

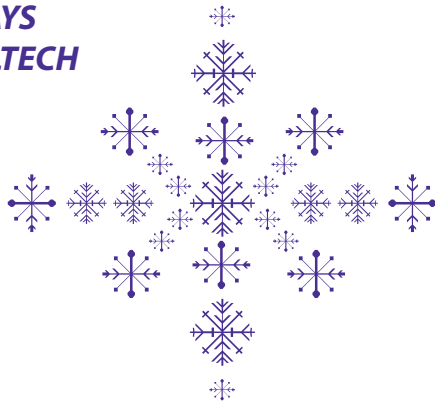
# The TyrrellTech Times

Volume 45

December 2009

## HAPPY HOLIDAYS FROM TYRRELLTECH

'Tis the season to once again say THANK YOU! It has been another great year. Not a year without it's tough times, but here we all are. The holiday season is a great time to say thank you for your business, your friendship, and your loyalty. Thank you from our family to yours this holiday season. Thank you for reading the TyrrellTech Times! Thank you for being a customer of ours! Thank you and Happy Holidays!



Happy Holidays

## Vehicle Wrap Warranties

Vehicle wraps have been on the market for some time now and, as a result, there are more and more manufacturers making cast and calendared vinyls with special adhesives and paired laminates for this application. With each manufacturer's media comes a recommended (required) application process and a warranty.



Many factors go into choosing the right media. Ease of application, print quality, price, warranty, and look, to name a few. Not necessarily in that order. What warranty the media comes with says not only a lot about the media itself, but also about what the manufacturer is willing to do to support you in the event that the product fails. You are selling it for how it succeeds, not for how it fails, but this is a factor to consider.

We sell some, but not all, flavors of these vehicle wrap media. And each absolutely has their own benefits. Oracal, for example, offers a long warranty on their paired media- anywhere from 5 to 7 years. A "downfall," some say, of this media, is that the adhesive is too aggressive when applying. It is that adhesive, though, that holds the wrap in place, especially on long term projects.

This isn't an Oracal advertisement. This is a message to remind you that price should not be the first and only concern in choosing a wrap vinyl and laminate (and yes, you HAVE to use a laminate). Consider how long their warranty is and what hoops you are being asked to jump through in order to benefit from that warranty if needed. Whatever vinyl you use, for high end, high dollar projects such as wraps, know what you are getting into and provide proper information and documentation on the front end- it makes life easier for you and your customer!

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## Electric Trimmers

### MAKE YOUR LIFE EASIER

TyrrellTech has a new toy in the office... one in Maryland and one in New Jersey! Check out these Electric Trimmers from Neolt. They have an illuminated sight line that shows you where you are cutting, and they operate just by touching a foot pedal. Tap the pedal and your media is clamped down and trimmed. Simple but AWESOME!



How many times did you try to touch up a small cut only to make it worse? How many small sample prints have you cut down by hand? Our answer to both questions is TOO MANY! Check out these new toys today at either location!

## The Definition of "GREEN"

If you read trade magazines, or just listen to the news, you know that environmental friendliness and carbon footprints are hot topics.



Running a sign shop or any production facility that is "green" is so much more than just printing onto recyclable media or not printing out emails. It means a total solution, from your production process to your energy, your ink, your media, your temperature control, your vehicle and their emissions... and the list goes on. As the buzz continues, keep in mind, it means a TOTAL GREEN solution.

## Graphix Direct Paint Protection Software



Check out the new Paint Protection Collection 2009 from Graphix Direct. This software is full of easy to use paint protection templates. Why use paint protection? Paint protection film provides vehicle protection and preservation. This software contains accurate paint protection templates for most current vehicle models. This software is for use with MAC or Windows and available now for only \$999.

*"The miracle is this- the more we share, the more we have."*

-Leonard Nimoy

**Inc. 5000**

888-865-0300

[www.tyrrelltech.com](http://www.tyrrelltech.com)

9045 Maier Road, Suite A, Laurel, MD 20723

200 Route 31 North, Suite 109, Flemington, NJ 08822



## TYRRELLTECH TRAINING ACADEMY

Call ahead to check pricing & availability in MD or NJ. Reserve a seat today!

