

Printware

A Division of Vanguard Graphics International



March 2010 St. Patrick's Day Edition



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A Note From Tim

Erin Go Bragh!

As many of you can imagine the 17th of March has always been a special day for me and for the leprechauns at Printware.



We've added a variety of new polyester plate products for those of you that haven't been fortunate enough to own a PlateStream CtP system. It reminds me just a little of all the good German, Norwegian and other nationalities that celebrate Saint Patrick's Day wishing to be Irish. So we send on this blessing to all:

***May you be poor in misfortune,
rich in blessings, slow to make
enemies, quick to make friends.
But rich or poor, quick or slow,
may you know nothing but
happiness from this day forward.***

Printware Now Shipping Polyester Plate Material and Supplies for Non-Printware CtP Systems

Printware announced today it is now shipping its expanded line of SilverStream® polyester plate material line for use in CtP systems from manufacturers including AB Dick/Presstek, Agfa, ECRM, Escher-Grad, Fuji, Heidelberg, Konica, Linotype, Mitsubishi, PrePRESS Solutions, Scitex, Screen and Xante/RipIt to mention a few.

SilverStream polyester material provides significant benefits to printers over other plate materials including:

- Factory-direct quality from the only source of packaged goods direct from the manufacturer in North America
- Runs lengths of up to 20,000 impressions
- Wide operating latitude with fast roll-up and a forgiving ink and water balance
- Compatibility with virtually all pressroom inks
- Optimal press performance with up to 175 line per inch and 5% to 95% screens
- Highly durable scratch resistant coating

"Now any polyester plate user can benefit from the exceptional quality and performance of the SilverStream polyester plate," stated Tim Murphy, President of Printware. "Users will be able to take advantage of Printware's supply assurance program and support that has always been the hallmark of our business."

Printware's Secure Supply GuaranteeSM provides supply



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

Industry News

[Print Industry Update - Dr. Joe](#)

[Agfa shows cost savings!](#)

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Customers Say WHAT?

"We recently changed to your SilverStream polyester materials (from Mitsubishi plates), and upgraded our RIP software and have been very happy with the productivity and quality of your SilverStream plates!"

-Terry Reynolds - ABGraphics



SilverStream Plates

Saying Thanks

from Just Sell®

When we sell something, a verbal thank you is almost automatic - so automatic, sometimes it can be perceived as less than genuine - a "comment on the weather" filler at best.

demands.

Unlike some media suppliers, Printware not only sells the polyester plate material but provides qualified technical support with a staff of service and support engineers with specialized CtP experience. With an average fifteen years experience in manufacturing and supporting polyester CtP customers, the Printware Support team is available to solve customer issues 24/7.

Expanded SilverStream plate sizes, specifications, pricing contacts can be found at Printware products are available directly from Printware or their authorized dealers.



Reinventing Your Business: It Can Start by Taking This Simple Test By Bob Lieber: March 9, 2010

Could one question actually be the catalyst that helps you reinvent your business?

It would have to be a compelling question, to be sure. Well, over the course of my career in strategic and creative thinking, I've been involved in thousands of "thinking and idea sessions" trying to find the new idea, the breakthrough solution that will move a business from where it is to where it needs to go. And I continue to come back to this one test that forces people to think outside the box.

And for people in the print/graphic arts business, this can be a powerful tool, in a group setting, to spark a new level of conversation about how to adapt your business to today's realities. Here it is:

What would happen if you suspended all the underlying assumptions to your business?

Literally, this means you have to test all the "givens" in your business. So, rather than assuming that "this is the way it is", you actually allow people to consider the very fundamental decisions that have driven your business to this point.

The whole purpose of this test is to free the mind of confining assumptions and mindsets, to give people a new canvas when envisioning a future state. What are some examples of underlying assumptions in a classic print business?

1. Do I have to price on a cost plus basis?
2. Do I need to own equipment to be successful in the business?
3. When is it smart to actually let my sales go down instead of up?

The truth is, you have certain customers that turn to you over and over again. You may have certain types of business that you do exceedingly well. Is there a potential to narrow your focus...to specialize, with certain types of customers and work? Inevitably, you can find your way to more profitable sales. Sure, the top line goes down, at the start. But, if you are making more money and you can turn everyone's attention to your new

course. Most of us work extremely hard to bring in new customers and once we do, we're given an opportunity to begin building a "barrier to entry" for our competitors - a much more enjoyable position than fighting through gatekeepers and prospect apathy.

During a typical year, how many non-verbal expressions of gratitude do you and your team give to your important prospects and/ or customers (beyond an email)?

What's the appropriate number? Tough to say, really. It depends on so many different variables (e.g., your margins - what you can afford, the potential future business from the customer and/ or the customer's colleagues - referrals, what your customer might personally feel is appropriate, etc.).

Start with a handwritten note of thanks - making it a rule rather than the exception (see page X for the 4 basics behind a written thank you - and a couple samples).

Then, invest some time outside the money hours (you and/ or your team) in developing some creative ways to show your gratitude year-round. Embrace one of the 8 ideas on page X, or let them inspire you to go even further. There are roughly 250 sales days a year for most people. Each is an opportunity to sell. Each is an opportunity for gratitude. Be real. Be constant. Begin.

Four basics of a good thank you note!

Franchise printers find ways to save with Printware's new "Elite" Program

Many of Printware's partnering franchises have taken advantage of the Printware total value in a big way!



PlateStream
ELITE

"Our recently installed Printware PlateStream unit is great! It's easy to use, has low maintenance requirements and provides us with consistently trouble-free plate output. Our plates easily hold a 10% screen over long runs and lay down consistent high quality large image coverage. Client attention, responsiveness and service is also an obvious priority at Printware. We wouldn't



consider another company or machine."

- Eileen Rogers, President Allegra Print & Imaging-Scottsdale, AZ

"We have quite a few PlateStreams spread over in multiple locations of various ages. They are a lot better than other imagesetters, being that you can image, process, punch and cut in-line with one unit."



- R&D Analyst- PrintPlanet.com

"It is nice to know that your service team is always there to help. Just a phone call away to fix any problem!"



- The Masters Press-Aaron Cottle- General Manager

WIN GOLD!

Do you have the luck of the Irish? Tell us a story of how your PlateStream brought you good fortune, and you could win a Pot of Gold!



Offer Expires: 3/31/10
email stories to pete.kennedy@printwarellc.com