



UNIT

1

Business Liaison

Unit objectives

After studying this unit, you are able to:

- read a company's profile show the strength of a company
- make and reschedule appointments
- understand the client's needs
- write an email





Warming-up

Task 1 The following is some information about Heidelberg Group, a leading company in printing and packaging industry. Study the information and answer the questions below.

Heidelberg Group

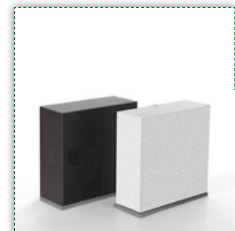
Location	Staff	Products	Global Market Share	Customers
based in Heidelberg, Germany, with sites in 6 countries and around 250 sales offices across the globe	a total of 19,737 employees	printing equipment; high-quality print products	over 40%	supports over 200,000 customers worldwide

- Where is Heidelberg Group located?
- How many employees does it have?
- What products does it supply?
- What percentage of global market share does it have?
- How many customers does it support around the world?

Task 2 Match each picture with the corresponding type of packaging and printing products.

- A. PE stretch film
- C. label printing
- E. corrugated box

- B. catalog printing
- D. folding carton printing and packaging
- F. PEC printing





Reading A

Task 1 Before reading the passage, see how much you know about the packaging and printing industry by answering the following questions.

1. What does a complete service line of packaging and printing mainly include?
2. What can make a packaging and printing company different from its competitors?

Profile of New Color Packaging & Printing Company

Founded in 1978 and based in Shanghai, New Color Packaging & Printing Company is a professional manufacturer of various types of packaging and printing products designed and produced specifically for its customers.

As one of the leading enterprises in packaging and printing industry in China, We have led the way through every packaging and printing breakthrough. We remain on its leading edge through a combination of outstanding management, a highly-skilled workforce and advanced equipment. We pride ourselves on the longstanding reputation of customer satisfaction and untiring effort for the highest standards of quality and on-time deliveries.

Although time may change, we have never lost sight of our origins. Our values have stayed the same since our first day of business: Commitment to excellence and technical innovations continues to be at the heart of our business. Our philosophy is to offer exceptional, consistent customer service and quality products to all customers.

We own a complete service line including pre-press, printing, post-processing and

transporting. We are positioned perfectly to function as a single source supplier. From pre-press to finishing, whatever your order requires, we will work with you to produce results that exceed your expectations.

We are very much an eco-friendly company. We strive to produce eco-friendly packaging and printing products wherever we can, and continually maintain our knowledge of new products in paper and inks that meet high environmental standards.

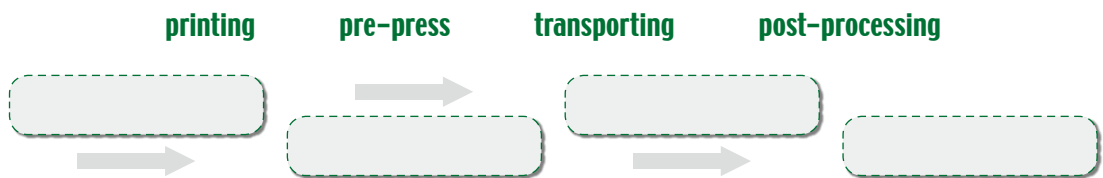
We truly value the relationships we have established with our customers. Many of our customers have chosen us as their single source vendor because they have recognized the integrity within our company. When our customers put their trust in our hands, a mutually beneficial relationship starts. The result of what we do is sales growth not only for us but also for our customers, and this is what a long-lasting relationship means to us.

Set up an appointment with a New Color professional, and we will create, manage and offer a diverse selection of high-quality packaging and printing products and services.

Task 2 Read the passage and tick the three major factors to secure a company's leading position in the market.

