



Fast Service

With hopes for a greener future Matthew and Emma Connolly have jumped ship, making the move from Europe back to their hometown of Cairns to take over Expressway Signs and Printworks.

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Photography by Andrew Watson

After eight years spent running his own project management consultancy business and manufacturing highly customised ships in Europe, Matthew Connolly has returned to home soil to take over the long-established Cairns-

based printing company Expressway Signs and Printworks – with hopes of turning it into the “greenest” printing company in Queensland.

It may be a big call, but Matthew, along with wife Emma, guarantee

that their new state-of-the-art printer, which uses latex ink and recyclable print media, will help revolutionise the local printing game. “Our new environmentally friendly printer is one of only two in Australia and the only one in Queensland,” says Matthew. “It uses technology that is very new, but that will eventually lead to the replacement of solvent inks. Most people do not realise solvent inks are harmful to the environment, which is why we are introducing this product to our clients so they have the option.” On top of this, Matthew also says it has the potential to be a cheaper option for clients.

As well providing an environmentally-friendly alternative, Expressway Signs and Printworks’ have a new \$300,000 printer, which offers greater print quality and a range of additional print options for clients, including the technology to print directly onto large four or five metre aluminum signs as well as super wide format banners.

Customer satisfaction is high on Matthew and Emma’s agenda and is something the Palm Cove local says is elevating the businesses success. “Emma and I like to take care of our customers,” says Matthew. “We are always looking to make savings and we like to ensure that any savings we make in the business is passed on.” In actual fact, the entire team, which is made up of university-qualified designers and professional production staff, values the importance of

customer service. “The quality of our workmanship is very important. We aim to give our customers exactly what they want – it is important they are happy with the final product.”

In a nutshell, that final product can be anything from small jobs like business cards and stationary to large projects and pylons and everything in between. “If you can print it or if it is a sign, we do it,” says Matthew, who adds the team complete around 95 percent of the work in-house using local suppliers.

So what is next for a company that is already striding ahead in terms of sustainability, quality and customer service? Matthew says at the moment Expressway Signs and Printworks will continue to focus on providing environmentally-friendly printing alternatives for Cairns residents and businesses and as they get set to begin printing what will be the greenest signs in Queensland, it seems they are already well on their way.

For proprietors Matthew and Emma, they will focus their passion and enthusiasm on continuing to grow their new business, as well as no doubt finding some time to enjoy their return to the tropics. “I have worked in Spain, Germany, Italy, France and Holland, living and breathing ship building, but when it came to choosing a place to settle down with my wife and family, I could not imagine anywhere better than Cairns,” says Matthew. “It offers a quality of life unlike anywhere else.”

FACT FILE

Expressway Signs and Printworks print business cards and stationary through to larger jobs like highway and pylon signs. For the full list of products and services visit www.expresswaysigns.com.au.

In addition to their new environmentally friendly printer, which uses water-based latex inks and recyclable print media, Matthew and Emma also recycle old signage, stripping it down and reusing what they can.

The new “green” printer will be unveiled at an open house evening in February. For more information, contact Expressway Signs and Printworks.

Expressway Signs and Printworks is open Monday to Friday, 7.30am to 5pm.



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