



UPWARD®



# 2025

Upward Catalogue

# THERE'S ONLY ONE WAY TO GO, UPWARD

It struck me the other day that there needs to be a reason why we do things the way we do. It is not uncommon for that core reason to be lost in the everyday grind. The usual response when asked why is "because that's the way it has always been done". So when we took the time to examine "why" we pour our heart and soul into the Upward brand it was refreshing that our original core value still rang true, "It's because we care".

We care that our amazing, habitual and loyal users love a clean practical and functional layout.

We care about the environment and use only FSC® certified paper and have achieved our own FSC® chain of custody certification.

We care that the quality of materials used to build our diaries will last longer than the intended 12 months of use.

We care that the cover materials we use are safe and contains no phthalates.

We care that our copysafe pockets will not transfer the toner off the printed pages you store in them.

We care that our deliveries are made on time and in full.

And most of all we care that the information we print is relevant and can be relied upon.

The Annett Group has owned the Upward brand for more than 20 years and from the time of acquisition we set a course for continuous improvement. It is true that pushing the barrow of small business and dated goods is a grind, but it is certainly not without reward. The abundance of testimonials, support and recognition from adoring diary users fuels the fire and remind us of "WHY" we do things the way we do.

Before we reach the end result, we also care that every process in-between is approached with the utmost respect. Our diaries are made in a factory that treats their used water to ensure it is safe to be recycled. Labourers within the factory are not subject to a working week longer than 40 hours as an average and use absolutely no child labour. As part of our ethical certifications we are registered with SEDEX and ensure our materials are sustainably sourced, safe, and contain no harmful chemicals.

For more information, catalogues and pricing please call +61 03 9753 3355

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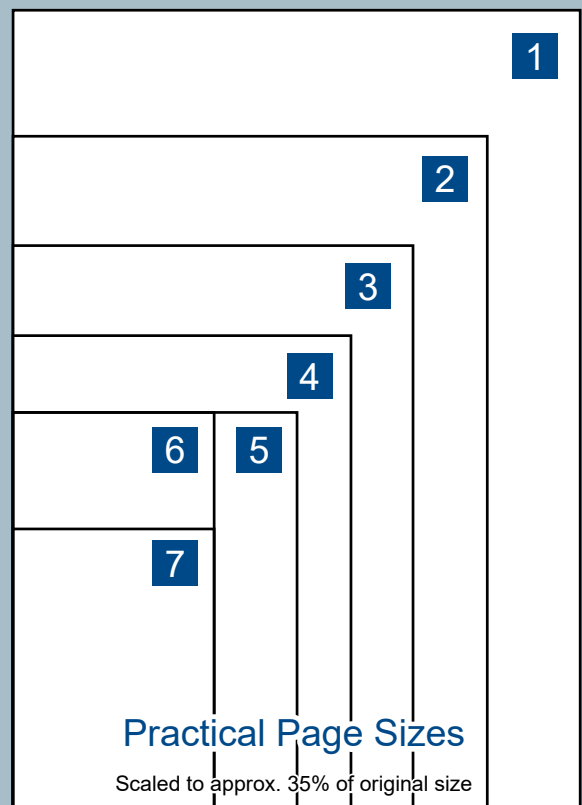
13 SPECIAL FORMAT DIARIES

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Code	Size	Dimensions
1	A4	210 x 297mm
2	B5	176 x 250mm
3	A5	148 x 210mm
4	B6	125 x 176mm
5	A6	105 x 148mm
6	Pocket	74 x 148mm
7	A7	74 x 105mm

**December/January** **January**

The person who is successful in this profession is one who... If all workers thought, and all children worked, the world would be in a better state.

**31 Monday** **4 Friday**

**1 Tuesday** **5 Saturday**

**2 Wednesday** **6 Sunday**

**3 Thursday** **11**

**A** **B**

**December/January** **January**

Life is like a story - it isn't how long it is that counts, but how good it is that counts, but how good... It's the first line of an advertisement or sales letter that decides its success.

**31 Monday** **3 Thursday**

**1 Tuesday** **4 Friday**

**2 Wednesday** **5 Saturday**

**6 Sunday**

**G**

**December/January** **January**

Life is like a story - it isn't how long it is that counts, but how good it is that counts, but how good... It's the first line of an advertisement or sales letter that decides its success.

**31 Monday** **3 Thursday**

**4 Friday** **5 Saturday**

**2 Wednesday** **6 Sunday**

**C** **D**

**2 January Wednesday** **3 January Thursday**

Life is like a story - it isn't how long it is that counts, but how good it is that counts, but how good... It's the first line of an advertisement or sales letter that decides its success.

**H**

**JANUARY** **JANUARY**

Monday Monday

Tuesday Tuesday

Wednesday Wednesday

Thursday Thursday

Friday Friday

Saturday Saturday

Sunday Sunday

**E**

**December/January** **January**

Life is like a story - it isn't how long it is that counts, but how good it is that counts, but how good... It's the first line of an advertisement or sales letter that decides its success.

**31 Monday** **3 Thursday**

**1 Tuesday** **4 Friday**

**2 Wednesday** **5 Saturday**

**6 Sunday**

**I**

**December/January** **January**

Life is like a story - it isn't how long it is that counts, but how good it is that counts, but how good... It's the first line of an advertisement or sales letter that decides its success.

**31 Monday** **4 Friday**

**1 Tuesday** **5 Saturday**

**2 Wednesday** **6 Sunday**

**F**

Code	Size	Page Layout	Page Format
A	A7	One Week per View	Horizontal - Portrait
B	A6	One Week per View	Horizontal
C	Pocket	One Week per View	Horizontal - Portrait
D	Pocket	Two Weeks per View	Horizontal - Portrait
E	A4	One Month per View	Portrait
F	B5	One Week per View	Vertical - Portrait
G	A4, B5, A5	One Week per View	Horizontal - Portrait
H	A4, B5, A5	One Day per Page	Portrait
I	B6	One Week per View	Horizontal - Portrait

# UPWARD DELUXE & NOBEL DIARIES - EXECUTIVE STYLE AND FEATURES

As a busy professional your performance level and success can depend upon how well organised and informed you are. You expect nothing but the best, desire the finer things in life and as such understand the benefits that premium quality and functionality can provide.

## DELUXE DIARIES

Sitting at the top end of the Upward range, the Deluxe diaries are luxuriously appointed and recommended for people seeking the best in both looks and performance.

## NOBEL DIARY

Our Nobel Diary is perched at the top of the Upward range. This is a premium diary that comes covered in a beautiful, textured, leather-look PU with a blind embossed logo. The day to a page layout affords the user the maximum amount of space for notes and appointment making. Also made with quality materials and attention to detail.

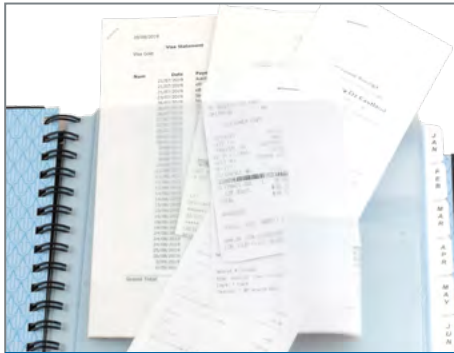
## FEATURES

- Quality textured PU cover (Nobel) - smooth PU cover with silver corners (Deluxe)
- Two copy Safe Document Pockets - Located at the front of the diary, they're ideal for holding papers, notes and cards
- Business Card Pockets - Welded to each pocket they provide easy access and organisation for your cards
- Monthly Tab Dividers - Makes access easy, with monthly planner and expense record
- Wire-o Binding - Allows diary to lie completely flat when open
- Reminder Stickers\* - Handy reminders for important events and occasions
- Ribbon Marker - Double ribbon marker for quick access to pages
- Two Colour Print
- Full Page Advance Monthly Planners at Rear of Diary\*
- International Direct Dial Codes
- Travel Contacts
- Perpetual World Time Chart
- 80gsm White Woodfree Quality Paper
- Inspiring Quotations
- Current and Forward Year Planners\*
- Address book available upon request
- FSC® Certified

\*Not available on all styles



QUALITY POLYURETHANE COVER  
WITH SILVER CORNERS (DELUXE)



