



Early Bird Offer

You still have time to be an Early Bird, we encourage everyone to get started early to take advantage of our Early Bird bonus, beat the end of year rush and boost your fundraising \$\$\$. To be an Early Bird just return your artwork before the end of Term 2 and receive FREE BONUS TEA TOWELS.

Send in your artwork by **July 5th, 2025** and finalise your orders by **July 19th, 2025** (end of Term 2) to receive free bonus tea towels.

- ✓ Order 500+ = 50 Bonus
- ✓ Order 400+ = 40 Bonus
- ✓ Order 300+ = 30 Bonus
- ✓ Order 200+ = 20 Bonus
- ✓ Order 100+ = 10 Bonus
- ✓ Order 50+ = 5 Bonus

Screen printed designs only. View full [terms & conditions](#).

Order Your Coordinator's Kit

The Morning Show

Em had the pleasure of joining Larry & Kylie on the couch on The Morning Show this week talking about 25 years in fundraising tea towels. She presented them with some custom designed tea towels highlighting some of their iconic moments of 18 years on air.

You watch see the full interview [here](#)



Staff Pics of the Month

Here are three designs we totally love this month, each one a little different, but showcasing the variety of clients we have.

Tasmanian Leaders - Sea Urchin Screen Printed Tea Towel

One colour screen printing still makes such a statement and can really help you showcase your brand. Our natural 100% organic cotton tea towels look fantastic printed black with their sea urchin artwork.

Seaview Christian College - Easter Inspired Drawings

Cute Easter drawings from the kids made into the sweetest tea towel. We loved that they used an alternate to portrait artwork making their screen printed tea towel truly unique and inline with their Easter fundraiser.

Sunflowers - Full Colour Pop

We loved these bright sunflowers digitally printed, just looking at this design makes us instantly happy.



Campbell Rhododendron Gardens Gnome Convention

We absolutely *gnome* what we're looking at here - how amazing is this pic of Costa with our Gnome digital print tea towel at the Campbell Rhododendron Gardens Easter Gnome Convention! 🌸 🧝 The smiles, the colours and that magical garden setting make this snap a real heart-stealer. Big thanks to the folks at [Campbell Rhododendron Gardens](#) for hosting such a whimsical event!

Have you taken one of our tea towels on a little adventure of your own? Whether it's a gnome gathering, a school picnic or just brightening up your kitchen, we'd love to see your photos 📷 Tag us or send them through, we can't wait to see where they've been.



Inside Small Business

We're thrilled to share that our very own Em has been featured in the *Autumn issue of Inside Business Magazine*. Emma reflects on the pivotal growth moment that helped Expressions.

📖 The Autumn issue is out now— click [here](#) to read the full article

Developing a custom CRM

Emma McNeilly founded her business, Expressions Australia, in 2000. The company turns children's artwork into personalised tea towels to raise money for schools and communities, and has achieved consistent seven-figure turnovers for the past 15 years. Emma says a crucial growth moment for her venture was developing a custom Customer Relationship Management (CRM) platform.

"A turning point for us was developing a custom CRM to capture and manage all client information, enabling us to provide a streamlined process with in-built planning functionality to ensure we provide support at appropriate times," she explains. "The CRM was designed to fit our exact business processes and sales workflow.

"We typically print 1400 unique designs annually and each is engaged in a process that requires vigilant tracking through the sales, artwork and delivery process. This system ensures that even when managing hundreds of projects at

any given time, we run efficiently. But more importantly it's seamless for the customer.

"We have a lengthy workflow, from initial enquiry, info sent, follow-ups, booking, kits sent and artwork received (hundreds of thousands of kids' drawings arrive in our office every year), to design, changes, printing, shipping and invoicing, to finishing with a customer satisfaction survey.

"Having this customised CRM and job-management system provides clarity for a job from start to finish. It lets the team know when a follow-up call is required, triggers kits to be sent at the right time of year, and prompts artwork follow-ups, ensuring no one falls through the cracks and no part of the process is missed.

"The system provides reporting and numbers at the push of a button. Expenses were reduced due to minimised staff hours because of time-saving measures built into the systems. It's easy to train staff, and best of all, the business is secure." ►



What our customers say....

Vicki, Cameragal Montessori School

"We have using Expressions for years now and have always found them to be a great organisation to work with. From ease of ordering to delivery it is a prompt and professional."



Imogen, Wedding Gifts

"I am so grateful for the wonderful customer service I received from Expressions Australia. The communication, speed and quality of product is wonderful and I couldn't be happier."



Important Dates

Important Dates 2025

EVENT	ARTWORK DUE	FINAL ORDER #
Early Bird	Friday 4th July	Friday 18th July
Father's Day	Friday 8th August	Friday 22nd August
End of Year NT, SA, QLD & WA	Friday 17th October	Friday 31st October
End of Year ACT, NSW, TAS & VIC	Friday 24th October	Friday 7th November

Disclaimer: End of year dates are based on school state closure dates and shipping times.



If you have any questions we are here to help info@expressions.com.au | [1300 855 509](tel:1300855509)



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Topic Description comes here.

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