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Delivering CtP Like No Other !

Printware

A Division of Vanguard Graphics International



August 2009

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Print '09

 around the corner

PRINT® 09 is...  **PRINT** Booth 6943 North Hall

September 11-16, 2009 | McCormick Place | Chicago, IL USA

A Note From Tim

Summer is almost over and so now its time for an invite. Just around the corner is Print '09 in Chicago and we hope to see you there. Click below and visit.



My wife mentioned the other day that I need to really "get to the point" after our week together on vacation. Then I happened across Mary Anne Evans who wrote under the male pen name George Eliot and thought this was chalked full of irony:

Printware





SilverStream CF Booth 6943 North Hall **PlateStream** CF

PRINT® 09 is...  **PRINT**

September 11-16, 2009 | McCormick Place | Chicago, IL USA

Introducing the SilverStream CF™ plate

The world's first chemistry free violet polyester CtP system.
Delivering metal quality at polyester prices.

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www.Printwarellc.com

The New PlateStream Elite



Cost Effective: Most affordable 46cm - 18" unit geared for the 2-up

Extremely Accurate: incorporates the Printware Color + design for short run

"Blessed is the man who, having nothing to say, abstains from giving us wordy evidence of the fact."

-George Eliot or Mary Anne Evans (1819-1880) English writer

I'd like to say more but fear the evidence is mounting ...

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



process color capability

Eliminates Waste: provides the lowest total cost of ownership

Ask about our **Ca\$h for Clunker** Program

Twittering on About Sales



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By Bill Farquharson | Graphic Arts Online

My Dear Customer-

I am writing this note from your lobby. The door is locked and the only sign of life is the occasional passing of an employee eagerly avoiding eye contact as he/she shuffles past my glassed-in cage. See, we've never actually met. Isn't that unfortunate? I thought so.



That's what brought me here. I wanted to put a face to the name so I got in my car, plugged your address into my GPS and drove over to meet you. My name is Bill. I'll be your impersonal salesman.

It wasn't always like this, you know. As you will recall, you and I used to sit in the same room to have our conversations. Back in the pre-Internet age, I used to write you letters and mail them to you. When you had an order, you'd call. I'd come. We'd sit. We'd talk. I'd leave. I'd print. I'd deliver. Now, it goes straight to Production via our Web-to-print process, and the first I know of some orders is when the commission shows up on my paycheck. In the rearview mirror is the relationship we once had; a relationship so tight that you were more a friend than a customer. Hold on, I'm getting misty.

So, what changed? Lots of things. First, you've laid off a ton of people. That made you less available and you started saying things like, "Just stick it in the mail" and "Submit your

Industry News

Xitron Launches "the RIPStore.com"

-
NAPL Printsmart Webinar on Cost Saving Opportunities

-
Everything Print 09

Customers Say WHAT?

Custom Index is the leading manufacturer of index tabs, exhibit dividers, filefolders and filebacks in the country.



"We have relied on Printware's Polyester plates to meet our printing needs for our Didda Web presses"

Trade Web presses, and have been a long time user of Printware's platesetters, starting with the SDP1800 Silver Platesetter, and now our two current Platestream Dual 46 units."

"Printware offers a great service value with their Remote Platesetter Diagnostics feature, and their ongoing technical support 24/7."

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quote to my inbox." As for me, I've utilized technology to become more sales efficient. Together, we are "LinkedIn." We are "Facebook buddies." The need to see each other became less and less prevalent....which brings me back to my present situation: locked in a glass sales cage.

My dear customer, I miss you. I miss our conversations and our connection. An electronic relationship makes me feel like some creepy Match.com arranged marriage. Can we meet? Can we get back to the place we once were? Sure, submit files electronically, but bring me in to understand your business and help me to help you. What a shame it has come to this. From this point forward I vow to be more personal and you will see me more! The days of an impersonal relationship are behind me! I can't wait to Twitter my other customers and tell them.

[Read the Whole Article](#)

CtP Upgrade Plan:



- Cash for your current system
- Save on service and parts
- New CtP for Free!

WHO'S TRACKING?

Many of our customers don't know that their Silverstream Shipments can be tracked electronically. If you want to make sure

Stimulus Extends Expensing and Bonus Depreciation Through 2009

Investment Incentives Help Provide Business and Jobs for NPES Members

In a development of importance to NPES members and their customers, enhanced IRC Section 179 Expensing and 50% Bonus Depreciation have both been extended through December 31, 2009 in the "Stimulus" legislation, American Recovery and Reinvestment Tax Act of 2009, recently signed into law by President Barack



Obama. Both provisions were previously included in the Economic Stimulus Act of 2008, and NPES members report that they have proven to be very effective in encouraging and facilitating capital investment in printing, publishing and converting technology. Accordingly, NPES strongly urged Congress to keep them in force. In addition, the Stimulus extends provisions that allow companies that are currently in a loss position to use unused Alternative Minimum Tax (AMT) and R&D tax credits in lieu of Bonus Depreciation, tax policy also

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advocated by NPES.

NPES took no position on the overall Stimulus legislation, but it did urge the extension of capital investment incentives as vital to re-starting the American economy. Individually, each provision has great merit, and collectively their synergy is compelling and has led to more new investment and more new jobs. Following is a summary of the provisions:

Qualifying Property:

In general, qualifying property is defined as depreciable tangible personal property that is purchased for use in the active conduct of a trade or business, including off-the-shelf computer software.

50 % Bonus First-year Depreciation:

The Stimulus continues 50 % Bonus First-year Depreciation on investment in new equipment purchased after December 31, 2007 and "placed-in-service" before January 1, 2010.

Enhanced Section 179 Expensing:

The Stimulus maintains through 2009 the enhanced \$250,000 limit on capital investment in equipment that is new or used (new to the purchaser) that can be expensed. Businesses may be able to use both Expensing and 50% Bonus Depreciation to their advantage.

AMT or R&D Tax Credits:

The Stimulus allows companies to continue to claim their pre-2006 unused AMT or R&D credits in lieu of Bonus Depreciation for qualified capital investments made after March 31, 2008 and before January 1, 2010.

Five-Year Carry Back of Net Operating Losses:

The Stimulus extends from two years to five years the time that businesses, with gross receipts of \$15 million or less, can carry back Net Operating Losses (NOLs) for any taxable year beginning or ending during 2008 or 2009.

[Read Whole Article and Use Calculator](#)

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