TWO COPY SAFE  
DOCUMENT POCKETS



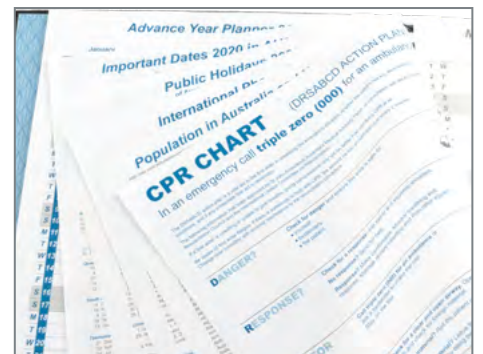
MONTHLY TAB DIVIDERS



REMINDER STICKERS

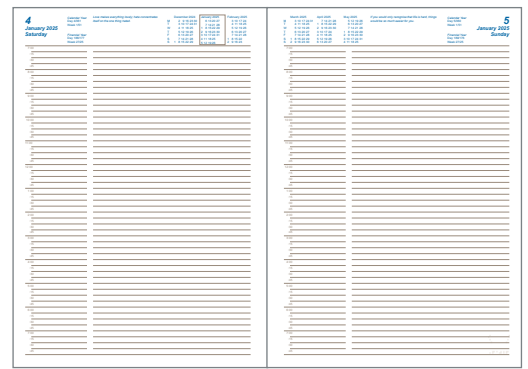


WIRE-O BINDING  
& 2 RIBBON MARKERS

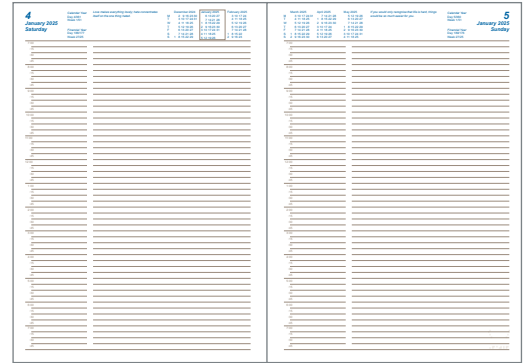


USEFUL INFORMATION





Code	Size	Page Layout	Page Format	Appointment Times
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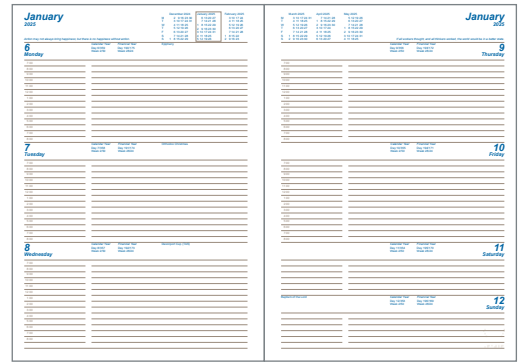


Code	Size	Page Layout	Page Format	Appointment Times
9242**	A4	One Day per Page	Portrait	15 min, 7 am - 7.45 pm
8242**	B5	One Day per Page	Portrait	15 min, 7 am - 7.45 pm
7242	A5	One Day per Page	Portrait	15 min, 7 am - 7.45 pm

\*\*also available in financial year format

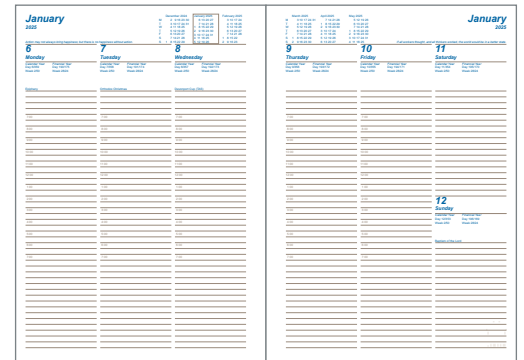


DETAIL SHOT OF 9243-01 NOBEL COVER

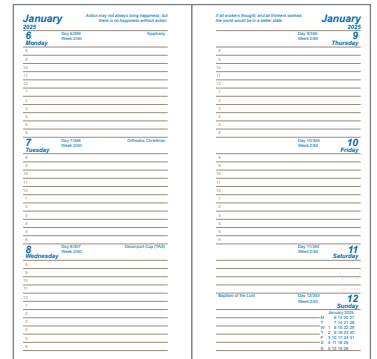


Code	Size	Page Layout	Page Format	Appointment Times
9442	A4	One Week per View	Horizontal - Portrait	60 min, 7 am - 8 pm
8442**	B5	One Week per View	Horizontal - Portrait	60 min, 7 am - 8 pm
7442	A5	One Week per View	Horizontal - Portrait	60 min, 7 am - 8 pm

\*\*also available in financial year format



Code	Size	Page Layout	Page Format	Appointment Times
8542	B5	One Week per View	Vertical - Portrait	30 min, 7 am - 7 pm



Code	Size	Page Layout	Page Format	Appointment Times
6442**	Pocket	One Week per View	Horizontal - Portrait	60 min, 8 am - 6 pm

\*\*also available in financial year format

# UPWARD SUPERIOR DIARIES - FUNCTION AND FORM

Your priority is staying on top of daily personal and business commitments, managing projects from start to finish. Constantly open, your diary gives you direction and is always on the move with you. You require a diary that is professionally appointed, practical and well finished.

## SUPERIOR DIARIES

Quality workmanship and outstanding features allow these Superior diaries to easily withstand rigorous daily use and maintain their good looks all year round.

Featuring a padded, phthalate free, PVC cover, pockets for storing business cards and wire-o binding to allow the diary to lie completely flat when open. The Superior range is ideal for executives, managers, sales representatives and trades people.

Exceptional features ensure this range is ideal for individuals who require excellent performance from their diary.

## FEATURES

- Padded Phthalate Free PVC Cover
- Copy Safe Document Pocket - Located at the front of the diary, they're ideal for holding papers, notes and discs
- Wire-o Binding - Allows diary to lie completely flat when open
- Ribbon Marker\* - Double ribbon marker for quick access to pages
- Full Page Advance Monthly Planners at Rear of Diary\*
- International Direct Dial Codes\*
- Two Colour Print
- Travel Contacts
- Perpetual World Time Chart
- 80gsm White Woodfree Quality Paper
- Inspiring Quotations
- Current and Forward Year Planners\*
- Address book available upon request\*
- FSC® Certified

\*Not available on all styles



PADDLED PHTALATE FREE PVC COVER



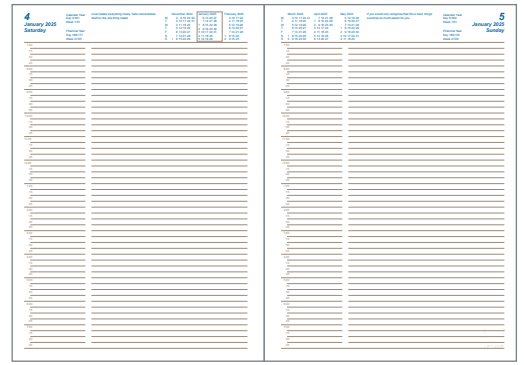
COPY SAFE DOCUMENT POCKET



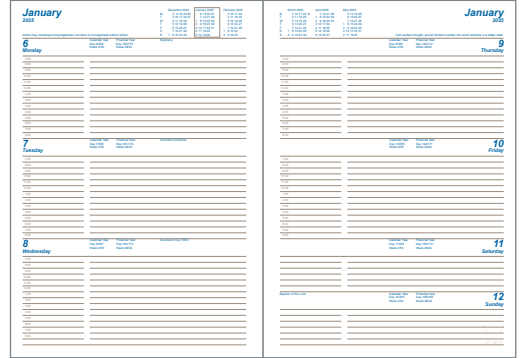
WIRE-O BINDING & 2 RIBBON MARKERS



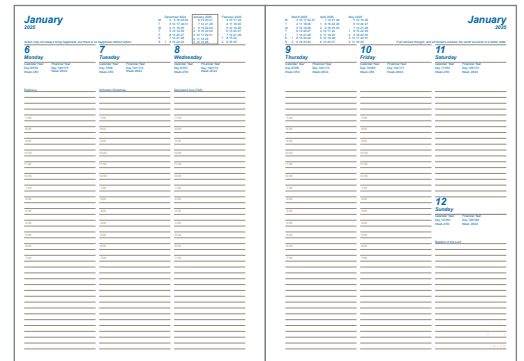
USEFUL INFORMATION



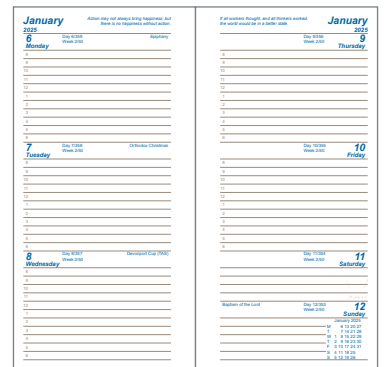
Code	Size	Page Layout	Page Format	Appointment Times
9231	A4	One Day per Page	Portrait	15 min, 7 am - 7.45 pm
7231	A5	One Day per Page	Portrait	15 min, 7 am - 7.45 pm



