

Delivering CtP Like No Other!

# Printware

A Division of Vanguard Graphics International



April 2009

### In This Issue

[Customers say What?](#)

[USPS Proposes Summer Sale](#)

[Offset Litho](#)

[Is this how you feel?](#)

[Selling in a Recession](#)

[Help Wanted - Graphic Arts](#)

### A Note From Tim

#### Blades or Electric Offset or Digital



As many of you know - I love to talk about hair. Probably as much as industry pundit Frank Romano likes to talk about the ever changing battle lines of offset litho vs. digital printing. I recently found some great insight not only into our industry but with a simple analogy between razor types.

Probably like many of you - you've tried both electric and blades. At the same time we know that you've had to weigh the investment choice between digital and offset in your printing business. So I hope you'll weigh in with your thoughts on the subject and then see what others have found.

Don't worry where we stand - we'll continue to be the CtP manufacturer that makes sure that your offset investment has less risk, more capability and more profitability every year. We're glad that more of our systems sit side by side with digital equipment - we believe the two technologies compliment each other.

### Offset Litho, as faithful as a Razor and Blade

Every man has a preference; razor and blade or electric razor. An informal poll around Printware suggested that the traditional razor and blade still stands the test of time. We'd be willing to bet that's the case with our customers as well.



As most men and women know, the razor and blade is still the best for a close shave. The razor and blade helps avoid nicks and ingrown hairs, and unlike electric razors, doesn't risk getting pushed to the back of the bathroom drawer. The razor and blade duo has come a long way and continues to improve with each new version. The electric razor is big, bulky and expensive. One bend in a blade and consider it useless-

Where are we going with this? Try replacing "razor and blade" with Offset Printing and "electric razor" with Digital Printing. The similarities are surprising!

While there's no arguing that digital printing is available, viable and useful, the truth is, digital printing has a far chance of ever overcoming offset. In the words of [Frank Romano](#), "As long as the offset litho suppliers keep innovating, keep reducing makeready, keep automating and keep their users productive, offset litho will be viable for at least another 50 years."



Digital printing needs to improve sheet size, speed, spot-color capability and reliability so users don't "bleed." Like your razor and blade, offset printing continues to improve and looks like the preferred choice for years to come.

### Is this how you feel using your existing CtP?



## Let us show you how to change that feeling...

**Would you like to:**

Of course I still need somewhere to ditch all the electric razors I've accumulated that never worked. Thank goodness I can still count on my old faithful Gillette Mach 4 blades. Now if I could only find my old combs!

Tim Murphy  
Printware, LLC  
(651) 456-1404  
tim.murphy@printwarellc.com

<b>Industry News</b>
<a href="#">Xitron Announces Upcoming Dealer Training</a>
<a href="#">Printing Industries of America: The Magazine Debuts</a>
<a href="#">FedEx Corp releases results of its small business survey</a>
<a href="#">Social Media IS for Printers</a>

### **Customers Say WHAT?.**

*"Our PlateStream has been a dream for the 6 years we've had it with virtually no maintenance or calibration. To be honest, I'm a walking advertisement for the Printware PlateStream. Cost, customer support, response time and their all-around knowledgeable staff gives them a rating of 10 in my book."*

**-Capital Printing-  
PrepressForums.com  
July 2007**

### **USPS Proposes 'Summer Sale'**

April 10, 2009 - The Postal Service has informed mailers that it will be announcing shortly a summer sale on postage for any increased Standard Mail volume for many Standard mailers. "We are very pleased that USPS is taking advantage of the pricing flexibility that DMA worked so hard for in the

- **Find out if a new platesetter is really free?**
- **Discover how much your old CtP is worth in trade?**
- **See how much you can save on plates?**
- **Improve press make-ready?**
- **Produce more consistent short-run color?**
- **Process jobs with a workflow that connects to any device?**

Printware PlateStream solutions help improve productivity and profitability in your entire shop. Whether you're updating old equipment or planning for new, we have a solution to fit your needs and budget.

Don't go another day without looking at how Printware will help your business meet your needs today and in the future.