- | | |
|-----------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> history | <input type="checkbox"/> customers' satisfaction |
| <input type="checkbox"/> on-time delivery | <input type="checkbox"/> integrity |
| <input type="checkbox"/> outstanding management | <input type="checkbox"/> advanced equipment |
| <input type="checkbox"/> eco-friendly | <input type="checkbox"/> a complete service line |
| <input type="checkbox"/> a highly skilled workforce | <input type="checkbox"/> relationship with customers and partners |

Task 3 The following are some links in the chain of printing and packaging. Arrange them in the right order.



Task 4 Read the passage again and answer the following questions.

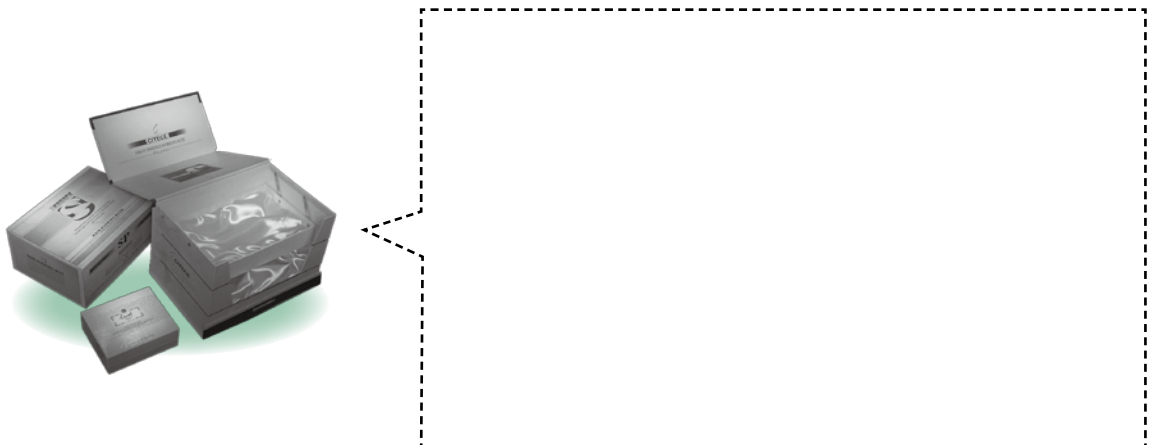
1. When was the company founded and where is it based in?

2. What are the company's values and philosophy?

3. Why is the company an "eco-friendly" one?

4. Why do many customers choose the company as their single source vendor?


Task 5 Suppose you work with a packaging and printing company, what can you do to impress your potential customers and help them decide to choose your company?





Listening

Task 1  The receptionist of New Color Packaging & Printing Company is answering a call from a client. Listen to the conversation and match the people with the correct information.




Liu xin

Peter Dawson

Ms. Zhang

- In a meeting
- The receptionist
- The caller from Shenzhen
- Manager of Customer Service Department

Task 2  Ms. Zhang is answering John's questions on the phone. Listen to the conversation and choose the best answer to each question.

1. In which department is Mr. Dawson working?
 - A. Customer Service Department.
 - B. Planning Department.
 - C. Sales Department.
2. What does Peter Dawson want to do with Ms. Zhang's company?
 - A. To make a lunch appointment.
 - B. To buy some advanced equipment.
 - C. To have some promotion materials printed.
3. Which of the following products is NOT mentioned by Ms. Zhang?
 - A. Picture albums.
 - B. Posters.
 - C. Gift packages.
4. Why does Mr. Dawson choose Ms. Zhang's company as the manufacturer?
 - A. Because of their high-quality products.
 - B. Because of their long-lasting friendship.
 - C. Because of their outstanding management.
5. What is the appointment time Ms. Zhang suggests?
 - A. Three o'clock Friday afternoon.
 - B. Three o'clock Wednesday afternoon.
 - C. Two o'clock Friday afternoon.



Task 3 Ms. Zhang is answering a call from Mr. Dawson about changing the appointment time. Listen to the conversation and complete the table according to what you hear.



Original Time	Rescheduled Time	Place	Reasons
Friday afternoon			1.
			2.

Task 4 Ms. Zhang is meeting Mr. Dawson in her office. Listen to the conversation and fill in the blanks with what you hear.