Code	Size	Page Layout	Page Format	Appointment Times
9431	A4	One Week per View	Horizontal - Portrait	60 min, 7 am - 8 pm
7431	A5	One Week per View	Horizontal - Portrait	60 min, 7 am - 8 pm

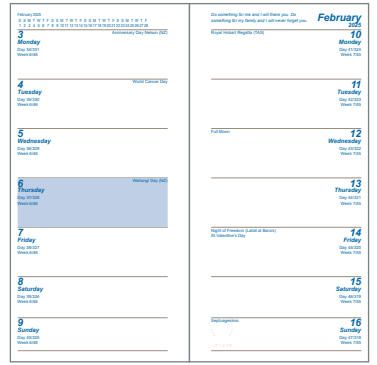


Code	Size	Page Layout	Page Format	Appointment Times
8531	B5	One Week per View	Vertical - Portrait	30 min, 7 am - 7 pm

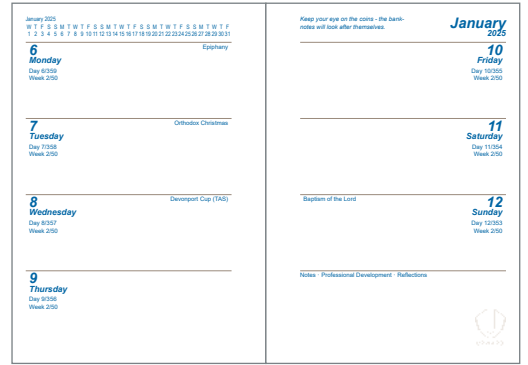


Code	Size	Page Layout	Page Format	Appointment Times
6431	Pocket	One Week per View	Horizontal - Portrait	60 min, 8 am - 6 pm

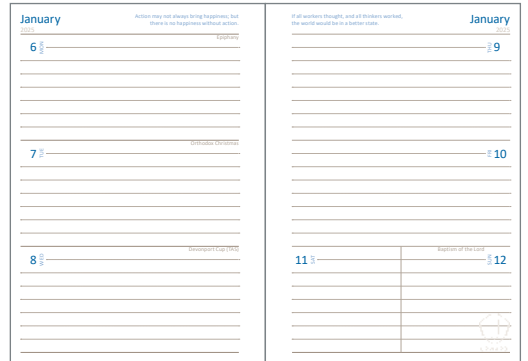




Code	Size	Page Layout	Page Format	Appointment Times
6631	Pocket	Two Weeks per View	Horizontal - Portrait	



Code	Size	Page Layout	Page Format	Appointment Times
5431	A7	One Week per View	Horizontal - Portrait	



Code	Size	Page Layout	Page Format	Appointment Times
3431	B6	One Week per View	Horizontal - Portrait	
3431AS*	B6	One Week per View	Horizontal - Portrait	

\*available in 4 assorted colours ( purple, grey, red & blue)

# UPWARD STANDARD DIARIES - DURABLE AND PRACTICAL

You are an individual who uses a diary to plan and organise your ongoing activities. Your priority is function and reliability. You want a diary that is classically presented, high quality, yet affordable.

## STANDARD DIARIES

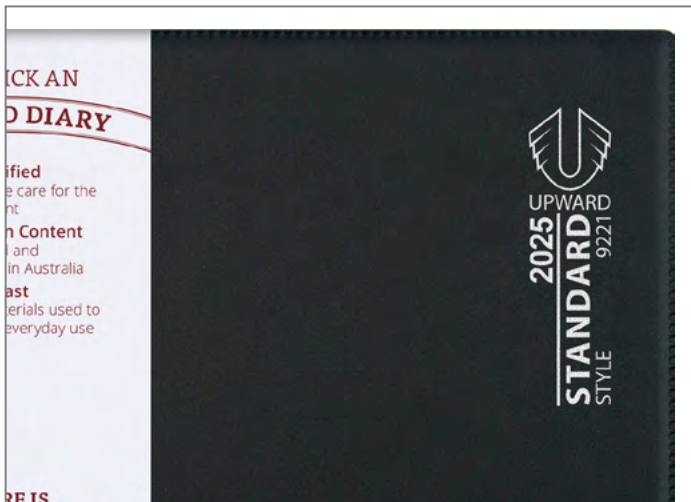
Need a quality diary but don't want all the bells and whistles. The Upward Standard diary provides a practical alternative to the higher optioned Nobel, Deluxe and Superior diaries while still retaining the same internal pages.

Constructed with a durable and compact section sewn binding, Upward Standard diaries are finished in a great looking cover material.

## FEATURES

- Phthalate Free PVC Cover
- Section Sewn Binding - The most compact binding option - easy to store
- Ribbon Marker - Single ribbon marker for quick page access
- Year Planners - Current and forward year planners
- Full Page Advance Monthly Planners at Rear of Diary\*
- International Direct Dial Codes\*
- 80gsm White Woodfree Quality Paper
- Travel Information
- Inspiring Quotations
- FSC® Certified

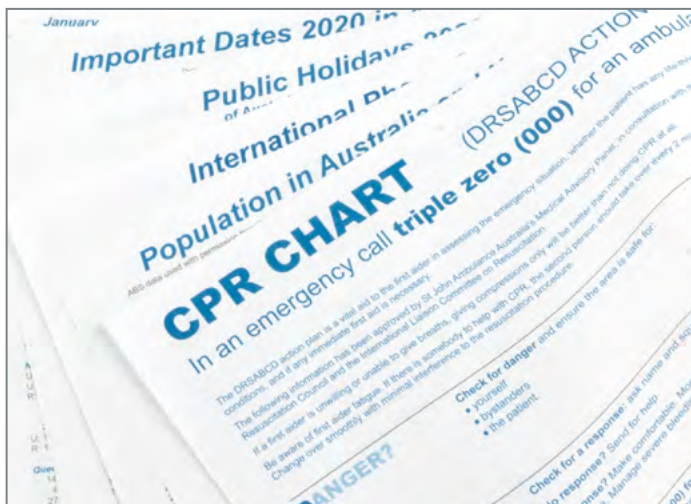
\*Not available on all styles



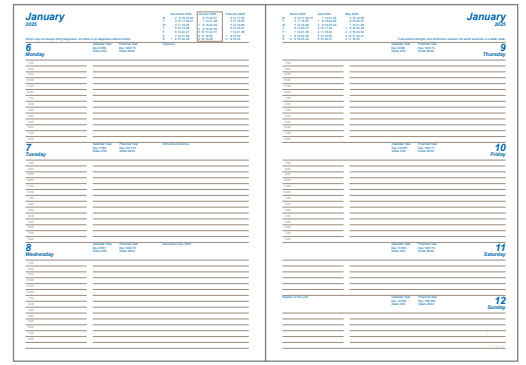
PADDED PHTALATE FREE PVC COVER



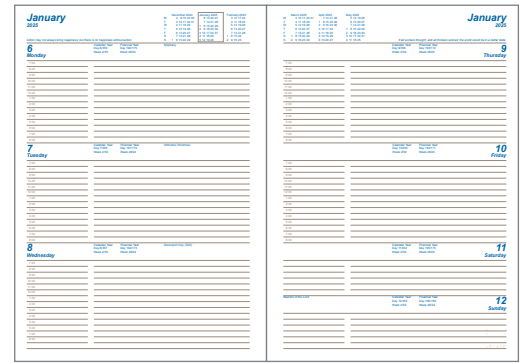
SECTION SEWN BINDING & RIBBON MARKER



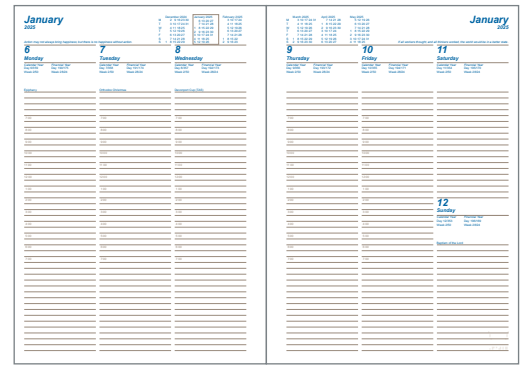
USEFUL INFORMATION



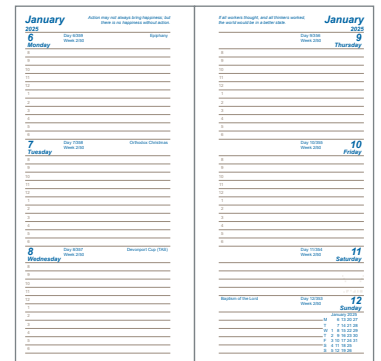
Code	Size	Page Layout	Page Format	Appointment Times
9221	A4	One Day per Page	Portrait	15 min, 7 am - 7.45 pm
8221	B5	One Day per Page	Portrait	15 min, 7 am - 7.45 pm
7221	A5	One Day per Page	Portrait	15 min, 7 am - 7.45 pm



