

# Thames Valley News

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## Wallingford to Toyko at the touch of a button

A unique on line business idea from Biznis Cards

What possible connection could a small South Oxfordshire town have with Japan? A sushi bar perhaps? A car factory? Try business cards!

Wallingford-based print company Biznis Cards has just launched the latest, most innovative version of their on-line stationery ordering software, allowing business cards to be ordered and proofed on-line, not only in English but also in Japanese.

"We started with on-line business card orders for the UK market about 18 months ago, and it quickly became apparent to us that this was the way forward for the printing industry," says Managing Director, Marc Jardine. "Years ago, when we first started out, our business was in translation, eventually, we made the move to on-line print. It just seemed the obvious thing to do so we married the two together.

"Initially the problem was identifying the market; after all it is hard to see much demand for printing Japanese in Europe! However, there are around 1500 Japanese firms established in the UK alone all of whom could benefit from an idea such as ours. Having said that, when we started to develop the Japanese system, our aim was never to keep it here, but to take it over to Japan it's a 'coals to Newcastle' story I suppose," adds Marc.

Biznis Cards are an FSB member and they say that their system is unique.

"Biznis cards has been developed for use by anyone: companies, print buyers and even



Biznis Cards a new venture in online printing

printers themselves. In the same way that we partner printers in this country, we can partner printers in Japan to enter the Japanese market without incurring huge setup costs. We provide a sophisticated print procurement tool and the necessary technical support to enable their customers to purchase all their business stationery on-line, leaving them to get on with the business of printing. This is a truly ground-breaking development which we seriously believe is going to revolutionise the print business in Japan."

How does it work? According to Marc it is simple:-

"Companies needing new business cards printed regularly can cut out the paperwork and avoid the need to wait for proofs by ordering on-line. At the same time, they can eliminate those annoying mistakes that result from the fax transmission of semi-legible handwriting on traditional order forms. And it's not just business cards either: our product range also includes headed paper, compliment slips and

branded envelopes.

"You see, the problem is that a great deal of a printer's time is spent typesetting these small jobs and fielding calls from their clients asking for minor changes to be made. Our system allows the clients to typeset their own cards on-line and proof-read the results on-screen before placing the order. This cuts down on the admin time, so the customer has exactly what he wants and receives it faster."

### Future

Already nominated for three business awards this year, Biznis Cards have obviously set their sights high. They have great plans for the future too.

"This is just the beginning," enthuses Marc. "We are already using the lessons we've learned in developing the Japanese system to start development on similar systems for other 'complex' languages: Arabic, Chinese, Russian, Thai, Korean, and all the Indian languages...to start with, that is we are very excited about it.

"What started as a small software project has grown and grown. We are now at the stage where we can think about opening up the idea to investors in order to roll the system out more rapidly."

**A live demonstration of the system can be found on the Biznis Cards website:-**

**[www.biznis-cards.co.uk](http://www.biznis-cards.co.uk)**

**Biznis Cards can be contacted on 01491 826 491.**

## Warning to women-don't fall for the easy money trick

Secretary of State for Trade and Industry, Patricia Hewitt has issued a strong warning to women considering joining a so-called 'Women Empowering Women' scheme. It is one of several get-rich-quick schemes springing up around Britain.

"This is a nasty scheme which preys on vulnerable women, many of whom can least afford to lose their hard-earned savings," she said.

Ann Taylor, secretary of the FSB

Thames Valley Region, was recently invited to an all women networking event.

"I went along eagerly but imagine my shock when I arrived and discovered it was a meeting of the pyramid investment type," she told TVN. "I listened, horrified, as I was asked to 'invest' from £500 to £3,000. I was amazed as the speaker described splitting groups to form even more pyramids.

"I was mostly appalled as the head of the chain, who was to receive other women's gifts, was described as a 'beneficiary'! I

was even more aghast when a woman with a legal background gave advice about avoiding investigation for money laundering!

"This is definitely something I don't want to be involved in! If you get your investment in early you have a good chance of making money but not so for those at the bottom. What happens when you run out of recruits? I would appeal to all FSB members not to 'invest' in these schemes," concludes Ann.