

44 IN 2024



**BUSINESS APPLICATIONS LIMITED**



**NO. 6 JUNE 2024**

Here we are in the middle of the year and man, has the weather gotten cold. Nowadays air conditioners are all cranked up to warm us up. Just cast your mind back, if you're old enough to remember going outside at night and loading up a bucket with the fire wood or coal to heat our parents' homes. Well times have certainly got easier. Just a touch on your mobile phone screen and you're heating with instant air conditioning. Gosh how things have changed. In our industry so much has changed, mostly for the better but on some things, we have to reserve judgment.

Interesting thoughts and why can't we do things simply any more? I have a real grouch! When we went to school, we were taught that when we sent a letter, invoice or statement that the senders details, date, invoice number and any important information was positioned on the top right. But nowadays, we have to be a brain surgeon to find that information scattered randomly on a modern-day document. Why can't writers of software have an agreed position for those details set in the place as we were taught in our English classes. Goodness its not hard.

Just how much time do we waste in business each day when entering data or deciphering incoming papers with detail scattered randomly all over the place?

### **We Help where we can:**

As you may or may not know Business Applications, Blueprint Imaging and Galaxy Signs are always involved in sponsorship throughout our region and we help where we can.

Recently we proudly sponsored "Matai Medical Research Institute" an \$11,500 Ricoh Photo copier, Multi Functional Device.

This organisation is so great for Gisborne and puts us on the world map. Congratulations to Samantha Holdsworth for your vision and team effort; the District certainly benefits from efforts such as this that you have created in Gisborne.



### **Mr Retailer Eftpos and PayWave costs.**

Sick of paying? We can help!

Are you concerned over the credit card charges you are paying? They do mount up!

More and more people are now accepting that they have to wear the charges for the convenience of using PayWave and use of credit cards.

All our Eftpos Terminals are capable of including this fee as part of the transaction. If you require this feature to be activated on your terminal, please call us and we will do this for you.

You are rightfully allowed to pass on this cost if your customers prefer to use their credit card and PayWave but you are not allowed to make profit. So whatever your merchant supplier is charging you, we can lock this into your terminal.

This feature is self-explanatory to your customer when they use their credit card and or PayWave.

Using this automatic feature doesn't get you involved with explanations.



**One number to call locally**  
**8686 096**

**EFTPOS**  
**TERMINALS**

*"Sunset Date"*

**Many businesses**  
**are receiving**  
**letters saying**  
**their Eftpos**  
**Terminal is to**  
**reach end-of-**  
**life, which is**  
**called "Sunset**  
**Date". If you are**  
**in doubt call us**  
**and we will**  
**check this out**  
**and advise**  
**accordingly.**



**See now**



One Stop office tech shop

Even on Gisborne's Dullest day,  
we are still the brightest  
shop in town.  
The shop where new things in  
office technology are created!

Doesn't that look cosy?  
Sit beside the fire on a cold night with  
a quality laptop from Business  
Applications

Models and  
sizes with  
specifications  
to meet your  
best needs.

See us for  
professional  
help, we have  
been selling  
computers from  
day-one, in fact  
we sold  
Gisborne's first  
Computer  
&  
Now over 9,000  
PC's under our  
belt.

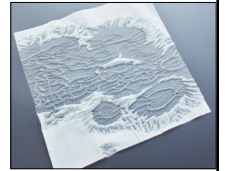
You'll never regret  
buying quality!



### Are you prepared for coming winter months ?

Some tips and a few ideas to help you in those cold damp months in the office.

Paper: Don't forget to store your photo copier/printer paper off the concrete floor in your premises. Remember a ton of paper can absorb its own weight in moisture, making it hard to feed and give clear prints. Don't blame your copier for jams and poor printing; look at your paper storage first.



UPS (Uninterruptible Power Supply): Perhaps the most needed appliance in the office. For short-term power-outages and protection of your valuable hardware, like Computers and Point-of-Sale/Eftpos equipment, you should have these appliances operating through a good UPS device.