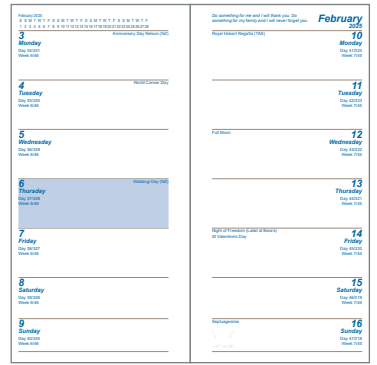
Code	Size	Page Layout	Page Format	Appointment Times
9421	A4	One Week per View	Horizontal - Portrait	60 min, 7 am - 8 pm
8421	B5	One Week per View	Horizontal - Portrait	60 min, 7 am - 8 pm
7421	A5	One Week per View	Horizontal - Portrait	60 min, 7 am - 8 pm



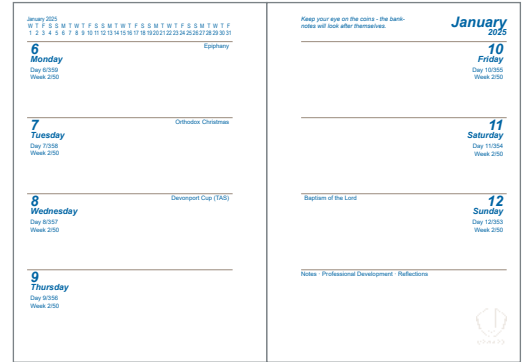
Code	Size	Page Layout	Page Format	Appointment Times
8521	B5	One Week per View	Vertical - Portrait	30 min, 7 am - 7 pm



Code	Size	Page Layout	Page Format	Appointment Times
6421	Pocket	One Week per View	Horizontal - Portrait	60 min, 8 am - 6 pm

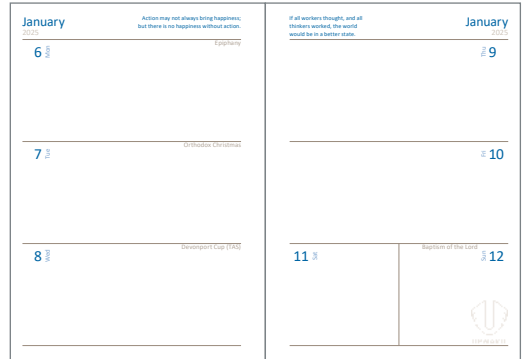


Code	Size	Page Layout	Page Format	Appointment Times
6621	Pocket	Two Weeks per View	Horizontal - Portrait	



Code	Size	Page Layout	Page Format	Appointment Times
5421	A7	One Week per View	Horizontal - Portrait	
5421AS*	A7	One Week per View	Horizontal - Portrait	

\*available in 4 assorted colours ( blue, purple, grey & red)



Code	Size	Page Layout	Page Format	Appointment Times
2421AS*	A6	One Week per View	Horizontal - Portrait	

\*available in 4 assorted colours ( blue, purple, grey & red)



# UPWARD SPECIAL FORMAT DIARIES - UNIQUELY TAILORED

Most use a diary to record and organise their time, some however need more specific information and formats. One of Upward's greatest strengths is its commitment to producing special format diaries.

## RURAL DIARY

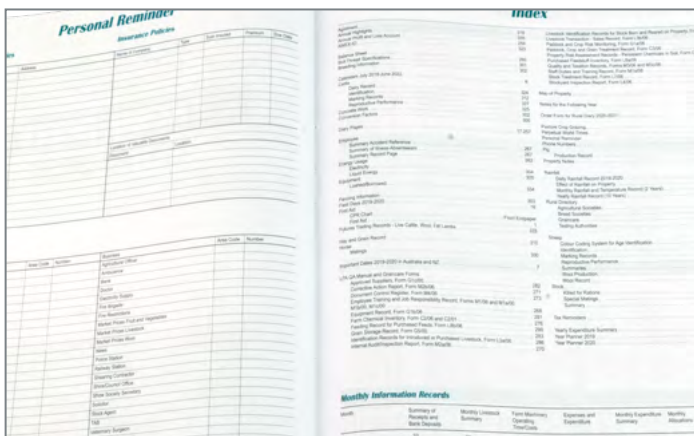
The perfect property and management tool, the Upward Rural Diary is a financial year diary that comes in a hard case, section sewn format. It is long lasting and ideal for storing in a bookcase for future reference. Included are various ledgers, planners, timetables and statements relating to property and stock management. End of month statements are provided for receipts and bank deposits, livestock summaries, operating costs and expenditures. The diary also contains annual financial, environmental, weather, asset and staff reports. Quality assurance forms and property/stock registers make management and compliance a much more straight forward process.

## BUSY WOMAN'S DIARY

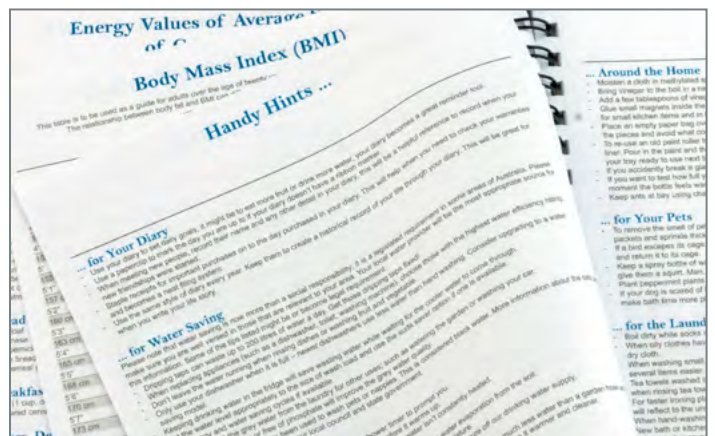
Designed for coordinating a busy household, this diary offers a host of handy hints and information to aid in household management. The week to opening format allows scheduling of family events and appointments at a glance. Monthly budget table assists in planning family finances, while handy hints on household repairs, water saving, stain removal, gardening and personal grooming are provided in the back of the diary. Also included is a table for birthdays and anniversaries, a summary of astrological star signs, list of traditional and modern wedding anniversary gifts, plus reference of monthly birthstones. For extra beneficial health information, a 'Body Mass Index', comprehensive calorie guide, CPR chart, first aid advice and Women's Health section – written by the Royal Hospital for Women Foundation, Sydney, is included. Address book available upon request.

## NURSE'S DIARY

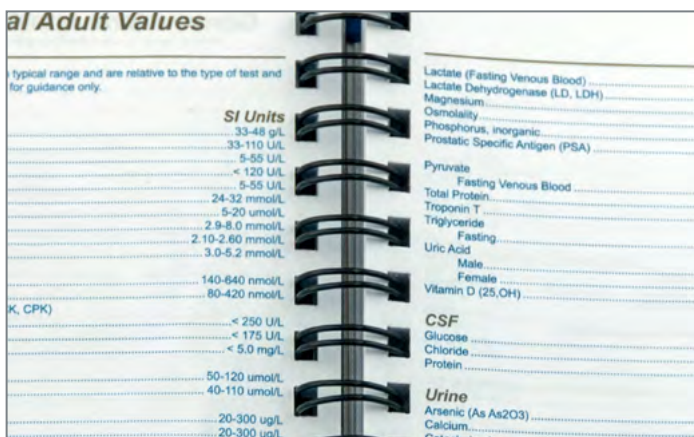
The A7 one week per view format Nurse's diary has been designed to assist nurses on their rounds. Small enough to fit into a pocket, the diary contains information such as a list of nurses' registration boards, usual adult values of medicines and roster duties. Also included is ample room for contact details of associates as well as pockets for cards and ID.



