

**Ball & Doggett**

*Vol. 01 - 04/22*

# The Collective Edit

*Elevation / Expression  
Creative Trends  
Collaboration  
Communication*

# The Collective Edit Vol. 01

Ball & Doggett are excited to welcome you to The Collective Edit.

The first edition of our quarterly zine bringing insight, inspiration, education, highlights along with trends and product updates.

We want to keep you updated and like most businesses always looking for different and impactful ways to connect and communicate.

Our teams across the country are working hard to be the resource you need in your business. The Collective Edit is one way we can hopefully bring a little sunshine your way! You will receive this edit every quarter moving forward into your mailbox.

All you need to do is grab a cuppa or a vino and sit back and get updated. We will be reaching out to the national community for interviews on specific topics or featuring of projects. So, if you would like to be part of our next edit, drop us a line and let us know at [marketing@ballanddoggett.com.au](mailto:marketing@ballanddoggett.com.au)

So from us to you, we hope you enjoy this first edition. Cheers!

## Ball & Doggett

[ballanddoggett.com.au](http://ballanddoggett.com.au)

1300 024 749



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*News glorious news*

# Victorian Spotlight



Welcome! It's certainly been a positive beginning to the year and for us some changes we are excited about!

Liam Fish has embraced the role Business Development Manager – Victoria. His experience, passion and relationships within the creative community is well regarded in our industry.

Liam also heads up our Designline Victoria team. All things paper, inspiration and projects please reach out Liam on:

✉ [Liam.Fish@ballanddoggett.com.au](mailto:Liam.Fish@ballanddoggett.com.au)  
☎ 0400 514 702

Zaidee Jackson has moved into her new role in the our Labels & Packaging division as National Business Development Manager – Sustainable Packaging. Some of you will still continue to work with Zaidee in her new role as she supports your packaging design applications.

**Reach out we're here to bring your ideas to life!**

# Designline *is the new black!*

We love being part of your projects, studio vibes and making your concepts come to life through our sample service.

Our team are back and ready to connect, inspire your visions through mock-ups and continue to educate you on product portfolio.

So from us to you, lets bring your new projects to life!

Efficient, service orientated and delivering solutions to your studios.

Connect via [ballanddoggett.com.au](http://ballanddoggett.com.au) and head over to our the 'Our Services' Tab and drop down to 'Order Samples'.

It's in our team's inbox the moment you receive your tracking number.

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# GSM

is back baby!

GSM magazine is published twice a year (Spring and Autumn) and we want you along for ride! Submit a project produced on our products that you would love to share with our readers!

Reach out via email with the following details and we will connect with you. It's about inspiration, trends, industry, current projects – most of all it's about bringing our community together!

Production notes:

Cover Section: Print CMYK  
**FORMAKOTE™ WHITE Uncoated 260gsm**

For your everyday packaging needs FORMAKOTE™ WHITE provides great value and performance. FORMAKOTE™ WHITE is a two sided, coated, white-back folding box board. Clinical clean look, perfect for cosmetics, pharmaceuticals, specialty food products and the cover of this magazine. Made in Australasia (across the ditch)

Editorial Section: Print CMYK PRINTED  
**HannoArt Plus – Silk 115gsm**

A bright white coated sheet that offers exceptional bulk, value and printability. Featuring good opacity and less reflection for better readability, HannoArt Plus – Silk lends itself to the feel of an A2 grade sheet. This reliable paper is perfect for a variety of print applications and is available as optional carbon neutral.

Inprint Section: Print CMYK  
**Supreme Uncoated 120gsm**

An economically priced, high white range of uncoated papers and boards. Its exceptional bulk and smoothness ensures fantastic print performance. Supreme Uncoated also offers great opacity and reliability on printing presses. A leading everyday uncoated communication paper perfect for both Offset and Dry Toner digital printing.

Subscribe to receive both issues within a calendar year – delivered to you free of charge.

[gsmmagazine.co/product/12-month-subscription/](http://gsmmagazine.co/product/12-month-subscription/)





# From our Family to Yours

A collection of recipes and quotes on optimism.

Ball & Doggett's gift giving project: At the height of the pandemic, we were faced with one of the challenges of communicating with our customers. We created a platform with the sole purpose to connect, inspire and celebrate our industry, developing a YouTube twelve-week interview series with customers to tell us their stories. "R E S E T with Ball & Doggett. A conversation connecting our industry" was born.

Industry guests joined us to share experiences and all responded to one question: "What does optimism mean to you?" The quotes; a beacon of hope, celebrating the unity within our industry. Those quotes were inspiration to create a gift for staff and customers with our cookbook.

