

[Printware Logo Black Bkg](#)

Issue:16 January 2008

In This Issue

[Breaking News](#)

[Industry Headlines](#)

[Sales Tips](#)

[Industry News](#)

Plate News

No Process & Chemistry Free Violet Plates



Commentary by Andrew Tribute

A Note from Tim



Happy New Year!

I want to welcome you to my new

E-Newsletter. Over the months I plan to share with you all the latest happenings in the world of the printing industry, including CTP and the latest in workflow and how it might affect your business. I will also bring you the latest (new products etc) from us at VGI, Vanguard Graphics International.

Printware and Xitron are now divisions of VGI. If you ever have any questions about the anything mentioned in my newsletter or just need some additional information, please feel free to contact me. Don't forget to check out our web sites. I look forward to talking with you in future.

Best to you in 2008!

Email Tim

In October at the IFRA newspaper exhibition in Vienna and in September at the IGAS exhibition in Tokyo the next generation of CtP started. This was the showing of the new chemistry free violet CtP plates we have been looking forward to seeing since they were previewed at IPEX in 2005. These new plates from both Agfa and Fujifilm were demonstrated at these shows and to my understanding are to be officially launched and become available at drupa in May 2008.

I'm well known as a supporter of violet CtP so why do I think this is the next generation of CtP? I say this because I regard the recent developments with both no process and chemistry free thermal CtP plates as a sideways rather than a forward step in CtP. This is because these plates are not totally suited to the mainstream of CtP operations. They are too limited in what they do, with most being too slow in operation, too expensive to be competitive, and in certain cases not being good plates for the press operator. The new chemistry free violet plates are very different in that they are "no compromise" plates. That means they don't require more imaging power, don't run slower than standard violet CtP plates, have similar run lengths to standard violet CtP plates, and provide comparable image quality to standard CtP plates for both newspapers and commercial printers. They also take out the only variable in the process of creating the plates, namely the chemistry used for plate development.

Why I am a fan of the forthcoming violet chemistry free plates is as stated before, that they are "no compromise" plates. They can be imaged at the same speed on the same CtP devices as used for standard violet CtP plates. If necessary the existing plate processors can be used for the final heat wash and gum at the same speed as for chemistry-processed plates. Just replace the developer with a gum solution. Otherwise a special wash and gum unit can be used. The plates image at high-speed and so are ideal for both newspapers and larger printers. Also the plates print in exactly the same way as the current conventional violet CtP plates so no change is required in the press room. They are also quoted as having longer run lengths and can be baked for extended runs. They also can be used with UV curable inks.

Among other key points, and I reiterate what I have been saying for years, is that violet technology is lower in cost to purchase, lower in cost and more reliable to operate, higher in performance and has a better future than thermal CtP. At drupa, as well as these new next generation violet chemistry free



plates, we will also see the next generation of violet CtP engines. These will have twice the imaging power of today's CtP devices and this means faster imaging of plates.

Copyright 2007, All Rights Reserved, WhatTheyThink.com.

Industry Headlines

[SpotOn! Software Monitors Changes and Trends on Presses](#)

[PDF to Become ISO Standard](#)

[John Torrey Named Vice President and General Manager xpedx Printing Technologies](#)

[Layoffs Part of Presstek's Improvement Plan](#)

Sales Tips

15 Sales Tips to Start Selling Smarter in 2008

Here are 15 sales tips you can use to sell smarter during 2008. With the right sales motivation, you can become as successful as you want to be!

The end of the year is a busy time of the year for most of us, I know it is for me. I'm looking at where I've been this year, where I am at this moment, and where I want to be at the end of 2008.

Here is a short list of 15 sales tips you can use to make 2008 your best sales year ever:

1. Analyze what worked for you during 2007.
2. Likewise - analyze what didn't work for you during 2007.
3. Establish personal and professional goals in writing for 2008 - goal-setting is critical for sales success.
4. Put these goals on a white board in your office - the bigger the white board the better. If you can't see your goals you're less to stay focused on them throughout the New Year.
5. Create written action plans, and the emphasis is written, for all goals with specific completion dates - these dates should be added to your electronic calendar.
6. Call your biggest and best customers and thank them, again, for their business.
7. Get the biggest trash can liner you can find and toss away everything that isn't absolutely essential to your success. Go through your office, your car, and your briefcase. Clutter has no

place in an organized office. It just gets in the way, even blocks, your momentum.

8. Ask yourself, "What is holding you back?" It's a serious question which deserves some serious thought. It's stupid to do the same stupid things over and over!

9. Ask your sales manager what his priorities are for 2008. Don't assume you know what they are. Listen carefully to his response.

10. You should also ask your best customers the same question. Ask them what their challenges are for the New Year. Ask them how they're planning to grow their business in the New Year. Ask them how they're planning to measure success with their suppliers.

11. Allocate 30 minutes a day to reading about your profession - okay listening to CDs is acceptable. This requires discipline. You will become an expert and a giant in your industry if you do this. If you don't, you'll just be in step with the mediocrity brigade. This sales tip is easy to say and hard to do. Do it and you'll be rewarded with more sales and of course added wisdom.

12. Get involved with a mastermind group which means starting one if you have to.

13. Invest in yourself as a requirement, not something that depends on your income. Your personal business Library is a good predictor of your future success. You can't put a price on a good idea. And it takes a steady stream of good ideas to become outrageously successful.

14. Here's another sales tip - don't try to do everything yourself. You'd be absolutely amazed at what you can outsource for a very reasonable price. The next time you have a small project you wish you could give to somebody else, find someone and see what they can do for you. You just might be surprised!

15. Finally, it's impossible to be good at everything. If there is something that you are not good at and you need to be good at it, hire a coach. A good sales coach won't cost you anything. A good coach doesn't cost, he pays. A good coach can help convert your sales weaknesses into sales strengths.

You can use these 15 sales tips to start selling more in 2008! You deserve it!

Industry News

More Talk about New Media

By Dr. Joe Web