

The TyrrellTech Times

Volume 46

January 2010

WELCOME 2010!

RING IN THE NEW YEAR

2010 is here and with it a fresh start! Here's to a new year of promising business growth for all of us! Now that the holidays are over, brush yourself off, stand tall, and 2010, here we come!

TyrrellTech is here to help. If you have goals that you want your business to realize, capabilities that you are looking to obtain, or hurdles to overcome, let us know how we can help. Call your TyrrellTech rep today and let us help you grow!

Permovable Vinyl

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. These 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.

Reflective That Won't Tunnel!



Nikkalite

Have you printed digitally onto reflective that tunnels and pulls away from the liner as it goes through your printer? Nikkalite Reflective just might be the answer! This reflective can be digitally printed for stunning graphics and has great lay flat qualities!

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 weather conditions. Call for pricing!

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Welcome New Employees

Welcome to Eric Kaufman, who will be covering southern New Jersey and the northern tip of Delaware. Eric comes from a long background in machine and software support and we are excited to have him.

Welcome to Mara Rothfeld, who will be working in customer service in the New Jersey office.

Explore New Markets- Heat Transfer

The world of heat transfer continues to come out with new products that offer the plotter and/or digital printer owner more capabilities than ever.



Not only does Siser offer a wide variety of colors in CAD cut heat transfer media, but also a wonderful range of digitally printable heat transfer media, including Colorprint, Colorprint Premium, Colorprint Evolution, Crystal Print Clear and Glitter Print, to name a few.

If you already have your market capabilities fulfilled, learn more about what your current equipment can offer in the way of new capabilities. Call 888-865-0300.

Removable Window Graphics & More!

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!**

GF224 & 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!**

"We are what we repeatedly do. Excellence, then, is not an act but a habit."

-Aristotle

Inc.5000

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TYRRELLTECH TRAINING ACADEMY

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

January 2010

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

February 2010

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4 MD- Banner Finishing!	5
8	9 MD- Flexi 101	10	11	12
15	16	17	18 NJ- Pricing Class	19
22	23 NJ- Illustrator 101	24	25	26

USSC Atlantic City Show

Thank you to our customers who came by our booth in Atlantic City to see our new products and our football theme! We had another great show, and we are happy for those who were able to make it and look for new ways to grow their business.



IMPORTANT DATES

HP Latex Printer Demo Days

We are waiting with bated breath for our HP Latex demo machines to arrive at both the Maryland and New Jersey offices later this month! Stay tuned for upcoming demo days! We are excited to share this new technology with you and see what new markets it might be able to open for you! Call for more information, 888-865-0300



TyrrellTech's Sixth Annual Show & Seminar

Save the Date! This year TyrrellTech will hold their annual two day show and

TyrrellTech

Digital Printing Systems

seminar event in the spring, on May 19th & 20th, in the Ten Oaks Ballroom in Clarksville, Maryland. Two days of seminars, demos, free goods, and so much more. We put so much into this event- it is a HUGE part of what makes us a value added reseller. We provide free ways to help your business succeed and grow. Please don't miss out on the opportunity to take full advantage of this! Watch for notifications, online registration will be up in the coming months.

Transfer Rite Transfer Tape

Transfer tape has many uses. There is the use that we are all familiar with- either clear or paper transfer tape to pick up and transfer cut vinyl or weeded letters. But what about protecting images while they are transported? Or making a digital print easier for your novice customer to install?



Transfer Rite offers tape for all occasions. If you are having trouble installing your vinyl or digitally printed image, just call TyrrellTech and we can make a suggestion! 888-865-0300

TyrrellTech Has Products on GSA Schedule



TyrrellTech Makes It Easier for government sign shops and exhibit shops to purchase media and equipment!

We have these products on schedule:

- Seal brand Laminators
- Oracal cut and digital vinyl
- Ultraflex Banner Media
- Xanita boards, made of recyclable product
- Direct Color Systems Badge Printers
- Seal brand Laminate
- EL Hatton Banner Ups and Powertape
- Roland Printers
- Vision Engraving Equipment
- Rimage CD/DVD Publishers

FSC CUTTER ON SALE!! \$500 OFF!