Power cables: make sure your cables are untangled and as short as possible; overlong power cables are dangerous and can be a fire hazard.



Winner of our A4 Copier Paper competition was drawn and Riversun Nurseries were the lucky winners.

Congratulations, a Carton of A4 Paper One will be delivered to your office.

Thank you for all those who entered and visited our shop.

Pay us a visit, you never know what's going on.



### Nice to see some recycling going on.

Jodie Saunders of Wainui School is using Ricoh Copier cartons for projects in her classes. We are sure they will be having a lot of fun with what they create through Jodie's efforts. Collected them up Friday, all done and dusted by Monday. Good on you Jodie.

Just so you all know, any school or kindy is welcome to our large solid machine cardboard cartons for projects.

They are free to you. Please ask at reception as our cardboard recycle container is locked during non-business hours.

If you would like a container as in its full original shape let us know and we'll save these for you separately as we have to de-staple and break them down to fit in the recycle bin.



Gisborne Speedway Season ended with a great Fireworks display sponsored by M.E. Jukes and what a night of action. So you missed it? Let's get over the winter season, allow the guys to rebuild their cars, and support the club and its entertainment later this year after the winter months.

Picture right is Robyn's Grand Children enjoying the last night of entertainment.



# Uber Eats

If you are using Uber Eats or other Platforms, we can supply best Hardware at best prices in NZ and support it! Locally.

**Cloud Based Printers  
NT311  
Best price NZ \$419  
Exclusive to Gisborne**



**Quality Paper  
Rolls  
80x80mm  
available in single,  
packs of 5, or a  
carton of 25.**



All serviced by us

**Cash Drawers  
From \$145**



**Tablets 8, 10 or 12"  
to suit from \$595**

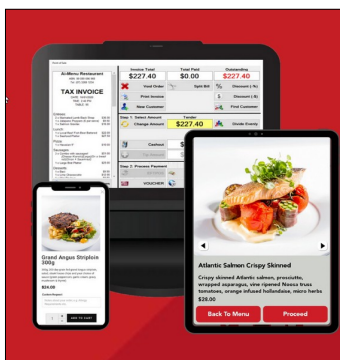
Freight free to our Gisborne Customers  
Plus GST

## Restaurants, Cafés and Bars..

Would you like to earn up to **20%** more revenue with the same staff?

We can show you how. Talk with our team about Ai Menu for your business.

- This is not a trick.
- Make more money with less effort.
- Talk with us
- We'll show you how it's done.



## Fixed Term Rentals.... Need to Know!

**We can't make this any clearer!** If you are renting technology you have more than likely signed a Fixed term Rental Agreement and Fixed Term, means exactly that—a "Fixed term"! This is a rental that the Finance company has drawn up for you to obtain the best-life span from your equipment, most affordable repayment plan and the best tax incentive, all things good for the business end user.

But you must remember that it is what it is called, a "Fixed Term". The terms are usually written up over 12, 24, 36, 48 months with the longest legal limit being a 60 months term.

If you have signed a Rental agreement through Business Applications you have one major thing in your favour, unlike many out-of-town contracts. You can have this reassigned to a credit-worthy purchaser of your business, in the case of selling your business or moving on.

It is in your very best interests that you have the new buyer take over your existing rental, and have it reassigned to them relieving you of any further responsibility. Make sure your Real-Estate agent, lawyer and people acting for you know and understand this.

If you don't reassign your contract you are responsible for all payments until the end of the agreed contract terms. Check your contract; it also explains it clearly.

If you are unsure contact us on 8686 096 and we will clarify your contract terms.

**EQUIPMENT  
RENTAL**

# Super Copier Deal



Last year we ran a very successful "Chase Competition" and there were some happy winners.

So this June and July we are offering a even better Twin Deal !