RURAL DIARY -  
USEFUL INFORMATION



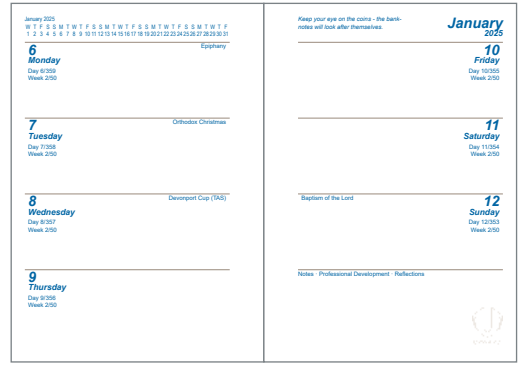
BUSY WOMAN'S DIARY -  
USEFUL INFORMATION



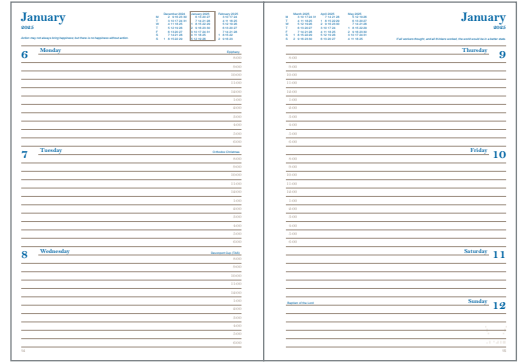
NURSE'S DIARY -  
USEFUL INFORMATION



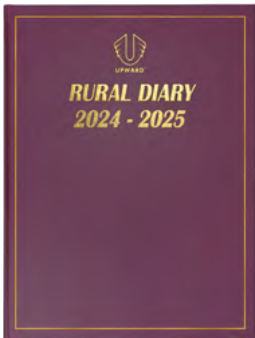
NURSE'S DIARY -  
FOUR BUSINESS CARD HOLDERS



Code	Size	Page Layout	Page Format	Special Application
5435	A7	One Week per View	Horizontal - Portrait	Nurse's Diary



Code	Size	Page Layout	Page Format	Special Application
4404	A5	One Week per View	Horizontal - Portrait	Busy Woman's Diary



Code	Size	Page Layout	Page Format	Special Application
4327**	Short A4	Two Days per Page	Horizontal - Portrait	Rural Diary

\*\*Only available in financial year format

# UPWARD ACADEMIC DIARIES - ORGANISED LEARNING

Our schooling period is supposed to be the best years of our lives, so why compromise with anything less than an Upward Diary?

## SCHOOL DIARY

Designed to help students plan and prepare for their classes, homework and study. The School Diary assists in setting positive study practices. The B5 one week per view format accommodates up to eight periods per day. It also includes school timetables, study planners, study guide, many useful forms and relevant information.

## STUDENT DIARY

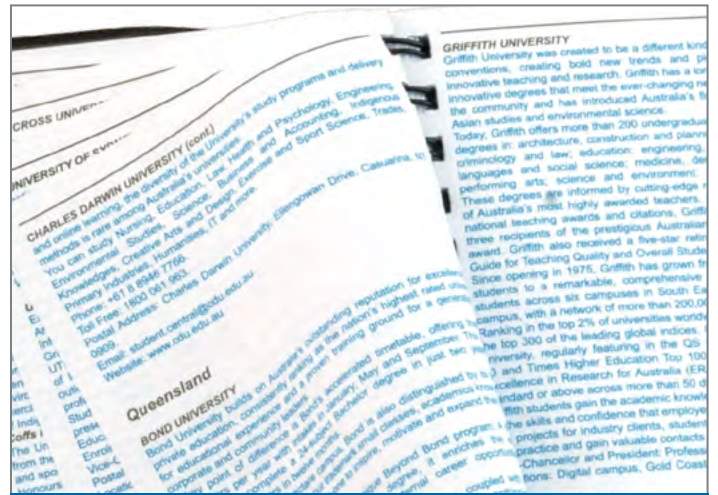
The Student Diary is based on the School Diary content. It comes with a vibrant cover design to match its great features such as wire-o binding and a removable clear PVC cover for added protection and storage space. Additional features include storage/document pocket, card holders and sticker sheet. Address book available upon request.

## UNIVERSITY DIARY

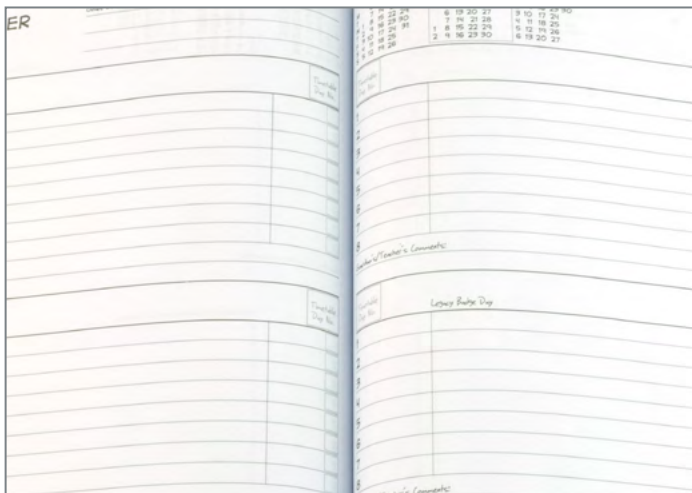
This pocket style diary has been designed specifically with the university and tertiary student in mind. As well as the usual diary information, there is a listing of universities, reading list, social activities planner, examination and lecture timetables. The diary has a Week to Opening page layout, is wire-o bound and sits in a quality PVC cover. Perforated notepaper and business/credit card size storage pockets to complete this feature packed diary. Address book available upon request.



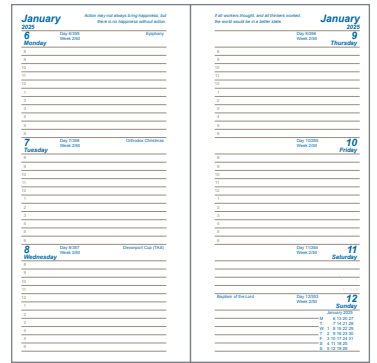
4400 - WIRE-O BOUND &  
COPY SAFE DOCUMENT POCKET



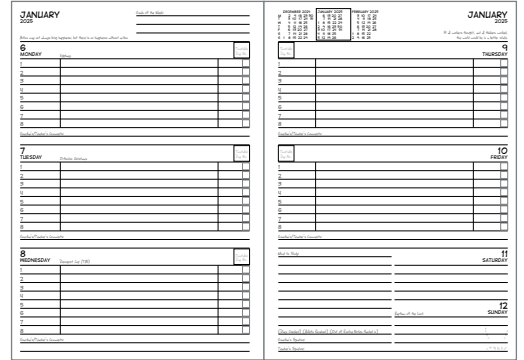
6435 - USEFUL INFORMATION



4403 - SECTION SEWN



Code	Size	Page Layout	Page Format	Special Application
6435	Pocket	One Week per View	Horizontal - Portrait	University Diary



Code	Size	Page Layout	Page Format	Special Application
4400	B5	One Week per View	Horizontal - Portrait	Student Diary
4403	B5	One Week per View	Horizontal - Portrait	School Diary



# UPWARD UNDATED DIARIES & JOURNALS - PERSONAL COMPANION

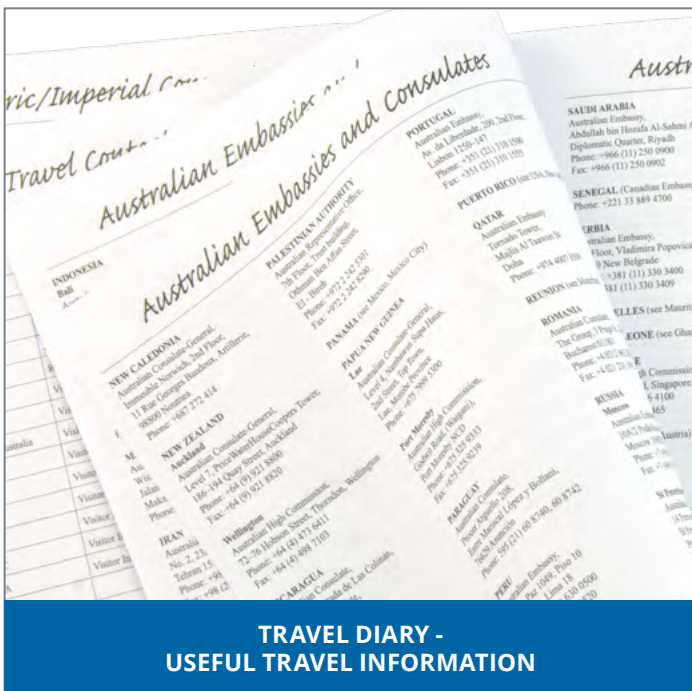
Packed full of features and useful information for travellers and journal writers of all ages.