Have you been looking at getting a substrate cutter but were waiting for the right time? Good news... the time is here! We have one Fletcher-Terry FSC unit that we used for two days at a show, and it is for sale for a steal! This machine regularly lists for \$3,150 and it can be yours for **ONLY \$2,650!** This is a short term offer though, so call today to snag this cutter!
888-865-0300



ROLAND PRODUCT SPOTLIGHT

Roland SPi Versacamm Printers

In today's economy, everyone is looking for value. And real value begins with real quality and performance. That's the thinking that drove the design of the all-new compact Roland SP-i printer/cutter series.



Available in 30" and 54" models, the VersaCamm SP-i is the perfect high-performance production tool for creating colorful decals, labels, banners, posters, vehicle and floor graphics, apparel decoration and just about any sign imaginable.

The VersaCamm SP-i series is the industry's most versatile entry-level device, combining 4-color printing and contour cutting all in one device through one seamless workflow.

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.

ENGRAVER CORNER

3D Machines



Anyway you look at it – the MDX-540 SRP System is a winner. The MDX-540 combines precision desktop milling with powerful CAM software, making it easy to produce prototypes with industry leading speed and accuracy. Powered by a 400W spindle, the MDX-540 mills a wide variety of nonproprietary materials and popular engineered plastics such as ABS, Delrin, and nylon. Compared to additive RP systems, the desktop device produces functional prototypes that perform better in structural, thermal, and electrical testing. Plus, MDX-540 prototype materials meet a host of FDA and other government regulations that additive systems cannot.

The MDX-540 can also mill non-ferrous prototypes and molds made of aluminum, brass and copper. This lets design engineers create metal molds for rapid injection molding and EDM electrodes for production tooling. Bundled SRP Player CAM software automates the prototyping process and generates tool paths with high speed and precision. The user-friendly, wizard-based program offers uniform 3D scaling, support for 4-axis milling, and simulation of finished 3D parts. It lets engineers quickly review the simulated prototype on the monitor and send it to the MDX-540 for production. The end result is faster prototype production, tighter dimensional accuracies and smooth layer free surfaces.

Vision Engraving 4x8 Router



North America's largest engraving machine manufacturer Vision Engraving Systems, is now offering Heavy-Duty Routers!

This heavy-duty router can produce accurate,

repeatable, cost-effective work in considerably less time than it takes to do the same work by hand. Featuring our state-of-the-art Vision Series 3 Controller and our graphically advanced Vision Pro software, this machine is perfect for a wide variety of applications including milling, drilling, contouring, and routing.

Applications include ADA-compliant signage, Routing out wood signs, Cutout letters, Control Panels, 2½ D and 3D signs in signfoam, wood, and more... milling, drilling, contouring, and routing.



EDITORIAL

Paper Route or Product Knowledge?



What has your sales rep done for you lately? We have all had that sales rep who had nothing but quick wit and sales pitches with nothing to back it up. Those are glaringly bad experiences, especially when compared to “good” sales calls. GOOD salespeople, those who offer value, should come with a combination of product knowledge, helpful skills, and problem solving capabilities. Otherwise, what good are they to you?

And even those salespeople that you like dealing with can come in many varieties.

Our cast of characters for this article includes four types—the Paper Route Guy, the Truck Driver, the Feature Dumper, and the Industry Professional.

The Paper Route guy will call and call and call on you. It is nice that they are there, and you like them. They make it easy to order something if you know that they will always be coming by. But you need more than that, don't you? You need more than just someone who is there waiting for you to give them an order. Their paper route doesn't do anything for your business but save you a phone call. You need support on a different level.