Our national team were asked, "What recipes did you and your family enjoy during 2020 that brought you comfort?"

Over thirty contributors sharing their recipes and photographs, the Ball & Doggett Cookbook was created. 'From our Family to Yours. A collection of recipes and shared experience on Optimism.' What better way to connect and experience cultures with each other than through food.

Produced by one of Australia's leading printers Southern Impact and in collaboration with Arjowiggins Fine Papers, we gifted our customers at Christmas a piece of ourselves. Our project team wanted to create something that had heart and that we were able to gift to both customers and our national team. That is exactly what we achieved, a token of thanks at Christmas for their resilience, commitment and passion to our business.

The cookbook is an expression of how we rejuvenated ourselves during a difficult period. By sharing these moments we hoped to give a little bit of ourselves to all of you. We applaud our Print and Creative community for walking a path with us that at times were unknown. Through collaborations and conversations we continue to create opportunity in adversity.

This cookbook allows us to share the craft that is print, the articulation of design and the platform to communicate. It's a publication we can share with you, the gift that is print. The pandemic has created a new lens for us to view our industry as a whole, but as individuals that has experienced a deep shift in a new normal we now live. This extraordinary time of our lives is about navigation, an exploration of self, discovering how truly amazing we are as individuals.

Coming together to share food is one of the most giving expressions of love and community. Our hope is that this book brings you the sense of community that is intended. Presenting ourselves with an extension of empathy is just a small way we can as a community, be there for each other. This is our offering to let you know, we walk this path together. Let's continue to celebrate the craft of print, the expression of design and the fierce love we have for paper!

To get your very own limited edition copy please head over to <https://pedigreepaper.com.au/order-inspiration> and pick up one of our cookbooks for \$15+gst. \$5 of your purchase will be donated to our friends [www.booksinhomes.com.au](http://www.booksinhomes.com.au)

Trust us, you're going to love it!

#### Production Notes:

Stock -  
4 pp Cover:  
Curious Matter Goya White 380gsm  
2 pp Tip-In:  
Curious Collection Translucent i-Tone  
112gsm  
16 pp Text:  
Curious Skin Extra White 135gsm  
16 pp Text:  
Rives Design Bright White 120gsm  
44 pp Text:  
Conqueror Wove Diamond White  
120gsm  
Binding PUR

#### Print Specification -

The cookbook cover and text is printed on:  
Heidelberg XL106 - 10 Perfector  
2 pp Tip-In Printed with 4 hits of white  
only on:  
HP Indigo 7800

## FROM OUR FAMILY TO YOURS

A collection of recipes and quotes on optimism.



Ball & Doggett

### QUE NHI'S FAMILY SPRING ROLLS

PREP 60 MIN (ROLLING TIME TAKES THE LONGEST!) | COOK 4-5 MIN (PER BATCH)

#### INGREDIENTS

500 grams beef mince  
1 cup glass vermicelli noodles, soaked in warm water and drained into fine noodle size  
1 medium sweet potato, julienned into fine noodle size  
1 brown onion, sliced into finely chopped pieces  
¼ cabbage, shredded finely  
Vegetable oil for cooking  
Salt and pepper  
1 egg

#### METHOD

Combine all filling ingredients together in a large bowl and mix well.  
Take a small teaspoon of the filling and cook in the microwave to check seasoning level. Adjust to your liking.  
Begin adding filling to pastry and roll away.  
Heat oil and slowly add the spring rolls into the fryer. Do not overload the pan.  
Makes 40 spring rolls

A family tradition - Growing up in Alice Springs through the 80s and 90s and having very limited 'dairy' supplies became a challenge for our family. I remember every quarter receiving up to two pallets of dried grocery brought in from Adelaide. I have memories of my mum making this dish and it was always a crowd pleaser at any gathering.

#### TIPS

Keep the roll compact.  
We like it as a lunch meal with vermicelli noodles with fresh greens and house nam.





# Stock Spotlight

For more information on these stocks and more visit:  
[ballanddoggett.com.au](http://ballanddoggett.com.au)  
or call: 1300 024 749

## Extract



Extract is a world's first in tackling the ever growing problem of environmental waste. It is a premium uncoated paper stock with a toothy finish, made from recycling coffee cups.

Available in 10 colours and 2 weights, 130gms and 380gsm.

Extract is exclusive to Ball & Doggett

## Doggett Labels



Australian Made and manufactured locally at our Braeside Victorian location.

What does that mean for you?

- ✓ Competitive Pricing
- ✓ Custom made
- ✓ Speed to market
- ✓ Boxed in 100's

Doggett Labels are perfect for home, school or office work!

