services.

Our survey of the market identified three core challenges:

- The entry point for offshore units in US dollars was generally over \$1, not including artwork, prepress and delivery. A basic TCO analysis indicated we were to expect a unit price of around \$2 AUD. Seeking a local supplier, as expected we found a per unit price exceeding \$2.20 ex-GST, making the offshore options around 30% cheaper overall. Going offshore of course is at the cost of control, which is always a concern.
- The lead-time was always around 3 weeks for offshore, or 2-3 weeks for Australian plants.
- The quality of samples we received were effectively 100 DPI offset quality, which was at the time the best we had come to expect.

Given the cost of standard cdrom's being generally around 20 cents per unit (or less), we were in the process of re-evaluating our marketing strategy.

It was at this point we came across your organization and upon viewing your pricing schedule were initially honestly sceptical. Our experience has shown reduced quality and price go hand in hand, particularly in digital media.

Given the small size of the initial run, and the obvious cost savings, we decided to pursue our pilot with your assistance.

With hindsight I am pleased to report the final outcome has far exceeded our expectations on all points.

- Your list price of around \$1 AUD for quantities as small as 1000 units, including film, prepress, GST and delivery is outstanding.
- The product was delivered in less than 10 business days, well under the time frame initially discussed.
- The quality of the printing is better than we have seen on the most expensive option for traditional plastic/cdrom printing. This has in my opinion provided a real visual edge to the product.

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The last point is particularly significant. The external packaging for the product was manufactured by a standard commercial 300DPI offset (CMYK, basecoat and lacquer) print process on plastic film, using 100 Line Screen print.

The outstanding result, and most compelling reason to provide this feedback lies in the print on the face of the cdrom actually exceeds the colour density and quality of our external packaging. The visual appeal of your product far exceeds the business card nature of the media it was designed for, which can only benefit clients such as ourselves.

We are pleased to be associated with an Australian company providing a quality and cost effective product and look forward to working with you on our future projects.

Kind Regards,



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