

# Introducing... The New and Improved

## Bolton Print

Bolton Print are using a series of television ads which are currently airing in its hometown of Cairns, to communicate that the new name change is not the only difference that its clients will be noticing.

The advertisements tell the public that, "As well as our new name, Bolton Print, a few other things have been streamlined. You'll notice new value added options as a result of our streamlined production. There's less weight on our quotes and they're quite transparent. However our quality remains the same, while the service just keeps getting better."

Check out Bolton Print's new website [www.boltonprint.com.au](http://www.boltonprint.com.au) for more details about the products and services that IPMG's Cairns-based design and printing professionals offer clients.