The Truck Driver is always there too... when you order something. He sees what you are ordering, learns about your business, and offers solutions when he is dropping off media. But his main function is, in fact, driving the truck. Therefore he doesn't have time to do research and print samples on your behalf or to bring you new information. He, too, is strictly reactive—showing up when you order something. He isn't trained on the technical aspects of the machine and isn't available to help you with product solutions or tech support calls. When he sells you a machine, the buck passes to the tech support guy, with whom you don't have a relationship.

The Feature Dumper is good for a verbal regurgitation of the spec sheet on a machine or product. Facts and figures are helpful when calculating the bottom line of what you are working with or producing. But facts and figures don't help move you into a new machine or new product that is right for your growing business. Do they know what your business does, and what applications are best for you? Do they know where you are headed, or what your plan is?

You need a sales rep who is there with new information, new solutions and new ideas. You need someone who has new tools to make your life easier or your production faster. You need someone who has a vested interest in helping to grow your business—who wants to see you succeed. You need a sales rep with product knowledge. This is the rep that you need; this is the Industry Sales Professional. This is the person who can talk tech when you need to, but who also asks questions, knows your needs and applications, and has various suggestions to help your business grow. This is the person who can take your calls, know who you are off the top of their head, and keep up with where you have been and where you are going.

At TyrrellTech we have three rules. I would call them simple rules, but it seems that they are not, because so many people do not follow these “simple rules.” And I would hesitate to share these rules, I would consider keeping them a secret, except that just telling them isn't as easy as carrying them out. The rules go like this.

1. Know Your Product. If someone is out there selling it, they shouldn't just know something about it, they should KNOW it, know everything about it. They should have experience with it and know technical specs on it. They should know how it fits into what you want to do. And, when asked a question that they don't know, they shouldn't word vomit an answer. They are your resource—they should give you the honest, productive response, “I don't know, but I will find out.” This leads perfectly into the second rule.

2. Do What You Say You Are Going to do. It is easy, with the best of intentions, to say that you are going to look into something, to find out, to send a sample. The doing... ah ha... that is the trick! Doing what they say is where many salespeople falter, and as my boss says, the road to hell is paved with good intentions. The remembering to do and the doing are not as easy as they may seem. Good salespeople take notes, know what is important to you, and follow through on what they tell you that they are going to do. Now, I have forgotten tasks here and there... we are all human! But, the rule, not the exception, should be that your salesperson does what they tell you they will do. It is the salespeople who forget this that give us all a bad name. Unfulfilled promises, well, eventually they result in customers who feel that they shouldn't bother talking to a salesperson, because it never results in anything productive. That shouldn't be the case!

3. Treat People the Way You Want to be Treated. It is the Golden Rule, and for good reason. Rapport is so very important, in business and in our personal lives. We all work with people who have similar goals, similar characteristics, and similar interests. And we like working with people that are like us. Not the same. That would be boring. But like us. If we are treated fairly and honestly, though we may not always agree, we can do business on a level where trust and respect are present. In all aspects of all we do, we should treat people as we would want to be treated. We should put ourselves in other people's shoes. We should remember that, and the world would be a better place.

Your sales rep should be a source of knowledge. They should know where you are going with what your business and what you are doing. We, your sales reps, can only know that if we can get some time with you to assess and to help. We don't pretend to have all solutions for all people. We do have many solutions, some niche solutions that you might not know about, and a little conversation can uncover those. Give your sales rep the tools to help you and then you may be pleasantly surprised with where the conversation goes.

What has your sales rep done for you lately? Hopefully, when it comes to TyrrellTech, we have been available and helpful, a great resource, and a good business partner. Try us—see what we know and what we can do to help you. Give us a chance—invite us in to learn more about your business. See how we aim to excel as sales professionals. Nothing is a one way street—we are only successful if our customers are successful, and that is achieved with good products, good companies, and good people. Put us to work and help us to make sure that, “Nobody Makes It Easier.”

—Craig Tyrrell and Tracey Schaub



TYRRELLTECH NEWS!

We have a January birthday to celebrate!

Nancy Myers, Government Sales & Customer Service, January 31

