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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. I hope you'll enjoy this month's newsletter and some new ideas to help you improve your print operations from our sister company at Xitron highlighted this month.



There is a pot of gold for those with a little bit of the luck of the Irish- tell us how your PlateStream CtP saved the day-and maybe a pint of green beer from me!

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Industry News

- [Faking It](#)
- [Is Your Shop Practicing SEO?](#)
- [Print Suppliers Weigh in on Print Volumes in 2009](#)

Franchises Invest in 2nd Generation Printware

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

"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." - Internal 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



Xitron Offers Incentives to Upgrade

Ann Arbor, Michigan -- Xitron, the prepress industry's leading independent developer and integrator of Raster Image Processors, RIP management software and workflow solutions today announced recession fighting incentives for printers who upgrade an existing Xitron workflow or purchase a new Xitron workflow to extend the life of an existing output device.



"For more than 30 years, Xitron has helped thousands of printers through recessionary periods by inventing low-cost prepress tools that improved prepress productivity," stated Mark Eisenschenk, Xitron's President and Chief Executive Officer. "Since we were able to prolong the lives of their otherwise serviceable platesetters and imagesetters, no large capital investment was required."

Xitron workflow solutions drive more than 250 different output devices including:

Customers Say WHAT?

"I love this machine. It is very easy to use, accurate and very fast. I have never printed such a clean dot in my 30 year career."



-Jim Olson, Production Manager, St. Alexius Medical Center

- Laser and inkjet proofers
- Film imagesetters
- Polyester and Metal CtP devices
- Direct Imaging and On-Demand presses

Details regarding the incentives are available from Xitron at www.xitron.com/incentives.



Do the Opposite!

Update From Dave On The Economy

I'm tired of hearing all the gloom and doom coming from the media about the economy and unemployment-I bet you are, too! Let's take a minute to look at the true reality of the situation and what we can do about it.



Yes, many people have lost their jobs and houses. You may be one of them. But guess what? People have lost their jobs and houses even in a bull market. About 93% of people are still employed. That is pretty good! I was alive in the 1970s when unemployment hit double digits, and we're nowhere near that right now! I'm not making light of the fact that some people are struggling; I'm just putting the situation in the proper perspective.

Some people who find themselves unemployed will go into new careers or start their own businesses where they have the best year of their lives-professionally, financially and emotionally. Their current job losses are actually blessings in disguise. They believe this and are formulating game plans based on it. I guarantee

Dealing with Irate Customers



Customer service representatives (CSRs) live in constant danger of receiving nasty telephone calls from angry customers. Almost always, these calls come at a bad time, and without warning. Nonetheless, CSRs must be able to handle each call calmly and skillfully.

For example: A call comes in from one of your company's largest customers that has been working with your company for 10 years. The client sounds angry. She complains that someone said her job would ship two days late. She swears that if you do not deliver her job on time, it will be the last order you ever get from her company.

WHERE DO YOU START?

Here are some basic steps that can help CSRs deal successfully with an irate customer:

LISTEN, LISTEN SOME MORE AND KEEP LISTENING

Interrupting with denials or possible justifications before the customer has had his or her complete say will only make that person more angry. At appropriate moments, however, do ask questions that will help clarify the situation.

EMPATHIZE

Really feel sorry for the customer because he or she is in a terrible situation. Once customers know they are talking to an empathetic human being who understands their problems and really wants to help, the way is cleared for rational conversation. Don't apologize on behalf of the company early in the conversation. Most likely, you still won't know who is at fault. One good early response would be: "I understand exactly why you are upset. If the same thing happened to me, I would be as upset as you are."

[Read More...](#)

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!

there are men in their garages right now starting their own mechanic shops. The next Mary Kay Ash is writing up a business plan for new products she's just created. College students are developing "the next best thing" in their dorm rooms as you are reading this. This is reality!



Offer Expires: 3/31/09
email stories to kayla.maier@printwarellc.com

You can have fear or hope.
It's your choice!

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