

## PRESS RELEASE

7<sup>th</sup> May 2009

**OP  
US**  
PRINT  
GROUP

### **Brigstocke keynote speaker at printing industries CEO forum**

OPUS Print Group CEO Cliff Brigstocke was the keynote speaker at the Printing Industries Association of Australia (Printing Industries) NSW CEO Forum held in Sydney today.

Asked by the Association to present his thoughts on 'doing business in a challenging economic climate', Brigstocke stressed the importance of trust and passion as the key drivers for business success.

"Trust is a key sustainable competitive advantage for our group as we continue to work more closely with our customers, suppliers and partners. In order to gain a greater knowledge of both our internal and external environment, we must be committed to maintaining long-term, honest relationships with all key stakeholders" Brigstocke said.

Brigstocke also cited the importance of lean operations to help navigate through the global financial crisis. "With OPUS Print Group for example, there is no head office. Our 'head office' consists of just four people."

With significant traction being made over two years, print leaders were keen to hear more on OPUS Print Group's unique growth strategy. "Our method is to partner with the leading businesses in niche markets and it is important to us that each business retains its management structure and brand", Brigstocke said. "It is essential that each company continues to perform successfully with the passion & strategy that made them attractive takeover targets in the first place."

When asked about new acquisitions planned for the ever progressing OPUS Print Group, Brigstocke said he is often asked how much bigger will the Group become and stated he was unsure. "We are not looking to partner with another print company today, but that may be because we haven't met the right one yet. We do see that there is a great deal of strategic sense in forming alliances or possible joint ventures with companies based outside of the Australia/ New Zealand basin, but it is early days yet."

**– Ends –**

#### **For more information please contact:**

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