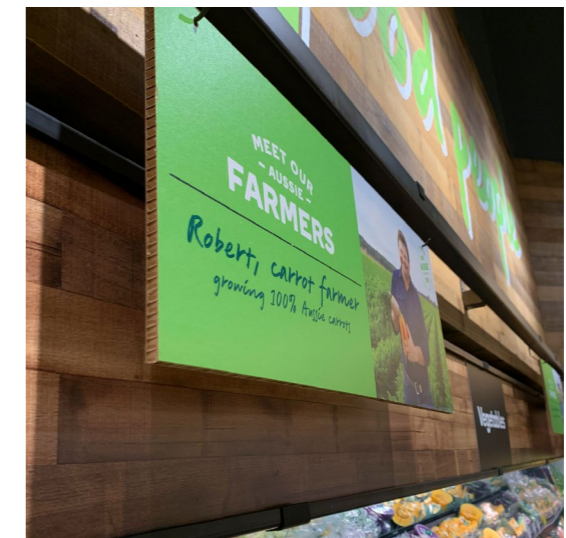
## ecoStar +100% Recycled Uncoated



ecoStar + 100% Recycled Uncoated – Indigo is a bright white, uncoated paper with outstanding environment credentials.

Made with 100% recycled post-consumer waste, ecoStar+ is also made Carbon Neutral and is designed to offer the printability, brightness and durability of white virgin fibre papers.

## Envirocore Board



Envirocore Board is produced in Australia from a recycled hexacomb core with white claycoat or kraft liner board facing.

It's fully recyclable and economical with a smooth and consistent print surface as well as a rigid and durable substrate.

Envirocore Board is perfect for POS/POP displays, exhibitions, partitions, hanging signage, cut out displays and furniture/



# Labels & Packaging

## Building Commercial Partnerships

### *'HOW' and 'NOW' is the new Green!*

The days of what and why sustainability is important, are thankfully behind us.

There is a clear sense of urgency amongst industry as we all focus on our business sustainable roadmaps with the lens focussed on the 2025 National Packaging targets.

Consumer behaviours are driving the demand for brands to present their packaging in an authentic and transparent way pertaining to sustainable materials. They expect brands to take environmental stewardship seriously, and spend their money with those who do. Consumers also want to end the current unsustainable and linear produce, use, and discard model.

A recent February 2022 study by Toluna commissioned by The Real Media Collective suggest 69% of consumers prefer fibre based packaging.

Society holds the speaker phone across the board with consumers finding their voices on how they choose to spend their money, which brand they choose to align with and build a loyalty to.

With a surge during the past couple of years plaguing industry due to Covid, e-commerce businesses grew exponentially and with it, a demand for packaging. In fact a demand for goods to be delivered in paper packaging saw the same survey account for 51% consumers in Australia.

Some consumers believe that Australia's recycling rate sits at around 60%. In fact we are one of the best performers globally at 87%.

The shift in consumer behaviours has manufacturers rethinking how they produce and package goods. Consumer product packaging has evolved significantly in recent

years. An aesthetically pleasing package is no longer sufficient, and consumers expect packaging to inform them about its composition and environmental impact.

Australians throw away around 1.9 million tonnes of packaging each year, enough to fill the Melbourne Cricket Ground nine times over.

Some sustainable practitioners and pundits suggest there is a fiscal risk to businesses within the next five years if they *do not* start planning and creating momentum for their own tailored sustainable roadmaps.

No matter the scale of your business or industry there are plans that can be put in place to create opportunity to work towards tangible goals in reducing emissions and venturing to a circular model.

Sandra Martinez, Nestle CEO recently spoke about their sustainability commitments and roadmaps. Whilst in 2019 as a global business, they peaked reaching a carbon peak in 2019 with 94-96 million tonnes emissions. The same amount as Ecuador with a population of 17.9million people. They have achieved a downward trend towards their set targets. They are holistically reviewing the origins of their produce. From how it's farmed right through to pledging \$5 billion toward more sustainable packaging solutions in the next ten years.

When we look at packaging trends they include economic and demographic growth, consumers trends, packaging technology and brand owner trends, the many touch points that make the value chain toward greater sustainable and economic outcomes. The shared view is about collaboration.

Aligning or working with non for profit organisations like the Australian Packaging Covenant Organisation (APCO) who leads the development of a circular economy for





packaging in Australia. Through their vision "A packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.", we all collectively have a role to play.

From redesigning packaging with the view of a circular pathway for products, we create space for innovation and provocative ideas that champion the voice of brands on their own transitional pathway to meet the set 2025 national goals.