### December 2009

| Monday | Tuesday                      | Wednesday | Thursday                       | Friday |
|--------|------------------------------|-----------|--------------------------------|--------|
|        | 1                            | 2         | 3                              | 4      |
| 7      | 8<br>NJ- Flexi<br>101        | 9         | 10<br>MD- Banner<br>Finishing! | 11     |
| 14     | 15 MD-<br>Illustrator<br>101 | 16        | 17<br>NJ- Pricing<br>Class     | 18     |
| 21     | 22                           | 23        | 24                             | 25     |
| 28     | 29                           | 30        | 31                             |        |

### January 2010

| Monday | Tuesday                      | Wednesday | Thursday                       | Friday |
|--------|------------------------------|-----------|--------------------------------|--------|
|        |                              |           |                                | 1      |
| 4      | 5                            | 6         | 7                              | 8      |
| 11     | 12 MD-<br>Illustrator<br>101 | 13        | 14<br>MD- Pricing<br>Class     | 15     |
| 18     | 19                           | 20        | 21                             | 22     |
| 25     | 26<br>NJ- Flexi<br>101       | 27        | 28<br>NJ- Banner<br>Finishing! | 29     |

## General Formulations Concept Media



TyrrellTech carries the digital line of media from General Formulations. This company offers some great, high quality products with niche

applications that we often get requests for, such as:

**GF109- Textured Floor Laminate**, also GREAT as a **Trade Show Laminate**

**GF114- Clear Mounting Film**- permanent adhesive on one side for the face of the graphic, removable on the other side for the **inside of a window!**

**GF-224 & GF225-** Adhesive backed **Backlit Media**, both permanent and removable adhesives available.

**GF209-** Metromark Printable Vinyl for **Transit Advertising**

**GF222 & GF225-** 6 mil **Semi-Rigid Vinyl**- thick enough for the novice to install without wrinkles!

**GF226-** Wallmark for **Fathead-Like Prints!**

And so much more! Call for samples 888-865-0300

## NEW MEDIA

### Nikkalite Reflective



# Nikkalite

Nikkalite Brand 48000 Series Flexible Engineering Grade (ELG) retro-reflective sheeting is a

product manufactured for use as fleet marking, vehicle markings, stickers, decals, etc. This reflective can be digitally printed for stunning graphics.

This reflective media is easy to handle because of its great flexibility and is capable of giving high retroreflectivity, even when totally wet. Best results are obtained when applied to flat surfaces, but it can be applied successfully to corrugated surfaces as well. It is also used on commercial signs and various labels and highly resistant against the extremes of hot, cold, dry, and humid weathering conditions.

### Oracal Matte Black

ORACAL® Series 970RA Wrapping Cast now comes in a matte black version. This type of finish has become very popular for what car enthusiasts call the "murdered out" look. Change the paint job without a new paint job-wrap it in matte black!



### HP Media-Recyclable Media!



HP offers a Large-format Media take-back program in the U.S. and Europe to correspond with the new Latex printers. Through this program, most HP recyclable signage media can be returned. Some recyclable papers can be recycled through commonly available recycling programs.

For details visit [www.hp.com/recycle](http://www.hp.com/recycle).

### Permovable For Sidewalk/Asphalt Graphics



Permovable graphic films are the first cleanly and easily removable film media for indoor and outdoor advertising use, which needs no overlamine and still provides warranted performance for up to two months. These are non-PVC films, so they are environmentally safe, and can be easily disposed of. Removability is accomplished in seconds with a high adhesion removal tape. The thin profile of these films allow the material to conform to the surface texture, so they have the appearance of a painted graphic, rather than the thick, flat look of a vinyl graphic. This conformability helps eliminate the slip hazard associated with flat vinyl by conforming to the texture of the surface. Our films exceed Coefficient of Friction requirements under ASTM C-1028 testing.

This graphic film allows you to create promotional opportunities on streets, parking lots, sidewalks, and store entrances- all of which are great advertising locations- without the costs associated with an overlamine or using heat in application. Outdoor event marketing, sidewalk and street graphics, and promotional advertising at retail locations are now all possible with Permovable Graphic Films.

## ROLAND PRODUCT SPOTLIGHT

### Roland Metallic Printer

As the world's first inkjet printer/cutter developed exclusively for DPI award-winning Metallic Silver ECO-SOL MAX ink, the XC-540MT features six colors, CMYK+Metallic Silver+White (CMYK+Mt+W). Compatible with vinyl, PET film, canvas, paper, transparent film and banner substrates, the new metallic silver ink can be printed as a spot color or combined with the XC-540MT's CMYK inks to produce a range of colored metallic effects including gold, silver, bronze and other pearlescent colors. With the XC-540MT, professionals can produce signs, banners, labels, POP displays, vehicle graphics and all types of wraps, taking advantage of a whole new metallic color palette. A double white ink model (CMYK+WW) is also available for the brightest white text, graphics and floods.