W: Welcome, Mr. Dawson. I think this is your first trip to our company.

M: Yes, and also my first trip to Shanghai.

W: Oh, really? The city is beautiful and I hope you will have a pleasant journey here.

M: Thank you. Well, come to the point, the 1 _____ of my coming here is to talk about the 2 _____. I mentioned to you over the telephone. Would it be possible for me to have a look at your 3 _____?

W: No problem. I've brought with me a series of catalogs for our 4 _____. Some of them are picture albums.

M: These samples are amazing!

W: Thank you. Whatever your 5 _____ requires, we will work with you to produce the results that exceed your expectations.

M: That sounds great.





Speaking

Task 1 Work in pairs. Practice making conversations with the words provided according to the example below.



Example: Peter Dawson / American Landi Co., Ltd / cosmetics printing and packaging products / manager of the Customer Service Department

A: Good morning. This is New Color Packaging & Printing Company. May I help you?

B: This is Peter Dawson, from American Landi Co., Ltd. I'm interested in your cosmetics printing and packaging products.

A: I see. I will put you through to Ms. Zhang, the manager of the Customer Service Department. Hold the line, please.

1. Tom Baker / Odyssey Promotions / poster printing / poster designer

2. Mike Johnson / Shibo Computer Company / corrugated boxes / manager of the Sales Department

3. Charles Horton / Tencent Company / label printing/manager of the Planning Department

Task 2 Work in pairs. Take turns to ask the questions or to supply the appropriate answers. An example has been given.



Example: Q: *Would it be convenient if I call on you at ten tomorrow morning?*

A: *I think that would be fine.*

1. Q: I'd like to meet you again soon. When is good for you?

A: _____

2. Q: I wonder whether you would spare me some time this afternoon.

A: _____

3. Q: May I have an appointment with you next Wednesday?

A: _____

4. Q: So I was thinking we could make an arrangement to meet this evening.

A: _____

5. Q: _____

A: I'm sorry. I'm expecting some visitors from America this afternoon.

6. Q: _____

A: Let it be 4:30 Thursday afternoon.

7. Q: _____

A: I've got rather a full day next Tuesday, I'm afraid.

8. Q: _____

A: Monday morning is a bit of a problem. I have a previous engagement at 10.

Task 3 Work in pairs. Practice making appointments on telephone according to the situations given. You may refer to the expressions below.



Situation 1

Alan Stein, from E Toy Company, wants to set up an appointment with Tom Baker. He speaks to the office assistant, Amanda.

Situation 2

Alan Stein wants to reschedule his appointment with Tom Baker because his plane is held up by bad weather. He speaks with Tom Baker over telephone to see the possibility of changing the appointment to another date.

I wonder whether we could meet...
I'd like to make an appointment with...
Can he fit me in on...?
May I know who is calling?
Can we make it some other time?
Is... any good?

That's good for me.
How does... sound to you?
Let me check his agenda for...
I'm..., from...
I'm afraid I can't join you for...
OK, I'll see you...

Task 4 Work in pairs. Practice making an inquiry with the help of the instructions below. You may refer to the words and phrases in the box.



Odyssey Promotions

- ❖ Identify who you are.
- ❖ State that you are interested in eco-friendly paper bags.
- ❖ Bring forward your questions and requirements.
- ❖ Be sure you have given your name and telephone number.



New Color Packaging & Printing Company

- ❖ Use a businesslike manner when answering the inquiry.
- ❖ Provide the inquirer with necessary information about your products.
- ❖ Ask the inquirer for any other important information.
- ❖ Show your expectation to further contact with the inquirer.



Reading B

Dear Ms. Zhang,

Having visited your company and seen your high-quality samples, we are very interested in your printing and packaging service. Since our company mainly sells top-grade cosmetics to medium and large income groups, and this picture album is to be designed and printed for promotion of our classical products, we have high demands on the quality, especially on the color.