Environmental Social Governance (ESG's) should also start to be considered as part of organisational goals with transparent dialogue within businesses and their external stakeholders. The key is to make it easy and palatable for all stakeholders to understand why the 'How' we set goals and targets coupled with a sense of urgency is a shared mindset.

The rise of the role in a Chief Sustainable Officer in top 200 ASX companies shows the deep investment to redefining the business hierarchal landscape. Sustainability is at the core to future business performance and some CSO's may argue successfully that their role is alongside the senior executives such as the CFO, not as the expense on a Profit and Loss sheet.

Where are you on your journey to great sustainable outcomes? Not just for yourself personally, the business you work for or own. What's the position of the brand you represent and how you wish to be perceived?

From the earlier mentioned survey 43% Australian consumers would consider avoiding retailers if perceived not to be doing enough to reduce impact.

Lucky for us, we have seen an incredible commitment by earlier adopters from major retailers such as Coles, Woolworths, Aldi and Adidas, through to start ups such The Great Wrap company, selling cling wrap that is compostable made from food waste. These brands are setting achievable goals that will effect change.

Ball & Doggett are committed to journey with our customers through this incredible time of change, innovation and a sustainable new norm experience.

Our specialists in the labels and packaging sector are the reason we are the leading resource to tap into. With a global reach of suppliers and sound relationships, we are in a position to explore, research and offer solutions that are driven by innovation and passion.

We invite you to explore <https://www.ballanddoggett.com.au/products/labels-packaging/> and reach out for a discussion on how we can support your review of your materiality on your packaging products.

Our commitment in this sector is exciting not only for the business, but for our commercial partners. Zaidee Jackson our National Business Development Manager - Sustainable Packaging is looking forward to connecting with brands and our creative community with a focus on sustainable packaging and how we can partner with you.

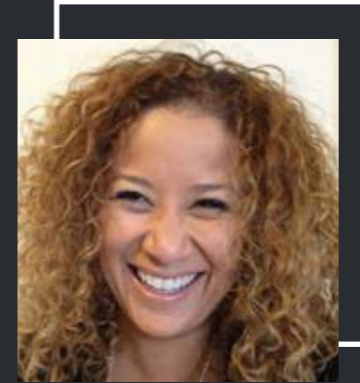
Collaboration and shared knowledge along with a passion for change and creating a more sustained consumer experience that ultimately reduces impact on our world is something to certainly start with the 'How' movement.

So where do you start?

- Article by Zaidee Jackson

Meet our National Business Development Manager - Sustainable Packaging

## Zaidee Jackson



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☎ 0421 619 558





# Labels: Where Innovation & Sustainability Meet

Just add lime 

*Chris Jackson, our National Manager - Self Adhesives, connects us to Wausau Aged Agave a stunning label is distributed exclusively by Ball & Doggett.*

The product focuses on function and ensures a sustainable approach in its manufacture. Uniquely from a manufacturing perspective, the facestock is processed in a method that involves salvaging 'used' burlap (hessian) bags and reclaiming the Agave Sisalane fibres found within the burlap bags.

The process gives the face stock a unique smooth natural earthy toned appearance and diverts used packaging from landfills.

Wausau Aged Agave is manufactured with wet strength properties to increase performance in moist environments. The facestock is also top coated and optimised for HP Indigo Presses, and its base sheet is manufactured Process Chlorine Free (PCF) and is FSC Certified.

Primarily for labelling beverages, Wausau Aged Agave has specific synergies to the craft distillery wave for tequila.

One of the great things about our jobs is that we get to see brands being attracted to products within our range as it resonates with their own. I have seen an example of a tequila brand which selected Wausau Aged Agave as its label choice because it expressed the brand's philosophy and encapsulated its communication theme and visual.

For a specific collection (Batch) the brand decided to press agaves with a volcanic stone—an ancestral process carried out to intensify its aromas and flavours. The brand's tequilas are produced using biodynamic farming methods from a specific territory that links the brand to a specific region and place and its history.

The label choice was extremely important as the brand owners wanted the brand to have relationship with the natural landscape to convey its natural warmth and sustainable message, and to evoke a feeling of history and craftsmanship.

The whisky, rum, tequila and gin trends have seen the super-premium categories boom. The growth of conscious consumption in Australia means consumers prefer to drink less but are making sure their alcoholic choice is of premium quality when they do indulge.

This has led to a rise in alcohol subscription services that offer craft, hard-to-find and limited-edition drinks choices.

Much of the country spent a sizeable chunk of 2021 in lockdown. During this time craft distilled choices were a perfect distraction and curated an experience people could enjoy at their own pace at home. This leading onto home-mixology which has changed people's perceptions of spirits.