## UNDATED TRAVEL DIARIES

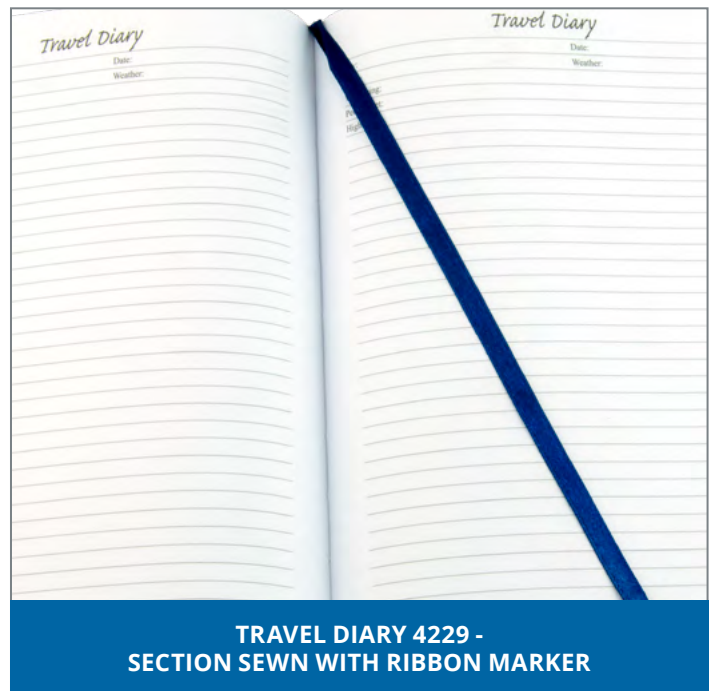
These two versatile and handy undated diaries are packed with informative hints, conversions and information for the Aussie traveller, available in A5 and pocket formats. They include checklists, personal and contact details, distances/flight times, expense ledgers, common foreign phrases, embassy details and the larger A5 diary includes a fold out world map and four additional PVC pockets providing storage for cards and other documents. The day to page format allows plenty of space for notes and memoirs. A removable PVC jacket serves the dual purpose of externally protecting and internally creating valuable storage space. A must have for every traveller.

## UNDATED JOURNAL

This printed raw board diary comes with an undated layout so that you can plan your week in the exact way that works best for you. The diary's earthy design pairs well with the useful information contained such as international phone codes, puerperal world times, measurement conversion charts, first aid information and a CPR chart.



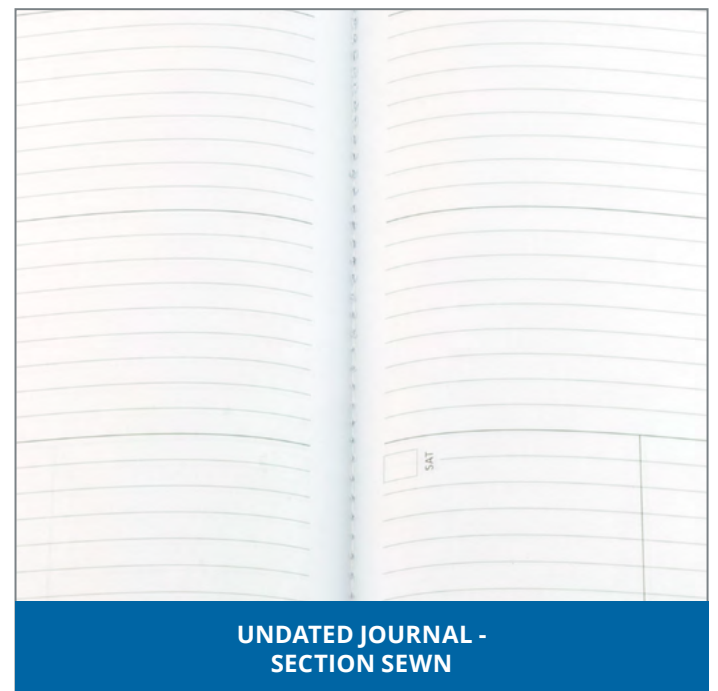
TRAVEL DIARY -  
USEFUL TRAVEL INFORMATION



TRAVEL DIARY 4229 -  
SECTION SEWN WITH RIBBON MARKER



TRAVEL DIARY 4239 -  
WIRE-O WITH 2 RIBBON MARKERS



UNDATED JOURNAL -  
SECTION SEWN



# UPWARD SOCIAL DIARIES - FULL OF PERSONALITY

Your diary is an extension of your personality when organising your social itinerary. It does not matter whether you are young, or young at heart, because if you want a diary that is fun & funky then the Fashion range is for you!

## B6 ONE WEEK PER VIEW

The ideal size to keep detailed notes, but still portable. The page layout caters for your social engagements as well as your important business appointments. Available in Laminated Hard Cover (3426) and Wire-o binding (3436).

## POCKET ONE WEEK PER VIEW

Great for the busy person who would rather have a highly portable diary that is just as capable in a bag going places as it is at home. Lively and fun, just like you with a Laminated Hard Cover and Wire-o binding (6436).

## A7 ONE WEEK PER VIEW

Compact, unobtrusive and perfect for jotting down appointments, important dates, and phone numbers. Small enough to hide in your handbag, big enough to last the year.

## A6 ONE WEEK PER VIEW

This diary is the perfect size for notes and appointments. A Laminated Hard Cover with 5 different designs and inspirational quotes to match your personality and style.

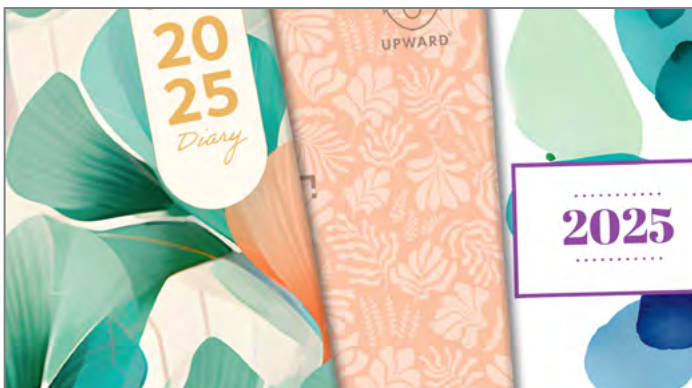
## A5 ONE WEEK PER VIEW OR A5 DAY TO A PAGE

These Upward fashion diaries have a stylish printed hard cover and now come in either a week to view or day to a page layout! Built with quality materials, these stylish diaries will keep you on track.

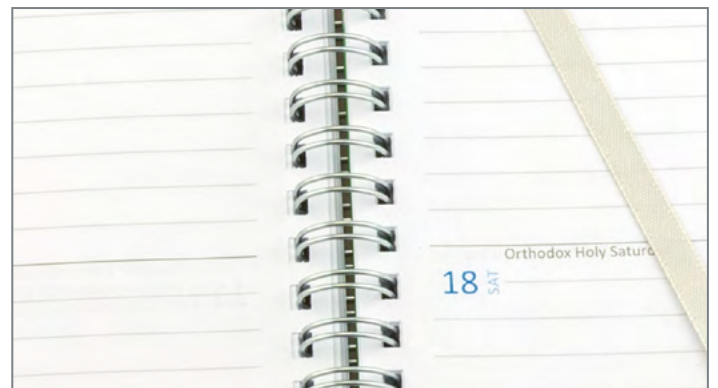
## FEATURES

- Printed Vibrant Designs
- Exposed Wire-o Binding or Section Sewn
- Twin Silver Ribbon Markers\*
- Australian and New Zealand Public Holidays
- More choices but still the Upward quality you've come to expect