Our initial idea is that the size of the album is DIN A4. Total pages per copy are 64 in full color, printed with coated paper and case binding. And we are particularly concerned about the cover of the album. We hope it will be treated with some special techniques such as embossing and foil printing. If possible, we would like you to block the spine of the case in gold foil and to ensure a beautiful round back after the binding. In general, we want our album to be sporty, modern, attractive and unique so that it will help us to build our brand's identity.

Before we place an order, I have a number of things yet to be confirmed. Next week I will attend an international conference in Shanghai and will stay there for a few days. If you can spare a day of your busy schedule, we will be able to discuss the specifications in detail. I'll contact you then.

Best regards,

Yours sincerely,
Peter Dawson

Task 1 Read the email and fill in the table below.

Client's Information		General Design Requirements	Specific Design Requirements
Name			
Line of business			
Target customers			

Task 2 Read the email again and choose the best answer to each question.

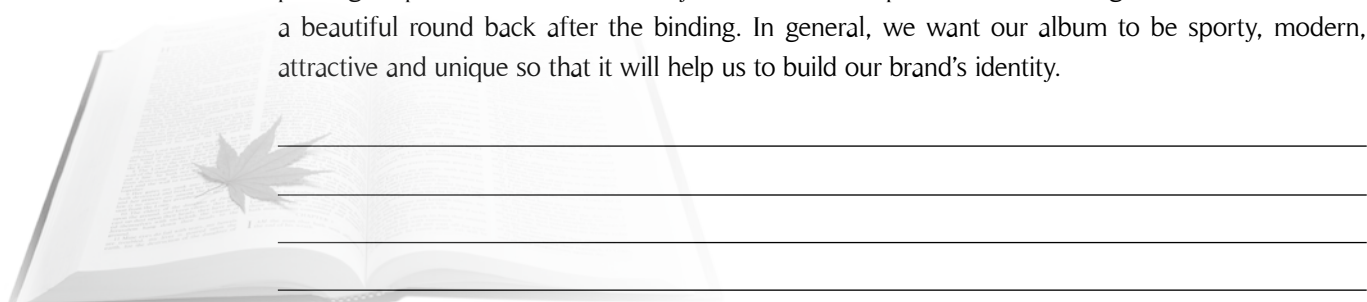
1. What is the picture album designed and printed for?
 - A. To produce samples of their products.
 - B. To sell top-grade cosmetics.
 - C. To publicize their classical products.
2. The word “initial” in Paragraph 2 could be best replaced by _____.
 - A. original
 - B. creative
 - C. unique
3. What printing techniques are required in treating with the cover of the album?
 - A. Coated paper and superb binding.
 - B. Embossing and foil printing.
 - C. Round back and foil blocks.
4. Which of the following statements is NOT true?
 - A. Peter Dawson is eager to place an order.
 - B. Detailed discussion is needed before placing an order.
 - C. The picture album aims to build the brand’s identity.
5. The main purpose of their meeting next week is to _____.
 - A. To place an order.
 - B. To make a production schedule.
 - C. To work out the details.

Task 3 Match the following terms with their Chinese meaning.

<ol style="list-style-type: none"> 1. top-grade cosmetics 2. picture album 3. print with coated paper 4. classical products 5. block the spine of the case in gold foil 6. ensure a beautiful round back 7. full-color page 8. place an order 9. printing and packaging service 10. case binding 	<ol style="list-style-type: none"> A. 全彩页 B. 保证圆背漂亮挺括 C. 在书脊上烫金色铝箔 D. 用铜版纸印刷 E. 下订单 F. 精装 G. 经典产品 H. 印刷包装服务 I. 画册 J. 高档化妆品
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Task 4 Translate the following passage into Chinese.

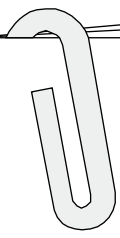
Our initial idea is that the size of the album is DIN A4. Total pages per copy are 64 in full color, printed with coated paper and case binding. And we are particularly concerned about the cover of the album. We hope it will be treated with some special techniques such as embossing and foil printing. If possible, we would like you to block the spine of the case in gold foil and to ensure a beautiful round back after the binding. In general, we want our album to be sporty, modern, attractive and unique so that it will help us to build our brand’s identity.