**The Chase is on!**

**Are you clever enough to take on the Chasers?**

Chase up your mates and business associates who have been putting up with poor copier support. Tell them about your Business Applications, Ricoh experience and convince them to invest in a copier from our local company and you can both share a \$1000 for any A3 machine or \$500 for any A4 Ricoh.

We'll credit your business, convert it to petrol vouchers or prezzy card, donate it to a school. Whatever you do with it, you'll both win.



**RICOH**

It's Simple... Get your associate to email [sales@bal.co.nz](mailto:sales@bal.co.nz) and say they want to hear more about our "Great Ricoh Experience".

Make sure they give us your details too, so we can reward you both if the sale goes ahead and is successful.

**Win, Win for all**

## ***Simple Conditions:***

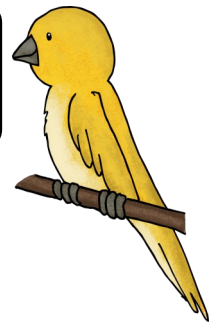
- The purchase has to be a new A3 Copier to qualify for \$1,000, an A4 Ricoh to qualify for \$500.
- Options do not have to be included.
- If the associate (new customer) has more than one nomination, the first received nominator will reap the reward.
- The associate must be aware that the nominator is recommending their organisation.
- We want this promotion to be a simple win - win situation. for the purchaser and the nominator. No fish hooks intended.
- Simple, if an associate purchases a new machine both nominator and associate will get rewarded \$500 each for A3 machine purchase and \$250 each for A4 machine.
- The purchaser will receive the best product, at best price, attention and after sales that Gisborne has to offer from a fully local supplier who has been serving our community for over 44 years.

**Remember, Sales and Support from a local company is best.**



**brother**  
at your side

No one can knock these Brother  
MFD's off their Perch!



**With Cash Back  
\$449**

Cash backs galore for February

**How many Brothers have you got?  
Time now to add one to your family**

**DCPL3551CDW**  
Colour, Laser, Double-Sided  
Print, Copy, Scan, 18ppm

February and Brother has gone mad with a huge list of other Cash Back offers. Here is a great list of choices.



**With Cash Back  
\$329**

**MFCJ4440DW Inkjet**  
Colour, Double-Sided  
Print, Copy, Scan,

One will suit your needs. Check out brother website. [www.brother.co.nz](http://www.brother.co.nz) or visit our shop for details and comparison.

**MFCJ1010DW Colour Inkjet A4 Multi  
Function \$149 with \$50 cash back**



**MFCJ5340DW Colour Inkjet A4 Multi  
Function \$200 with \$75 cash back.**



**MFCJ6955DW Colour Inkjet A3 Multi  
Function \$200 with \$100 cash back.**



**DCPL3560CDW Mono Laser, A4 Multi  
Function \$200 with \$50 cash back.**



**Label Printer QL820NWB Wireless  
Network Desk Top, Label Printer  
\$299 with \$50 Cash Back**



**With Cash Back  
\$309**

**MFCL2713DE Mono  
Laser Double-Sided  
Print, Copy, Scan,**



**Still our Best Seller  
\$649**

**MFCJ3770CDW**  
Colour, Laser, Double-Sided,  
Copy, Scan, Fax, and print  
21ppm



**For Those wanting A3  
\$399**

**MFCJ6540DWDW A3  
Double sided Inkjet  
Colour, Print, Copy,  
Scan, 28 ppm**



**brother**  
at your side

**Label almost everything  
From, Home, School,  
Office, Workshop**

PTouch  
PTH110  
Labeller. Ideal  
for back to  
school home  
and office use.



**For sale, 1 only Casio VR100 POS.**

Just plug in and go. All-in-one Touch  
Screen, Printer and Cooking Docket  
Printer. Simple install will interface to  
mobile Eftpos no cloud to worry about.

Separate Cash  
Drawer, more  
counter space.

**Call Martin 8686 096**

*The perfect mobile stall POS*