



## Packaging a Punch

Packaging has always been a passion of mine, so I was extremely excited to be briefed by Home Café on the extension of their Angela's Treats packaging.

The original box (orange) had served its purpose while the business was still in its infancy, but due to tremendous growth, the need for different coloured boxes arose.

The Angela's Treats range had developed from basic chocolate coated peanuts to a variety of chocolate coated fruits, licorice and gourmet nuts.

Angela Muller, the owner of Home Café identified the need for a variety of box colours to match the needs of the hamper companies to which she mainly distributes



her products.

In providing three different coloured packages, Angela opened up the opportunity for more than one of her products to appear in a hamper at a time.

The response to the new boxes (blue - inspired by milk chocolate & pink - inspired by her popular range of white chocolate coated raspberries) has been very positive.

[www.homecafe.com.au](http://www.homecafe.com.au)

What an exciting month so far! I was thrilled to hear that we are finalists in the Penrith Business Awards and completely humbled that clients took the time to vote for us!

Once again I am hitting the books - this time it's to do the Operations and Procedures Action Program being put on by the Penrith Valley Economic Development Corporation! Hopefully this will assist me with the next stage of the business, as I have made the decision to take on a graphic designer to help with the ever growing work load streaming into my in-box.

If you know of anyone who might be interested in this position, please let me know and I will forward the job specifications onto you.

Please note that I will be on holiday from the 8th of July to the 1st of August. During this time I will not be available to produce design work or manage print jobs, so I urge you all to plan ahead and get any artwork details to me, for jobs that are required for the end of July to the beginning of August.

Kind Regards



Debbie O'Connor

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## 2005 Penrith Business Awards

I am very proud to announce that **White River Design** is a finalist in the **2005 Penrith Business Awards for Outstanding Professional Services**. I would like to

extend a big thank you to all our clients who voted for us, I am truly honoured that you feel that we are worthy of your vote and will strive to continue to provide outstanding professional services!

### Congratulations!

- To **Accounting and Taxation Advantage** who have moved into their new premises off King Street in Glenbrook. We hope that you are settling in well to your new environment and look forward to popping in for a coffee!
- To **The Complete Basketcase** who are not only finalists in the 2005 Penrith Business Awards, but are also finalists in the Western Sydney Industry Awards! Congratulations on your outstanding achievements - love your work!

If you have a success story please let me know and I will include it in further editions of **gushhh**.

**FEEDBACK**



OH MY GOODDDDD!! You are so awesome! It looks sensational....there are just no adequate words!

*(In response to the artwork for their Telstra Awards submission - not shown)*

**Andrea Turner-Boys**  
Sales & Marketing Director  
The Complete Basketcase



WHAT a beaut!! It is absolutely stunning! I will have to use her next time for my stuff. Now that I have seen this, GO FOR IT!

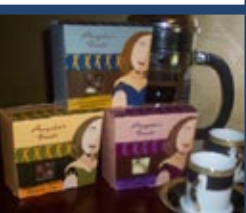
*A response to our client after they showed a colleague the postcards and business cards we designed for them.*

**Cherry Pott**  
Owner  
Bingley Place

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corporate identity  
logo design  
brochure design  
catalogues

business cards  
postcards  
DL cards  
mouse mats



**New Look Website**

I am currently in the process of revamping the White River Design website, which I'm hoping to launch at the beginning of July.

I will have a page of testimonials, so if anyone would like to send one through I will not only be adding your name and business, but will also attach a hyperlink from each reference to your website or email address. This is a great way of receiving added exposure.

**Shedding some light on copyright**

This is an extremely complex area to cover and so I will briefly provide an overview as well as a link to IP Australia's website which contains far more comprehensive information.

**What is copyright?**

Copyright protects the original expression of ideas, not the ideas themselves. It is free and automatically safeguards your original works of art, literature, music, films, broadcasts and computer programs from copying and certain other uses.

Material is protected from the time it is first written down, painted or drawn, filmed or taped.

Although making copies of copyright material can infringe exclusive rights, a certain amount of copying is permissible under the fair dealing provisions of the legislation.

**Copyright doesn't protect you against independent**



**creation of a similar work.** Legal actions against infringement are complicated by the fact that a number of different copyrights may exist in some works - particularly films, broadcasts and multimedia products.

Although a copyright notice with owner's name and date is not necessary in Australia, it can help prove your ownership of the copyright, and is necessary to establish copyright overseas. It can also act as a deterrent to potential

infringers. Time limits on copyright varies according to the nature of the work and whether or not it has been published.

Depending on the material, copyright for literary, dramatic, musical and artistic works generally lasts 50 years from the year of the author's death or from the year of first publication.

www.ipaustralia.gov.au

Information taken from the IP Australia website. Please click on link to access their site.