Writing

Task Suppose you are Zhang Hui and you will write an email to Peter Dawson as a reply to his inquiry in Reading B. Some parts have been done for you.



Dear Mr. Dawson,

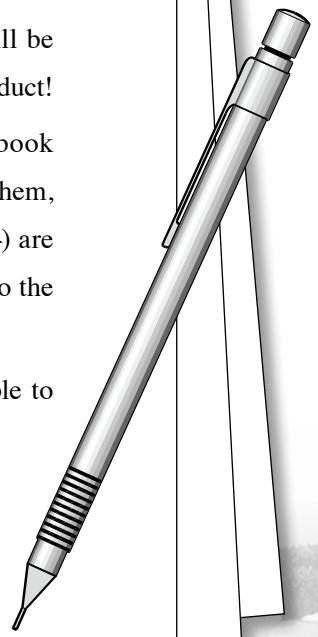
Thank you for your 1 _____ (询问) of May 22. We are very pleased to hear that you are interested in our products.

You've mentioned in your email some specific 2 _____ (要求) regarding your 3 _____ (画册), and your high demand on the color. I think our highly skilled professionals and 4 _____ (先进的设备) can meet your exact color specifications. Our customer service representatives will be available throughout the entire process to answer any questions you might have and our quality control staff will make sure that your order will be 5 _____ (完成) satisfactorily. We are 6 _____ (自信的) you will be impressed with both our good service and the quality of your finished product!

We have 7 _____ (准备) a few latest samples of cases and book blocks with gold foil stamping on the spine and cover. When you see them, we think that you will agree that only the best quality 8 _____ (材料) are used, and that the high 9 _____ (标准) of workmanship will appeal to the most demanding customers.

I am looking forward to your trip to Shanghai. Then, we will be able to work on the 10 _____ (细节).

Yours truly,
Zhang Hui





Project

Project Guidelines

This project aims to write a profile of a packaging & printing company. The overall tasks are divided into four steps. Step one looks at the strength demonstration of your company. Step two focuses on the company's products and services. Step three provides the contact information. Step four practices writing a profile of a packaging & printing company.



Please follow the *Task Description* to complete the project.

Task Description

1 Step One

- Organize a small packaging & printing company with 4-6 people in your class;
- Make up a short history of your company including when the company was set up, where it is located, etc;
- Work out a list of your company's strength including management, workforce and equipment.

2 Step Two

- Decide on the products or services of your company produces or provides;
- Introduce the strength of your company such as product design and quality, cost-effectiveness, market response, prompt delivery, etc;
- Work out the principle of your company.

3 Step Three

- Provide your contact information: phone number, email address, website, 24hr online technical support, etc.

4 Step Four

- Organize the materials collected and write an outline;
- Practice writing a profile of a packaging & printing company including the information mentioned in the previous steps.



Self-evaluation

Rate your progress in this unit.	D	M	P	F*
I can understand a company's introduction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can understand conversations between a client and a manufacturer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can make an appointment with other people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can reschedule an appointment with other people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can understand a client's needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can write an email.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can write a profile of a company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* *Note: Distinction, Merit, Pass, Fail*



New Words and Expressions

Reading A

New Words

beneficial /beni'fiʃəl/ *adj.* 有用的; 有益的
breakthrough /'breikθru:/ *n.* 突破, 重大进展
combination /kəm'bi:n'eɪʃən/ *n.* 结合, 联合; 混合
commitment /kə'mɪtmənt/ *n.* 承诺; 奉献
consistent /kən'sɪstənt/ *adj.* (指人的行为、观点等) 一贯的; 前后一致的
delivery /dɪ'lɪvəri/ *n.* 发货; 交付
diverse /daɪ'vɜ:s/ *adj.* 各种各样的
eco-friendly /i:kəʊ'frendli/ *adj.* 环保的; 对环境无害的
edge /edʒ/ *n.* 优势; 边缘
exceed /ɪk'si:d/ *v.* 超出; 超过
exceptional /ɪk'sepʃənəl/ *adj.* 杰出的; 突出的
innovation /ɪ'nəʊ'veɪʃən/ *n.* 改革; 创新
integrity /ɪn'tegrəti/ *n.* 诚实; 正直
maintain /meɪn'teɪn/ *v.* 保持; 维持
mutually /'mju:tʃʊəli/ *adv.* 相互地

