



October 2008 Graph Expo Special Edition

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Graph Expo User Meeting & Reception

Saturday October 25, 2008

A Note From Tim

I look forward to seeing you in Chicago October 26-29 for the print industry's biggest trade show **Graph Expo 2008**. We'll be in booth 5211 so please stop by and look for that always good looking Printware team.



Our theme for the show is **"Don't Gamble on CtP"** which highlights our continued dedication to partnering with you in an environment of price pressure and market consolidation. We have some exciting new products and programs to share with you as we continue our second decade as the leading provider of polyester CtP in North America.

We'll also have some Vegas inspired fun and games where you could win big! Just follow the link to sign up and reserve your spot for



User Meeting & Reception
Saturday October 25, 2008
3pm
Reception to follow at 5pm

Sneak Preview of new products including:
New Polyester CtP Program
New Metal CtP Program
Early Access to Graph Expo Specials

RSVP is required as space is limited
[RSVP Here ...](#)

Renewing the Printing Industry

Strategies and Action Items for Success
by Joseph W. Webb, Ph.D.

[Find out more ...](#)

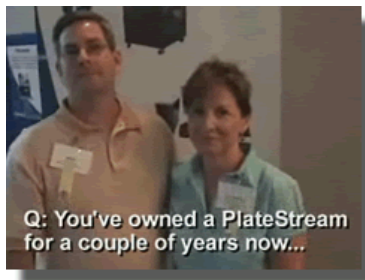
Welcome to the second edition of Renewing the Printing Industry. This version updates a report that was first published in 2004. Many of the concepts were presented at Graph Expo 2003 as a reaction to the growing



this year's user meeting and reception sponsored by our Xitron Software Group. Hope to see you in Chi-Town!

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Customers Say What?



Don't Gamble on CtP

Join our exclusive Printware e-zine list to not miss out

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New Features



NAVIGATOR
GPS

Harlequin 8.0.5 RIP Core

Latest RIP core with enhanced transparency support

Native PDF 1.7

Support Accept files from the latest layout and design programs

Native XPS

Support Supports XPS 1.0

sense at the time that the industry could promote itself out of its problems and the slow economy at the time.

The sentiments were wrong then and they are still wrong today. The urgency to deal with the industry's problems has only grown. Today, there is a growing view among consumers, especially younger consumers just starting their economic lives, that print is bad, annoying, and perhaps even a blight on the environment. These consumers have a preference for electronic media in their personal and their burgeoning professional lives. They will be our workers and print consumers with growing influence in the media decisions of even the smallest companies.

This new edition has been greatly expanded and includes new strategies and tactics related to the area of "offline media." The original concepts have been rethought and re-presented. The relation of print and new media has changed in the last five years, and there are many aspects of new media (such as social networking and e-paper) that were still in labs and the minds of their creators, but are now critically important in the way people access information today and in coming years. Some of the key ideas and myths we'll look at include:

Know Your Niche
Equipment is No Longer a Differentiator
The Tide Didn't Turn; the Sea Changed
There is Too Much Capacity in the Industry
"Capital Investment" Always Means "Equipment"

Good managers don't cower in the face of "bad news" and good managers don't kill messengers. I hope you'll have a chance to review the entire report

[Download Dr. Joe's Article at ...](#)

Request
Discounted
Tickets to
Graph Expo!



Offer Expires: October 6, 2008

Standard

Visit us at Graph Expo!

Navigator PDF Soft Proofing Plug-in

(option) Soft proofing of RIPed bitmap in PDF format

Try Before You Buy

Evaluate suitability of select features before purchase.

To learn more simply click below and sign up for our FREE workflow tool at:

The logo for Printware, featuring the word "Printware" in a bold, blue, sans-serif font with a black outline, set against a black rectangular background.

Join Printware in Chicago, October 26-29 at McCormick Place, South Hall, Booth 5211, to see the latest in pre-press solutions to help you increase productivity and profitability in your business!

[Click Here to Register!](#)

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