

Australia, previously offers statistics like opening rates or conversion rates. The difference between marketing to focused groups of potential customers versus sending a marketing blast out to a random section of the population is well documented. The result would be no surprise to anyone who has ever stuck a promotional flyer in an envelope and posted it! YES, 80/20 should apply to the focused group whereas the random selection may yield results as low as 2 percent or less. Much research has been done over many years to establish results.

Another common and growing marketing tool is eMarketing. These statistics are more commonly available due to the instant feedback the web offers users. In the email marketing arena, common opening rates are once again 20 percent for general openings, supporting 80/20. It is worth noting the increase in focused, well-planned eMarketing can be around 40 percent. Therefore 80/20 is lagging behind, however the benefits are positive and more than likely balanced by the extra efforts made by the developer.

Suffice to say, an example of non-focused marketing could be marketing digitally printed floor graphics to say the non-retail market – or even worse, marketing banners to customers in areas where banners are outside council by-laws.

It is like developing a solution where there isn't a problem!

In most decision-making processes the closer you can move towards high-level results, the more pleasing the results. Working on the idea that, 'by doing 20 percent of the work you can generate 80 percent of the benefit of the whole job,' lets explore some potential outcomes.

The 80/20 rule can be applied to almost anything:


- 80 percent of your quotes will yield 20 percent of your gross sales
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- 20 percent of your customers will generate 80 percent of your revenue
- 80 percent of your complaints will more than likely come 20 percent of the product you make.
- 80 percent of delays in schedule arise from 20 percent of the possible causes of the delays.
- 20 percent of your products or services account for 80 percent of your profit.
- 20 percent of your sales peoples efforts produces 80 percent of your company revenues.
- 20 percent of a sign or print issues or failures cause 80 percent of your total problems.

Hmm... some food for thought? How about if you could only work with one of the above? Which would you choose?

Imagine if you could pick just your best 20 percent of customers who yield 80 percent of your revenue? Would it not be logical to dump the other 80 percent? After all, aren't they the ones who create 80 percent of your aggravation? Or is that asking too much in a perfect world?

Ok, now it's your turn, unleash your inner 80/20 monster, put your business to the test! Or if you're game, try it on the 20 percent of your friends who you trust, know well and feel comfortable with... or maybe the other 80 percent.

SUMMARY:

This topic is immense, it's a process I learnt the long way. However, in the years I have run my sign and print business, after understanding the power of Mr. Vilfredo Pareto's 80/20 principle, I thank him and Mr Joseph M. Juran every day. I suggest, if you have a play with the concept, maybe you may also join the fan club! Here's a tip, search for these gentlemen's' names in Google, who knows it may change your life! 

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Innovation | Diversity | Quality

ELCO International P/L has been providing liquid laminating products and application to the outdoor advertising industry for almost a decade through the development of our unique two pack water based coatings.

These coatings are formulated to perform in the harsh Australian conditions on a wide range of advertising medias that require protection against UV damage, durability for scratch resistance and protect against graffiti defacement.

Our focus to grow and improve the products and services we provide in liquid lamination is stronger than ever.

In realising the needs of our customers we have recently launched a new division of ELCO International.....

INTRODUCING...

ADCOAT Liquid Lamination Services

combines both the existing coating application systems, from ELCO International, with the latest technology in liquid lamination for a wide range of large format advertising medias.

Our unique range of coating systems available cover all aspects of protective coatings required in today's diverse outdoor advertising market.

From standard UV protection and scratch resistant laminates, truck curtain lamination through to permanent anti-graffiti protection.

ELCO International has realised the industry demands for a fast turnaround of large format flexible media and has taken the bold step in acquiring a Seal Graphics SW3300 liquid laminator.

This state of the art laminator can coat media upto 3300mm wide applying clear liquid laminate to solvent based, UV cured, latex and ECO inks printed onto flexible medias such as flexface vinyl, SAV, vehicle graphics and truck curtain material just to name a few.

ADCOAT Liquid Lamination Services also distributes and applies the Australian made ELCO International range of products for short and long term advertising campaigns.



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ADCOAT Liquid Lamination Services

These coatings provide high levels of protection against UV damage, scratch resistance and graffiti defacement.

They can be applied to just about any hard or flexible substrate in either a Gloss or Matt finish.

Our **ADCOAT Transitz** is applied by the Seal Graphics liquid laminator producing a conformable, high quality, long lasting, durable finish for application onto vehicle wraps and truck curtains.

(Left Image)

Seal Graphics SW3300 liquid laminator is a welcomed addition to the **ADCOAT Liquid Lamination Services** range of applications.

SW3300 can laminate 3300 mm wide and upto 50 metre long rolls.

The application is roll to roll where the material can be delivered, laminated and despatched the same day saving valuable advertising time to the client.

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