



from start to finish...

Zen Automotive Suppliers are importers and wholesalers of premium car detailing products and resellers of locally sourced car care supplies of the highest standard. They also produce their own exclusive line of accessories requiring customized labels and packaging. ZAS utilise **qlm** for shipping and product labels, customized packaging and Product Warranty Brochures that include a folded brochure and warranty card.

Joel Blake – MD of ZEN Automotive Suppliers says “**qlm** have provided us with the complete package from start to finish. Any items that need to be outsourced is also managed by **qlm** which makes our experience a very easy and enjoyable one. The brochures feature high quality print and the warranty cards also require a number of particular design elements to get right.



All of this has been managed well by **qlm** and the end product is exactly what we needed. The sales staff are excellent to deal with and always make you feel like you are their centre of attention. Every time we deal with **qlm** it feels like they are striving to go above and beyond expectations. I love that the end product is exactly what we ask for and all the hassle of putting it together is taken care of by **qlm**. It frees up our staff to focus on other elements of our projects which is excellent.”

ZAS have provided referrals to **qlm label makers** for their business partners who were impressed by the products created or sourced by **qlm**. Part of their success has been expanding into other industries and duplicating the concepts already developed. Zen Automotive Suppliers have created a great niche in their market by focusing on what they do best and letting **qlm** do what they do best...

... totally ZEN



category experts

While everyone used to do 'everything' and the mass retail market uses 'breadth' as the key to success, small and medium sized retailers are achieving amazing sales via niche markets by **delivering a new depth to their customer experience**. Many years in business isn't enough if you aren't aware of **current trends, innovations and what's next**. Everyone loves an expert to deal with - someone who will keep an eye out for the way to give them an edge. Dynamic responses and personalisation are key to connecting with people and business partners.



collaborate to win

Working together can often achieve better results and business is no different. Clustering 'like' stores together was aimed to 'corner the market' and make people feel like they didn't have to go anywhere else. Now the emphasis is on clustering in terms of location. Stores **work together in joint promotions and referrals** to create a sense of co-operation and shared success – all the while ensuring they build closer relationships with their customers. Stores who develop common goals seeing great result.



helping rebuild in Nepal

The recent earthquake in Nepal devastated thousands of families. For the **qlm group** it hit home by directly impacting several employees whose families reside in Nepal. With their homes destroyed by the quakes, our staff from offices in **Malaysia, Vietnam, Australia and Bangladesh** all dug deep to raise funds to help rebuild their houses. Gracious donations of money, goods and personal assistance have seen the road to recovery so much quicker and rebuilding will begin shortly – so great to see the **qlm CARES** spirit in practice.



HP digital print excellence awards

qlm label makers won 3 awards at the 2015 HP Digital Print Excellence Awards announced at Universal Studios, Singapore. These awards recognise outstanding achievements in quality and innovation in the printing industry across Asia. **qlm label makers** Malaysia was announced - **Winner: Food Labels, Special Recognition: Beverage Labels and Special Recognition: Industrial Labels**. **qlm label makers** operate HP Indigo presses in Australia, Malaysia and will unveil Vietnam's first HP Indigo Label Press.