Categories like gin, tequila and rum have benefited from this, making drinking much more fun and approachable. As we come out of lockdown, brands, brand owners and retailers are all looking to continue to ride the changing consumer buying behaviour.

Consumers shop with their eyes and it's all about attracting attention or capturing an emotion, and this can be achieved with a brand having a story or an inspiration behind the label design and look.

The label choice coupled with a story can certainly trigger feelings of authenticity and a luxury experience.

So if you are working on a label project and looking to connect the brand philosophy and intention, connect with your local contact at one of our national sites.

For more information:  
<https://www.ballanddoggett.com.au/brands/wausau-aged-agave/>

Labels are the expression of the brand and we welcome you to continue the conversation with our specialists.

- Article by Chris Jackson

Meet our National Manager,  
Self Adhesives

**Chris Jackson**



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☎ 0438 368 406



**WAUSAU AGED AGAVE**

**Key features:**

- ✓ FSC certified
- ✓ Made from 100% recycled fibre (PCW)
- ✓ Meets requirements for indirect food packaging
- ✓ Wet Strength properties

**Applications:** Food and spirits packaging and wine labels

**Accreditations:**





# Pedigree Paper

The retail division of Ball & Doggett

## *G.f Smith The Colour Report*

### What Is Your Favourite Colour?

This question that sparked a world first global digital survey. In fact the innovative team at G.F Smith conducted the biggest digital survey of colour globally in 2017. As a result we now enjoy the study that maps the emotional cultural meanings behind colour.

This beautifully designed 170 page report by Made Thought on behalf of G.F Smith explores the outcomes of the survey. A wonderful tool for anyone working with colour. Brand Strategy, Graphic Design, Interior Design, Architecture.

It explores how we respond to colour through our environment, emotions and the natural world elements and so much more.

Order yours via [pedigreepaper.com.au](http://pedigreepaper.com.au). Cost \$225+gst (You will need to be a current Pedigree Paper Account holder and be logged in to do so.)



## *Pantone Swatches*

### Pantone swatches makes colour come to life!

Connect with us online and grab one for your studio.  
Pantone Colour Bridge Coated & Uncoated GP6102A  
Current Version: \$550+gst  
Pantone Formula Guide Coated & Uncoated GP1601A  
Current Version: \$280+gst  
Pantone Metallics Guide PGG1507A  
2019 Version: \$250+gst  
Pantone Pastel & Neon GG1504  
Current Version: \$170+gst



## *Corban & Blair*

### Colorplan Notebook Series (Set of 3 each)

It's the perfect gift and inspiration to 'Get Creative - Colorplan your day!'

In collaboration with Corban & Blair, Ball & Doggett is proud to celebrate Colorplan in a beautiful notebook series. A set of 3 A5 Notebooks detailed with singer sewn binding technique through the spine of all notebooks with red thread. Colorplan Mandarin 135gsm wraps the collated notebooks as a bellyband.

Book 1 Cover 4pp Colorplan Vermillion 270gsm  
Text 16pp Colorplan Azure Blue 135gsm

Book 2 Cover 4pp Colorplan Amethyst 270gsm  
Text 16pp Colorplan Candy Pink 135gsm

Book 3 Cover 4pp Colorplan Factory Yellow 270gsm  
Text 16pp Colorplan Real Grey 135gsm



## *G.F Smith Collection Book*

### Ball and Doggett are the exclusive distributors for Australia for all G.F Smith Products.

The NEW G.F Smith Collection 2020 Book is now available. The new collection features a range of new products and all the other favourites we love, that inspires us.

Products such as Colorplan are showcased, with Ball & Doggett proudly stocking all 55 colours. A resource for paper lovers and designers, the collection highlights the enduring beauty of classic papers. Handmade and curated by G.F Smith for the global market, this latest edition is sure to be a source of inspiration.

Order G.F Smith Collection Book via [pedigreepaper.com.au](http://pedigreepaper.com.au)  
Cost \$89+gst (You will need to be a current Pedigree Paper Account holder and be logged in to do so.)

Your swatch book will be sent to the current delivery address as shown in your account. Please note, a Pedigree Paper Consultant may contact you to verify your details and to ensure you receive your Swatch Book.







## Join our team

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At Ball & Doggett our future is based on developing new products and services that makes print service providers efficient, profitable and sustainable.

Ball & Doggett is Australia's largest distributor of printable materials and press consumables but in order to continue to improve, we are looking for awesome people to join our team.

[ballanddoggett.com.au/careers/](http://ballanddoggett.com.au/careers/)

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