In the past, gold and silver effects could only be produced using more complex printing systems such as offset and flexo presses, screen printing equipment or by foil stamping. Each of these technologies requires plate processing, making it difficult and costly to produce metallic graphics in small quantities. The revolutionary new XC-540MT has transformed this process. For the first time, professionals can take full advantage of Roland's advanced inkjet technology to produce brilliant metallic graphics on demand – easily, profitably, and in any quantity.

With Metallic Silver ECO-SOL MAX ink, thousands of new metallic colors are available. Metallic graphics command premium pricing and add sophistication to any graphic or marketing message. Metallic Silver ECO-SOL MAX ink has been recognized as a DPI Product of the Year, an accolade that reflects its exceptional image quality.

To prevent the pigments in metallic silver and white inks from settling, the XC-540MT comes with Roland's unique, patent-pending automated ink circulation system. The system automatically reduces waste of white and metallic silver ink by up to 84% for dramatically lower running costs. The system ensures exceptional image quality throughout the longest production runs.

## CUSTOMER SPOTLIGHT

### Pure Media Signs of Arlington, VA

This wallcover back drop is beautiful, good work Pure Media!



## HP PRODUCT SPOTLIGHT

### HP L25500 Latex Printer



HP announces the new Designjet L25500 Latex Printer, available in both 42" and 60" widths. This

machine brings HP print quality and reliability together with outdoor durability; this truly is a groundbreaking device.

Improve your turnaround time with prints that are dry and ready immediately. HP Latex Inks are completely dried inside the printer to form a durable film on the print medium. Once they're off the printer, they're ready to laminate, use, finish, and prepare for shipping or display.

These inks are capable of printing on a wide variety of digital media, much like your solvent or eco-solvent printer. These inks do not require coated media, and the heat that cures the ink allows them to hold onto many media surfaces.

In addition to the variety of media available from HP, they also offer the HP Large-format Media take-back program in the U.S. and Europe, through which most HP recyclable signage media can be returned. For details visit [www.hp.com/recycle](http://www.hp.com/recycle).

This machine uses an Optical Media Advance Sensor and Optical Drop Detector. You can automatically achieve high image quality and consistency with the HP Optical Media Advance Sensor (OMAS) and the Optical Drop Detector (ODD). OMAS controls the media as it advances through the printer, which helps minimize banding at high speeds. The drop ejection performance of every printhead nozzle is periodically and automatically tested with the ODD, providing prints free of defects or errors that can result in ink and media waste. The HP Latex printers also have an onboard spectrophotometer, capable of confirming and maintaining color clarity throughout your prints.

Staggered printheads in the carriage double the print swath of the HP Designjet L25500 Printer series. And, the print heads in this machine, unlike any other solvent or eco-solvent printer, are customer replaceable, putting you in the driver's seat when a head needs to be swapped out.

Unlike other water-based inks, HP Latex Inks are cured in the printer with heat and forced air. The HP Designjet L25500 Printer includes independent Print Zone and Curing Zone heating systems to cure HP Latex Inks.

This machine is truly ground breaking. If you are an HP Designjet user and you like the reliability of the machine that has made your business profitable, or if you are a sign maker looking to take a step in the direction of a more green solution, this machine is for you!

### Rimage Cash For Clunkers

Get a cash-back rebate when you trade-in any system for a new Rimage Producer III or Professional System. This offer expires December 31, 2009. Please contact Christine at TyrrellTech, 888-865-0300 x127.



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## Editorial- Fighting In The Right Corner

The Holiday Season is once again upon us, and people, of course, are watching their dollars and cents. Many companies are finding themselves making strategic moves that will keep their homes heated this winter. The real question is this: Are the tactics you are using really saving you money? Or are they costing you money in the long run?

For those of you who are looking to make a sound investment into the world of digital graphics, you've got a lot more going for you than you may think. You can use this time to learn tricks, take advantage of some end of the year write offs on new equipment and head into 2010 more fired up than ever and with equipment that will give you a competitive edge. Having said that, let's get right to it..

Many people head to Atlantic City for the USSC Sign Show every year looking to upgrade their existing equipment, meet with their local vendors or shop new ones, or even start up a business. Unfortunately, there are some that just go to shop price. When shopping on price, no one wins. Why is this? Simple. You, the customer, lose out because you spend so much time trying to work the best deal on a piece of a equipment that you can lose focus of the features of the machine, the value of what the dealer can do for you, and if it can even help you accomplish your goals.

