

Delivering CtP Like No Other!

Printware

A Division of Vanguard Graphics International



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A Note From Tim

October 2009

The industry pundits are out and most of us are reviewing the year and looking ahead. Maybe during this planning cycle you feel a little like the witches in Macbeth: **"Double, double toil and trouble; Fire burn and cauldron bubble."**



We thought you might be feeling this way so we thought you could use a few new tricks and the most exciting treat of all: **greater profitability.** Since the Print '09 show we've heard from many of you that all is not as gloomy or dark or scary as a Halloween night. In fact, much of the planning this time of year reflects a new assurance that the earlier consolidation and contraction is behind. Now is the time to apply resources to grow and make your business more profitable.

We couldn't agree more. While we like a scary Halloween night as much as the next guy we aren't scared of the next years of certain improvements in our industry. In the words of the great Scooby-Doo:

"Hold on, man. We don't go anywhere with the word 'scary', 'spooky', 'haunted', or 'forbidden in the title.' Trick or Treat!

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Industry News

[Planning Gets in the way of Running Business well](#)

[Accomplish "More with More"](#)

[Partnering and Networking to build your Business](#)

Customers Say What?!

PRINTSMART

SIGNAL • OFFSET • LARGE FORMAT
Michael Burke from PrintSmart Printing in Woodridge, IL raved about his new PlateStream!

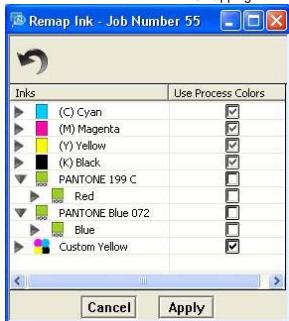
"We have improved our print quality over metal plates and sped up the workflow dramatically. The pressman loves this machine. For us it was one of the best purchases we have made in recent

Printware and Xitron are giving you an early **Treat** this Halloween Season: Great New Products!

Navigator *Elite* and Ink Remapping from Xitron:

Navigator *Elite* Workflow is the premier workflow solution in the widely acclaimed Navigator workflow family. Navigator *Elite* Workflow includes extensive user-requested capabilities including:

- User controllable job management and ticketing capabilities with 3 clients, expandable to 10
 - Integrated soft proofing
 - PDF Raster proofing plug-in
- Output device control and feedback at operator workstations
 - PDF Creation and Preflighting
 - Ink Remapping



Harlequin RIP users have requested a simple way to manage ink remapping. Navigator *Elite* Workflow now provides this functionality. Prepress operators can combine spot colors on a single plate or automatically convert a spot color to CMYK through a simple interface in the workflow.

Request Demo (Request)

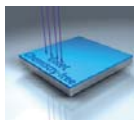
At Print '09 Printware introduced the World's first chemistry-free PolyStream CF "white" plates.

PolyStream

CF

Patrick Henry commented: **"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."**

- What early tests show:
- Better ink receptivity
 - Much faster rollup
 - No need for pre-wetting
 - Long press runs (50,000+)
 - Excellent print quality (175 lpi+)



Request Samples

(Request)

Industry News: Everything from PRINT '09 and More!

PRINT '09 is... **my PRINT**

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

Why search for all the best news when we put it conveniently right here!

What Came about from PRINT '09!

- Dynagram and Xitron announce winner of the PRINT 09 Giveaway
- PressAccess logs a successful Print 09 on multiple fronts
- PRINT 09 Drew 28,678 Attendees-Print 09 Proved to be a great success for Xeikon
- Mutoh America dominates at Print 09 Chicago!-Muller Martini's workflow demonstrations are crowd- pleasers at Print 09

Industry Excitement!

- Agfa Graphics announces new solutions to improve newspaper production
- PrintROCKS! Awards presented to 'Best Printers in the West'
- Report: Small Firms without Web Sites Are Standing on the Brink of a "Great Divide"

years."

View More Quotes from
People Just Like You!

CtP Upgrade Plan:



Cash for your
current CtP system

Save on plates,
service and parts
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!



Seismic Skill Shift: Step Up or Out

By Bill Farquharson -- Graphic Arts Online



In my first sales job just out of college I was told, "You need to recognize the fact that a big part of why clients buy from you is due to your physical appearance. It would be wise, therefore, for you to make certain that you are more than just presentable. You need to look the part of a successful salesman." That advice was dead-on. After all, between the prospecting and direct customer contact, there was a lot of face time involved.

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!

Today, the job of Sales Rep requires a new set of skills. If I were hiring, this is the job description I'd advertise:
Help Wanted: Business Growth Strategist. Can you help grow my business? If you can, I'm guessing you can also help my customers. I'm interested in speaking with you about a position of great personal reward. The following skills are required:

Marketing skills-Don't tell me what a great sales person you are. I am not interested that you were in the President's Club for 10 years straight. To impress me, talk about how you gave a company an idea that doubled its revenue.

Superior technical skills-I am in the communications business. Your use of the Internet is of great interest to me. Your software expertise fascinates me. I want to know what kind of computer you own. I want to know what software programs you use. Do you Tweet? Are you LinkedIn?

Outstanding phone skills-Do you give good phone? It is imperative that my new BGS has a great phone personality. It is for this reason that we will not interview face-to-face. Since your sales day will be spent mostly on the phone, it's your pipes I am interested in, not your hair.

Diligence and drive-When you respond to this ad, you will get my voice mail. What will you do next? The quality of your message and follow-up will say a lot about what I can expect from you as an employee. Find me. Dazzle me. Convince me.

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