**Find out about cash back on your old CtP polyester system at [www.printwarellc.com](http://www.printwarellc.com) or call Bill Frederick at 800-456-1400 ext 418.**

### **Selling in a Recession**

The Tampa Bay Devil Rays went to the World Series last year. The year before their record was 66-96 and they finished in 5th Pl. Last season their record was 97-65 and they finished 1st Place in the AL Eastern Division.



Playing baseball is more fun obviously when you're winning. In 2007, the Tampa Bay Rays spent most of the year losing. As a professional sales person you're going to spend most of the coming year selling in a recession. Is there anything to be learned from the Tampa Bay Rays turn around performance during 2008? I think so.

Joe Maddon is the manager of the Tampa Bay Rays. Early in spring training he tried to shake things up. He introduced players to the 9 = 8 theory. The logic went like this. Nine players playing hard for nine innings would result in Tampa Bay being one of the eight playoff teams. 9 = 8!

Here are some things you might try doing as you face the challenge of selling in a recession head on:

1. Always, always, always, expect the best outcome. You'll get what you expect - even when you're selling in a recession.
2. Your glass is neither half-empty or half filled - it's overflowing with opportunities.
3. Joe Maddon's mantra was 9 = 8. Change the numbers so that your mantra 5 = 5 = 50. Establish a goal of five sales calls everyday, five days a week, for 50 weeks.
4. If you're like most salespeople, your company will assign you a sales quota. Forget about it! Don't aim for your quota, always aim higher. If you aim higher and come up a little short, you'll still exceed your quota.
5. Don't accept the first "No" as final. After seven "No's"

passage of the Postal Accountability and Enhancement Act," said DMA President and CEO John Greco.

DMA has long advocated seasonal pricing. At the Postal Regulatory Commission/Postal Service Summit in 2007, DMA Chairman Markus Wilhelm urged the Postal Service to offer seasonal rates and even daily rates to grow mail volume during slower times. "The current economic climate demands this new pricing strategy to grow mail volume during the slow summer season," Greco continued. "It has taken two years for this to come to fruition, and we welcome its continued progress."

The full details of the plan remain a work in progress, but mailers would be offered 20- to 30 percent discounts from June 15 to September 15 for mail volume over and above that mailer's past mailing.

[Read More...](#)

it's okay to move on to greener pastures.

6. Finally, get excited about your business. If your business doesn't excite you at least fake it during sales calls. Your excitement and enthusiasm are infectious and so is the lack of your excitement and enthusiasm.

It's time to take risks, take chances, and go out on the limb once in a while. And remember you only need to be a little better to get a lot better selling results when you're selling in a recession. There's a big difference between hoping and believing! 5 = 5 = 50!

Courtesy of Jim Miesenheimer - [www.startsellingmore.com](http://www.startsellingmore.com)

## Graphic Arts Job Satisfaction

.By Ashley Walker and Patricia Sorce, Ph.D

April 8th, 2009 -- The printing industry is in a human resources crisis. With the upcoming retirement wave of Baby Boomer employees, the industry has as many as 5,000 jobs to fill annually and they are having a challenge finding qualified young people to apply. Baccalaureate programs in printing and graphic communications are also finding it difficult to attract applicants to their programs. Even within those who express interest, a large percentage are initially interested in graphic design jobs as opposed to production, workflow or scientific jobs associated with the industry.



The primary goal of this month's research study, Correlates of Job Satisfaction of Early Career Employees in Printing and Publishing Occupations (PICRM-2009-01), by Ashley Walker and Patricia Sorce, Ph.D., was to answer this question: **What is the perception of recent college graduates about their future careers in the printing and publishing industries?** The goal of this research were to determine which factors or constructs have the strongest correlation to overall job satisfaction among RIT School of Print Media alumni who are currently employed in the graphic arts industry.

[Read the entire article .....](#)

### [Forward email](#)

#### **SafeUnsubscribe®**

This email was sent to [pete.kennedy@printwarellc.com](mailto:pete.kennedy@printwarellc.com) by [newsletter@printwarellc.com](mailto:newsletter@printwarellc.com). Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Printware LLC | 2935 Waters Rd | St. Paul | MN | 55121