philosophy /fɪ'lɒsəfi/ *n.* 哲学; 信念; 原则
reputation /,repjʊ'teɪʃən/ *n.* 名誉; 名声
specifically /spɪ'sɪfɪkəli/ *adv.* 具体地; 特别地
strive /straɪv/ *v.* (为获得或实现某事物) 努力; 奋斗
untiring /,ʌn'taɪərɪŋ/ *adj.* 不倦的; 坚持不懈的
vendor /'vendɔ:(r), -də(r)/ *n.* 卖主; 卖方

Phrases & Expressions

lose sight of sth 忽略 (某事物)
pride oneself on sth/doing sth 以某事物而自豪
remain on one's leading edge 保持领先地位; 保持优势
strive to do sth 努力干某事

Proper Name

New Color Packaging & Printing Company
新色彩包装印刷公司

Reading B

New Words

brand /brænd/ *n.* 商标
confirm /kən'fɜ:m/ *v.* 证实; 证明
ensure /ɪn'ʃʊə(r)/ *v.* 确保; 保证
identity /aɪ'dentəti/ *n.* 身份; 个性; 特性
initial /ɪ'nɪʃəl/ *adj.* 开始的; 第一个的; 最初的
medium /'mi:diəm/ *adj.* 中间的; 中等的
sample /'sɑ:mpl/ *n.* 样品; 货样
specification /spesɪfɪ'keɪʃən/ *n.* 规格; 规格说明
sporty /'spɔ:ti/ *adj.* 漂亮而时髦的
top-grade /'tɒp'greɪd/ *adj.* 高档的
unique /ju:'ni:k/ *adj.* 独特的; 无比的; 无双的

Phrases & Expressions

be concerned about sth 关心; 注重
medium and large income group 中高收入群体
place an order 下订单

Technical Terms

case binding 精装
coated paper 铜版纸
embossing 凹凸压印
full-color page 全彩页
gold foil 烫金
round back 圆背



Vocabulary and Structure

Task 1 Fill in each blank with the proper form of the word given in brackets.

1. As soon as these inquiries are (satisfy) _____ settled, we shall be happy to send you the items you mentioned in your letter.
2. We promise to provide technical assistance, on-time (deliver) _____, and outstanding customer service.
3. For three decades we have believed that it is too expensive to cut costs on quality and we have never lost a customer due to poor or (consistent) _____ quality.
4. As we are very much an eco-friendly company we feel that we should act with (responsible) _____ in our day-to-day business operation.
5. The materials traditionally used in printing have been the subject of review across the industry and (environment) _____ concerns are becoming increasingly important to every business.
6. Through advanced technology and excellent service, the company provides its clients with (innovate) _____ packaging that helps them build their brands' identity.
7. Their products gain a very good reputation among customers home and abroad. Now they aim to develop more business (relation) _____ worldwide.
8. I believe the result of what we do is (benefit) _____ not only to us but also to our customers and partners.
9. Pretty Print specializes in a range of packaging products, (include) _____ folding cartons, blister packaging and labels.
10. I would like to confirm our (appoint) _____ to discuss the possibility of merging our distribution networks.