As dealers, we are there to educate, guide, and help our customers make money with their equipment. When you buy on price only, you end up frustrated. You may have saved a buck or two at a Sign Show, but lost potentially thousands because you didn't know how to properly work your machine or have missed out on opportunities because you didn't know what your machine was capable of. Any dealer that must sell on price is lacking the skill set to really help the customer focus on making money. The practices I believe in aren't just ones that I follow. They are practices that I encourage my staff to practice, as well as my customers.

So when you visit the Sign Show this year, think about why you are there. What are you looking to learn? Are you there to walk the show and meet with experienced individuals who can teach you all the latest techniques and new product offerings? Or are you going to make a quick deal and snag a free pen?

Consider WHAT exactly are you looking to accomplish. Customers come into my showroom with a mindset that they want to produce a certain type of product. Like a shopping spree, sometimes the customer finds the equipment they wanted to purchase was more than they anticipated. Then they want to go the "cheaper route." Now why is this so ridiculous? Here are several reasons...

1. Never sell yourself short in ANYTHING you do. You set out to reach a goal. So why let the price of the equipment package make you restructure your entire way of thinking? You have to spend money to make money. There is no "easy way." Don't believe me? Wake up at 4am sometime and see how many commercials are on TV and then think about how many people you actually know that made a million overnight with that garbage.

2. Buying a machine is easy. Running a business isn't. A lot of customers seem to think that equipment purchases are like purchasing a car. WRONG. You buy a car, you drive it off the lot, it depreciates. It loses value INSTANTLY. A car doesn't make you a dime. It costs you money. A printer makes you money. It's such a simple thought process, yet it is overlooked.

3. You can never expect to buy a printer and nothing else and then make it BIG. I know that people get a little discouraged when they hear that they need a laminator, software,

a computer and all that. That's the name of the game. You shouldn't be saying "Do I have to buy a laminator?," "Do I have to buy software?" No, you're right, you can buy a house, but do you have to heat it? These are things you should WANT to buy. You want to produce high quality images from high quality equipment that produce high profits. No rocket science needed. It's simple business.

4. Accept that you might not know as much as you think you do. Many people take offense to this statement, but why? When they need support, they always come running back to me. You have to sit and ask yourself, "Can I really do all this work the right way on my own?" You want to make money and be successful right? How much do you know about networking? Color management? Design software? Application? Pricing? These are things that I teach my customers inside and out, and they understand the value.

Take a look at the bigger picture when getting started in the business. Decide what type of business you see yourself becoming in five years. Think about who you are looking to buy from. Consider all that comes along with your purchase. Once you learn that this business and buying equipment isn't all about price, price, price, then you'll begin to focus on the tools that will MAKE you money.

Recently I was impressed so much so I took a job with a company that I realized was set far apart from most of the other equipment dealers out there. This company is TyrrellTech. Their reputation in the industry was well respected by every vendor and the word on the street from the customers was, "these are the guys you want to buy from." They have a long history of helping customers through all kinds of crazy situations. They always come through for their customers."

First, they have no interest in selling equipment all over the country that they can't support all in the name of making a buck. Next, they understand the importance of teaching their local customers how to get the most out of their equipment because they live, eat, and breath this stuff, as well as offering a continuous stream of education. They have an unmatched level of professionalism and unlimited product knowledge which they pass on to their customers. I have talked to many TyrrellTech customers about why they purchased their equipment from them and the story I was told over and over was simple. They said that, although price was a consideration when purchasing, it was not the top or only consideration.

Anyone in business knows that down time, missing deadlines, losing customers, or missing opportunities because of a lack of training or just not knowing the equipment's full potential can cost you thousands of dollars over the lifetime of the equipment. Saving a few bucks on the initial sale is nothing in comparison to what it can cost you. You have got to believe you will have this piece of equipment in service for five, seven, or even ten years. There isn't a week that goes by where I don't get a call from a customer saying that they are tired of buying on price and not getting any support. They have purchased multiple machines from XYZ company and never get any help.

Not at TyrrellTech. We know what media to stock so it's there when you need it, and we overstock ink to be sure you are never without. You will always get a person on the phone that will either answer your question themselves or get the answer from others for you. Our technicians are prompt and accurate with repairs. There is virtually nothing we wouldn't do to help our customers. We can even print or laminate your job in a bind.

Getting a good price is one thing; getting a great deal is priceless. Good luck and have fun! Passion is everything!

**-Daniel Ramm, New Jersey**