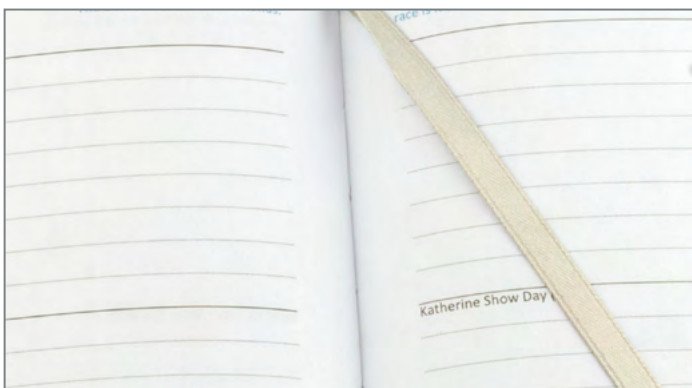
\*Not available on all styles



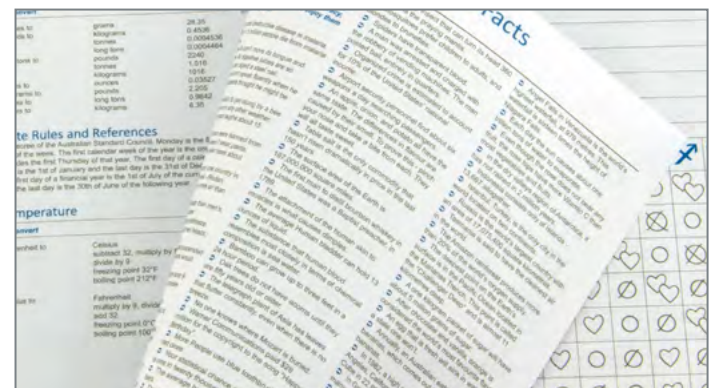
VIBRANT DESIGNS



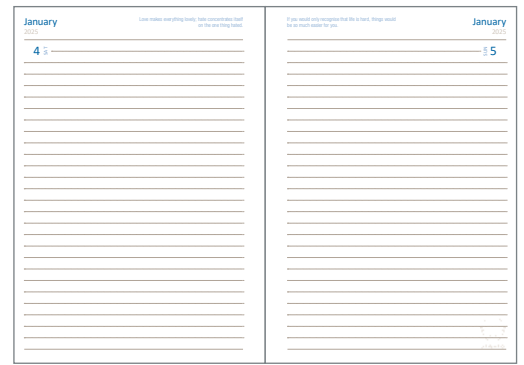
WIRE-O BINDING



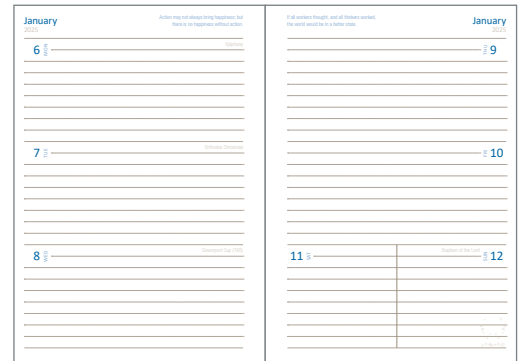
SECTION SEWN BINDING



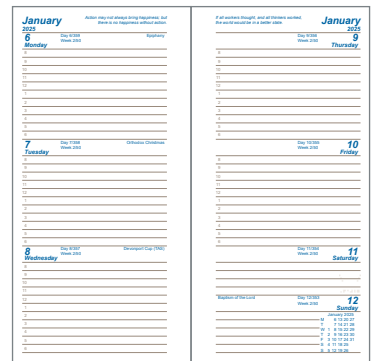
USEFUL & FUN INFORMATION



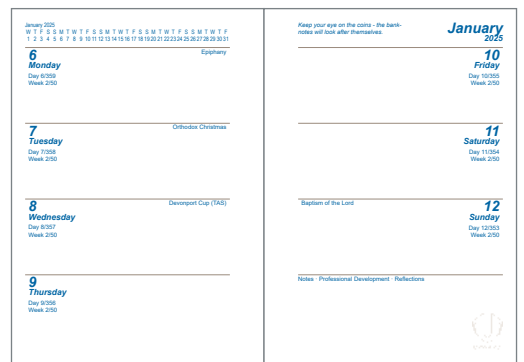
Code	Size	Page Layout	Page Format	Appointment Times
7226	A5	One Day per Page	Horizontal - Portrait	



Code	Size	Page Layout	Page Format	Appointment Times
7426	A5	One Week per View	Horizontal - Portrait	

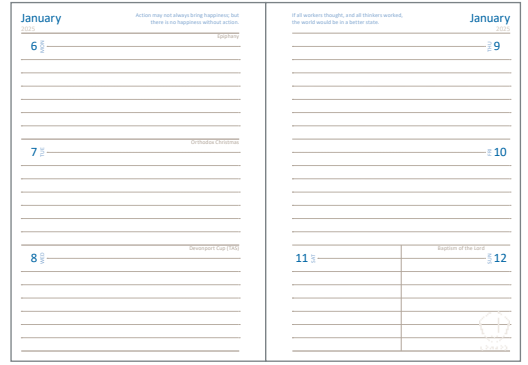


Code	Size	Page Layout	Page Format	Appointment Times
6436AS	Pocket	One Week per View	Horizontal - Portrait	60 min, 8 am - 6 pm

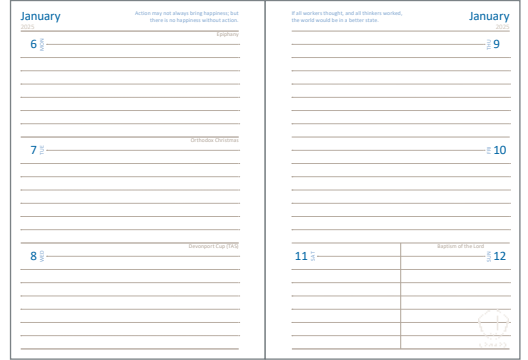


Code	Size	Page Layout	Page Format	Appointment Times
5436AS	A7	One Week per View	Horizontal - Portrait	

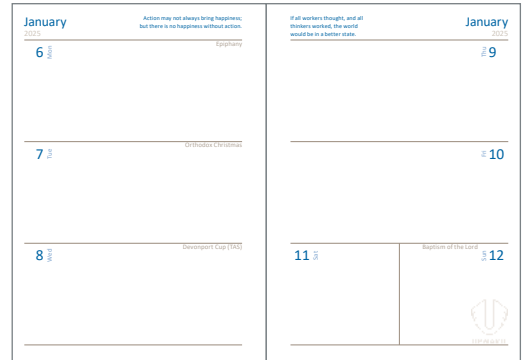




Code	Size	Page Layout	Page Format	Appointment Times
3436AS	B6	One Week per View	Horizontal - Portrait	



Code	Size	Page Layout	Page Format	Appointment Times
3426	B6	One Week per View	Horizontal - Portrait	



Code	Size	Page Layout	Page Format	Appointment Times
2426AS	A6	One Week per View	Horizontal - Portrait	60 min, 8 am - 6 pm

# UPWARD PLANNERS - LOOK AHEAD

We all need to plan and organise our activities, but if you need the ability to visualise and disseminate this information at a single glance then an Upward yearly or monthly planner is what you need. These planners are ideal for both business and home use and come in a number of practical sizes and finishes, there's one to suit all needs.

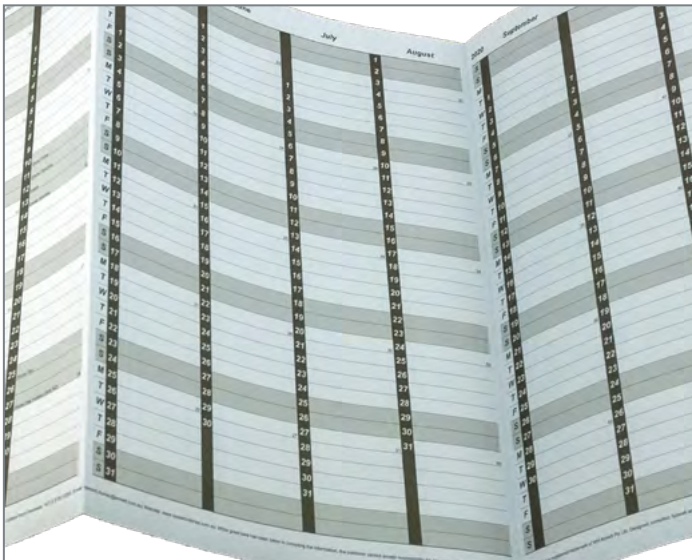
## SOME OF THE COMMENTS FROM OUR UPWARD PLANNER CUSTOMERS

'Our Group CEO has found your 9751 to be a very good tool' and another customer 'loves the product, recommends it to everyone, the size is practical and fits everything in'.