Task 2 Complete the following statements with the words or phrases given below. Change forms if necessary.

commitment	pride oneself on	exceptional	integrity	specification
lose sight of	strive	exceed	diverse	maintain

1. We sincerely appreciate your confidence in our products and hope you will be impressed with both our _____ service and the quality of your finished product.
2. The Design Department can work with you to provide the best design for your packaging and we will make sure that we match your _____.
3. Their customer service philosophy is to _____ their customers' expectations.
4. In the heat of the argument, we mustn't _____ our main purpose.

5. Our _____ to excellence and willingness to diversity help us create a widespread combination of high-quality products.
6. Many of his customers have chosen him as their representative because of the business _____ he displayed in dealing with his clients.
7. This company has achieved and _____ its current level of excellence through quality products and consistent customer service.
8. We _____ our creative, innovative and distinctive designs which differentiate us from others.
9. There is no end to progress. We must continue to _____ for greater efficiency.
10. My boss and I have _____ ideas on how to provide a platform for the company's further growth.

Task 3 Replace the italicized parts in the following sentences with words or expressions from Reading A.

1. After criticizing our design in every detail, the manager *went on* to reassure us that there was nothing personal in his comments.
2. Salesmen are just one link in the chain of distribution, but they have made *outstanding* contributions to the development of the company.
3. We should look up to him as a shining example of *devotion* to duty which has gained respect of his peers.
4. For my part, I have not the slightest doubt as to either his ability or his *honesty*.
5. He was very old-fashioned and remained *unchanging* in his opposition to anything new.
6. We must encourage *new ideas* if the company is to remain competitive in the world market.
7. The customer thanked the company for its *tireless* efforts in assisting him in transforming his idea into a creatively designed, printed and finished product.
8. The International Trade Group has *kept up* a solid relationship with its customers and partners for forty years now.

Task 4 Rewrite the following sentences after the model.

Model: If you set up an appointment with a New Color professional, we will create, manage and offer a diverse selection of high-quality packaging and printing products and services.

Set up an appointment with a New Color professional, and we will create, manage and offer a diverse selection of high-quality packaging and printing products and services.

1. If you give them an inch, they will take a mile.
2. If you think of the difficulties we are faced with, you will realize why progress is slow.
3. If you open the door and look at me, you will see that I can do you no harm.
4. If you look at the patterns the wind makes in dry land, you will see how syllables in a sentence should fall.
5. If you take a ten-minute “vacation” into the realm of imagination each day, you will probably add much to the excitement and enjoyment of your life.
6. If you give us the chance, we will assure you that your orders will continue to receive our best attention.

Task 5 Rewrite the following sentences after the model, using “whatever”.

Model: From pre-press to finishing, no matter what your order requires, we will work with you to produce results that exceed your expectations.

From pre-press to finishing, whatever your order requires, we will work with you to produce results that exceed your expectations.

1. No matter what dress you wear to the party, you will be the focus of attention this evening.
2. No matter what materials we use, our packaging will be strong enough to withstand rough handling.
3. The unique design of the packaging will help them promote the sales of their products, no matter what their demands are.
4. No matter what the man told you, it is not true.
5. We have confidence in your products no matter what you may offer.
6. No matter what sales conditions you have, we can place an order right away.

Task 6 Translate the following statements into English, using the words or phrases given in the brackets.

1. New Color Packaging & Printing Company _____
_____ (一直在包装印刷行业处于领先地位). (remain on one's leading edge)
2. _____ (我们为客户的
最大利益所做的奉献) has gained their trust and respect. (commitment to)
3. Having been in this business for more than twenty years, he still loves his work and _____
_____ (为能成为这个公司的一
员感到自豪). (pride oneself on)
4. We must reconsider our production planning, for _____
_____ (这种包装产品的供应大大超过了需求). (exceed)



Fun Time

A tree toad loved a she-toad
Who lived up in a tree.
He was a two-toed tree toad
But a three-toed toad was she.
The two-toed tree toad tried to win
The three-toed she-toad's heart,
For the two-toed tree toad loved the ground

That the three-toed tree toad trod.
But the two-toed tree toad tried in vain.
He couldn't please her whim.
From her tree toad bower
With her three-toed power
The she-toad vetoed him.

