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September 2009

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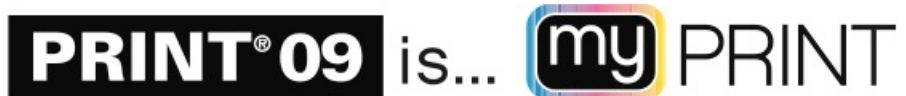
A Note From Tim

Print '09 is complete and it was a great 5 days in Chicago seeing so many in our industry. Much will be written and spoke of in the coming days about what we saw, what was new and what will come.



For me one of the greatest benefits of our industry converging on Chicago once a year is to show us how we all fit in this quickly changing communication business. While certainly there are a great many trends that we cannot escape there are just as many that we can influence. Speaking with so many of our customers reminds me that we are first and foremost in the service business. Seeing innovating profit making solutions like advanced workflows, direct to technology and the ever improving innovations in Computer to

Print '09 Wrap Up!



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

At Print '09 Printware introduced the PlateStream CF drum based CtP unit and the world's first chemistry-free PolyStream CF "white" plates which were the hit of the show.

We also introduced the new streamlined PlateStream Elite family of polyester CtP.



It is a rare occasion that a new technology comes along that shows significant value by truly improving press room performance and offering lower operating costs. As you can

innovations in Computer-to-Plate reminds me that change is our business.

When I reflect back on the state of our industry I can't help but think of the wise words of a great man from Illinois:

"Most folks are as happy as they make up their minds to be."

Abe Lincoln (1809-1865)

We were sure happy to see you in Chicago.

Tim Murphy
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see, the industry and our customers who have tested our new PolyStream CF plate are finding this to be true.

Customer Feedback

From press runs at our customer sites they are seeing:

- Longer press runs (50,000+)
- Much faster roll up
- No need for pre-wetting
- Better ink receptivity
- Excellent print quality (175 lpi+)

Industry Feedback

What They Think.com recognized Printware's achievement at Print 09:

"Just when you're tempted to think that CtP, is a "mature" technology, can't have anything more up its sleeve, it shows you something new-and in polyester, of all things. On display at the Printware booth was PlateStream CF, billed by the manufacturer as the world's first chemistry-free polyester CtP system."

[Read Whole Article](#)

Michael Burke visited us at Print 09 after he had purchased a PlateStream. This is what he had to say:

"We have improved our print quality over metal plates and sped up the workflow dramatically. The pressman loves this machine. For us it was one of the best purchases we have made in recent years."

[Print '09 Thoughts](#)

Industry News

[Multi-channel Marketing](#)

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[Estimating Advances](#)

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[Why Printers go to PRINT](#)

Customers Say WHAT?



-Ann Koss & Amy Jo. Print Co.

**Keeping the Presses Running:
Seven Tips to Growth and Prosperity**



Used with the permission of NAQP
By Mary A. Redmond | NAQP



Omro WI

At this year's Print '09 Printware saw customers and fans from all over the country, including old highschool friends!

All the attendees did agree on one thing, they cheered for the Packers and for Printware. Chants of "Go Printware!"

could be heard by Ann Koss all around booth 6943 North Hall.

Lisa Wolf couldn't wait to tell her old highschool pal "We happen to own 5 Printware Platesetters!"



-Lisa Wolf, Carlson Craft
North Mankato MN

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CtP Upgrade Plan:



Cash for your
current CtP system.

Save on plates,
service and parts

#1. Establish and Monitor New Budget Initiatives

- One benefit of company sustainability programs is a feeling that changes will eventually pay off.
- Determine how important green issues are to your customers



#2. Curb Spending: Stick with the Essentials

- Watch out for employees who try to pressure you to invest in this season's latest, fastest Whiz-Bang Digital Deluxe-SuperMax Press. Even though the owner's gut told him the investment was not right for the company at the time, he acquiesced. He was sorry later.

#3. Renegotiate Supplier Contracts or Locate New Suppliers

- Examine your list of suppliers. If you have not evaluated contractor agreements in the past two years, pull out the contracts and renegotiate.
- Smart suppliers want your company to survive. They should value loyal customers and be willing to take steps to ensure your longevity.

#4. Protect Your Turf

- Customer allegiance goes both ways. What are you doing to maintain your loyal customers?

#5. Renegotiate Equipment Leases

Leases can be negotiated at three times-

- Before you originally sign
- During the life of the lease
- At the end of the lease

#6. Use Tight Cash Flow Management

- "Pay Slowly, Collect Promptly"
- Don't sit on invoices.
- If customers accept email invoices, use them.
- Collection calls are best when invoices are barely 30 days old.

New CtP for Free!

2009 and 2010

Make sure you know your pre-press cash flow and find ways to improve it with our easy calculator!

WHO'S TRACKING?

Many of our customers don't know that their Silverstream Shipments can be tracked electronically. If you want to make sure you have the latest Printware e-news you can register online at:

[Submit your name and email address](#)

Your e-mail is safe with us!

Win cool Printware Stuff!

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Best of Eagan 2009

Printware was the recipient of the Best of Eagan 2009 award!



Each year, the US Commerce Association (USCA) identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

[Read Press Release](#)



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