



## DK MARKETING PTY LTD

**SUCCESS STORY: DK Marketing recently took a gigantic leap forward in becoming a major client to Colemans Printing, with potential to become the largest printing contract in the Northern Territory.**

DK Marketing, one of the most successful direct marketing companies in Australia, is also one of Australia Post's largest volume international mailers, sending out more than 10 million mail pieces to hundreds of countries each year.

In 2004, DK Marketing moved its production process from the Gold Coast QLD to Darwin and has since doubled the volume of mail through Australia Post's Darwin facilities.

"Because of the quality of support services, such as Colemans Printing and Australia Post, we are able to operate an international business just as effectively from Darwin as we could on the Gold Coast," Darwin Operations Manager Blake Fowler said.

After several months of discussions, DK Marketing agreed to a long-term contract with Darwin printers Colemans Printing for the production of materials for an extensive range of clients, including not-for-profit organisations like RSPCA and the Cancer Council.

By going with a Territory printing company DK Marketing has shown that local businesses can compete with printers in larger cities around Australia.

Colemans Printing managing director Tony Coleman warmly welcomed the contract from DK Marketing: "Printing both nationally and internationally is becoming increasingly competitive and it is Colemans'

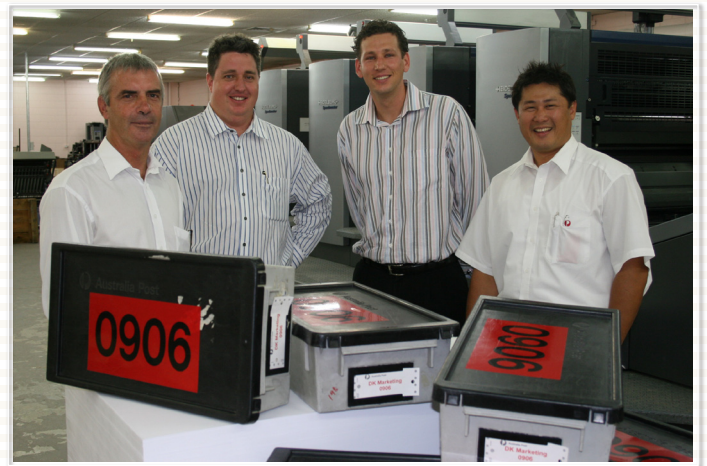
aim to keep as much work in the territory as possible." Tony says that the contract has the potential to become Coleman's largest, with more than 300,000 sheets of paper ordered per month in just the initial stages of the relationship.

DK Marketing employ approximately 35 locals in Darwin, providing opportunities in international customer service, production, mail processing, data entry, printing and mail machine insertion and lodgement.

The ongoing success of DK Marketing will have a significant flow-on effect for Colemans, allowing them to grow along with DK Marketing and giving them the potential to employ new staff and apprentices.

Australia Post NT also wins with the new contract - the volume of DK mail moving through Darwin with DK Marketing's own postcode "0906" has created additional employment opportunities at Australia Post, with unique operational variations implemented to suit customer needs.

*From Left: Australia Post NT Manager John Marsh, Colemans Printings' Tony Coleman, DK Marketing's Blake Fowler and Australia Post Sales Manager Carlos Jongue.*



PHONE: +61 (08) 89 488 000

FAX: +61 (08) 89 488 001

EMAIL: [info@dkmarketing.com.au](mailto:info@dkmarketing.com.au)

PO BOX 37933, Winnellie NT 0821, Australia.

370 Bagot Rd, Millner, Darwin NT 0810, Australia.