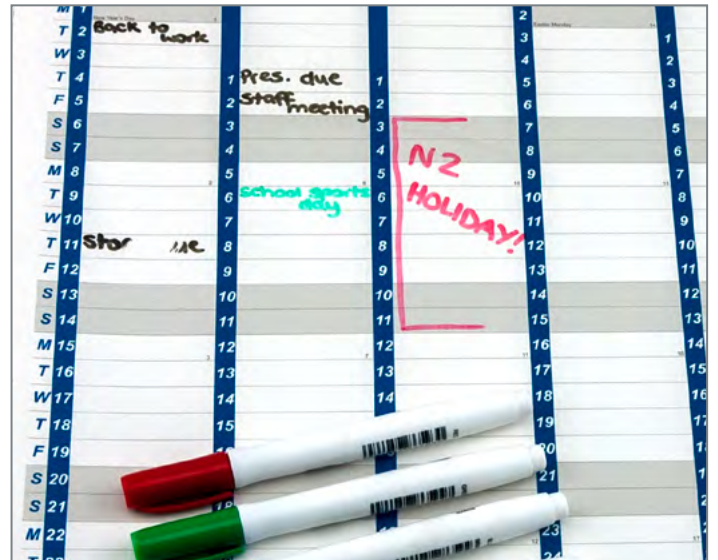
About our 4702 – 'I have used it for many years, it's small and compact but has enough room for some detail to be added'.

## FEATURES

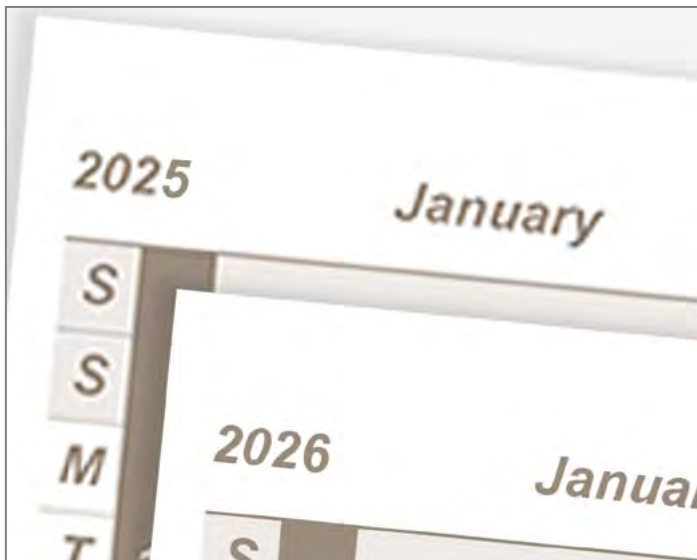
- 4700, 4701 & 4702 planners have shading to indicate weekends
- Whiteboard markers can be used on the 4700
- 4702 is reversible with the current year on one side and the next year on the other\*
- 9751 monthly planners have a durable, phthalate free PVC covers



4702 IS ABLE TO BE FOLDED TO A4 SIZE



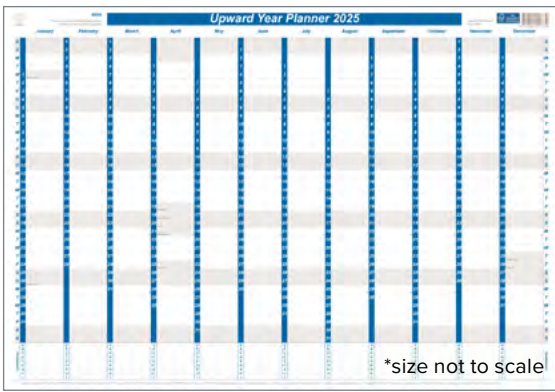
4700 - WRITE ON, WIPE OFF



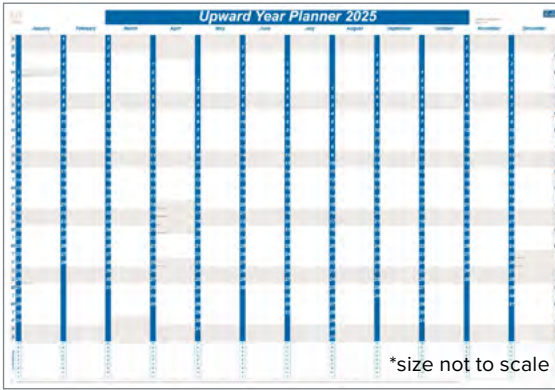
4702 IS REVERSIBLE - 2 YEARS



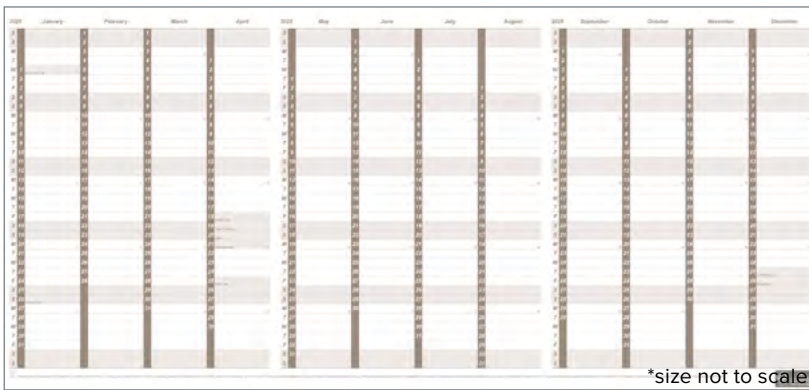
PHTHALATE FREE PVC COVER ON 9751



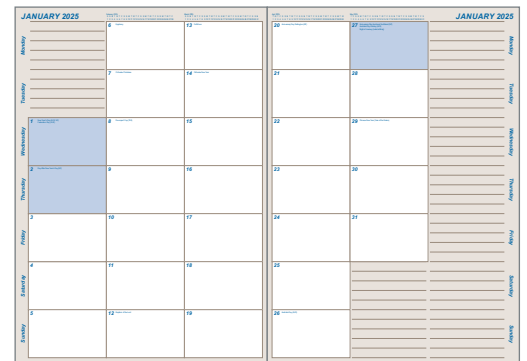
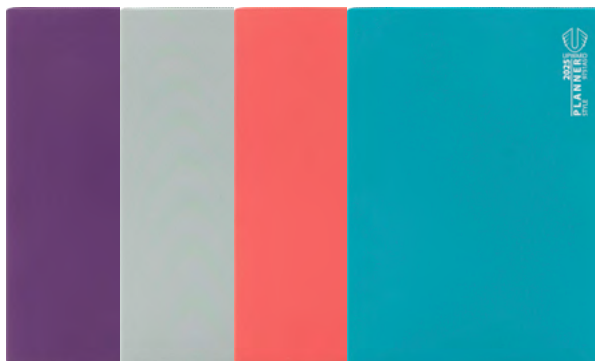
Code	Size	Layout	Finish	Packed
4700	690 x 475mm	One Year per View	Laminated Board	Flat



Code	Size	Layout	Finish	Packed
4701	1005 x 690mm	One Year per View	Strong Paper	Rolled



Code	Size	Layout	Finish	Packed
4702	630 x 297mm	One Year per View	Strong Paper	Folded to A4



Code	Size	Layout	Finish	Packed
9751*	A4	One Month per View	Vertical - Portrait	Bound
9751AS**	A4	One Month per View	Vertical - Portrait	Bound

\*selected styles available in financial year format \*\*available in 4 assorted colours ( purple, grey, red & blue)



UPWARD DIARIES CAN BE CUSTOMISED TO SUIT YOUR BUSINESS, SCHOOL OR PROMOTIONAL NEEDS. THE CUSTOMISATION CAN INCLUDE YOUR COMPANY OR SCHOOL LOGO AND PERSONALISED PAGES IN THE BACK OR FRONT OF THE DIARY.

The body of the diaries use our Upward page layout which is printed on 80gsm white FSC® certified paper and the cover materials are the best possible quality whilst still maintaining a competitive price point.

To find out more about Upward customised school, corporate and promotional diaries contact our Customer Service team on +61 (03) 9753 3355.



**WH Annett Pty Ltd**

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