

Quote of the month

"A little bit of luck is important. Luck is the salt, the fans are the tomato - with no tomato, there is no pizza.."

- Claudio Ranieri

Interesting Facts

The first ever webcam was in the computer lab at Cambridge University. It was trained on the coffee pot in the corridor to save the scientists making pointless trips when it had run out.

94% of the world's information is stored digitally.

More Quotes for the month

"I attribute my success to this: I never gave or took an excuse"

Florence Nightingale

"Marriage is like a game of chess except the board is flowing water, the pieces are made of smoke and no move you make will have any effect on the outcome"

Jerry Seinfeld

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You're the tomato in our pizza !

How have they done it !? Leicester I mean, and winning the premiership against all the odds - well 5000/1 odds if you believe the bookies ! There has been a lot written in both the footballing and non-footballing world about the reasons for their success, including a BBC business reporters analysis of lessons applicable to business.

However for me there are 2 big lessons. The first and most important is the tomato of which the Leicester manager, Claudio Ranieri, refers to in our quote of the month. For fans read customers, maybe they're one and the same thing ! Which of the "top" clubs have the same link with their fans that Leicester have ? And don't we all want to create that same feeling with our customers/fans ?

The second is the team. Every individual plays for the team and has a clear vision of what he, and it, has to do.

Customers and teamwork - Simple isn't it ! Is that a pepperoni or a margherita you want ?! If you want a bit more science about all of this then here's the link to that report I referred to.

[Leicester's triumph - The lessons for us all](#)

P.S. I'm a Newcastle fan - there's a lesson to be learnt there as well !

EU Referendum - Surprise Mori Poll

It isn't just the British that are wondering whether the EU is really a good idea or not !

A recent MORI poll shows that 58% of the French also want their own referendum, and 41% say they would vote to leave. Swexit sentiment in Sweden is running at 39%. But what most surprised me is that half of those surveyed in countries making up 80% of the EU population think that Brexit would set off a domino effect, and that it would do more damage to the European Union than to Britain itself. Specifically, 51% said Brexit would have a negative impact on the EU economy, compared to just 36% who thought it would be bad for Britain's economy. Whichever way we vote the fundamental issues facing the EU, and more importantly, the people in the EU, are not going away.

For the full report on the survey click here:
[Mori Poll on what Europeans think on EU vote](#)

Sonic News

A customer in the Midlands (not Leicester but not too far off !) referred us to another local print company that had problems with their anilox rollers. We took our 1750mm demo tank down to do a trial. They presented us with a roller that had been in its box for over 2 years, telling us it was beyond hope. Hopefully displaying more confidence than we felt we set about cleaning it. Yes it did take 2 hours, but at the end they had effectively a brand new that is now in production again. We also cleaned another anilox and below we show a sample of printing before and after this clean.



P.S. The continuation of the pizza theme was not intentional !

P.P.S. If you have a problem with your anilox rollers just call us and we can arrange a demo either on or off site with our 2 demo tanks which can clean rollers up to 600mm or 1750mm face length respectively.

Call now on 01924 495975 or email us on Sales@sonicsolutionsltd.com to arrange your trial clean or demo.

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