


The TyrrellTech Times

Volume 58

January 2011

TYRRELLTECH HAPPENINGS

HP Latex Demo Day in Flemington, NJ



DEMO DAY!

TyrrellTech
Digital Printing Systems
200 State Route 31 North
Suite 109
Flemington, NJ 08822
888-865-0300
www.tyrrelltech.com

hp

The hp Latex L2550
"Versatile, Easy to Use, and Green..."
Find Out More!"
Tuesday January 18th • 10am-3pm

RSVP 888-865-0300 ext 231
or email: kramm@tyrrelltech.com

[in](#) [f](#) [t](#) [e](#)
Get Connected.

PRICE INCREASES

January: Cold Weather & Price Changes

We are currently implementing price changes on our products and will be working hard to get you a 2011 price catalog as soon as we can confirm that we have our pricing up to date and ready to publish for you! Thank you for your patience- we will work to be sure to confirm pricing with you on upcoming orders and, if you have any questions, please do not hesitate to ask. Thank you!

Call For Feedback!

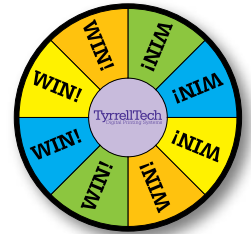
If you are reading our monthly newsletter, first of all, THANK YOU! Then, I would like to make the offer to hear your feedback. Is there something that you would like to see more of? Less of? Something that you want to learn more about? Please send your feedback to us at tracey@tyrrelltech.com and we will hear you loud and clear.



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TyrrellTech Show 2011- Save The Date!

It is almost that time of year again. With the flipping of the calendar to a new year, you can save the date for the 2011 TyrrellTech Show & Seminar event. We hope that you are looking forward to it! We know that we enjoy putting on every year! Mark those calendars, here is the information:



Spin The Wheel And Win With TyrrellTech!

What: **TyrrellTech Show & Seminar 2011**

When: **March 23 & 24, 2011**

Where: **Ten Oaks Ballroom, Clarksville, Maryland**

Why: **Learn new techniques, See Demos, Pick up new product samples and Win free stuff!**

This year we will have presentations on metallic printing, heat transfer applications, ADA signage, vehicle wrapping, flat-bed printing, laminator productivity and so much more! If you think you have seen it all, stay tuned, because we plan to show new ways to tackle new methods of production!

We will be sending out registration information in the coming months, so stay tuned!



See Where You Land On The Wheel of Fortune With the Invaluable Tools and Tricks You Learn at the 2011 TyrrellTech Show & Seminar!

"If you advance confidently in the direction of your dreams and endeavor to live the life which you have imagined, you will meet with success unexpected in common hours."
-Henry David Thoreau

Inc. 5000

9045 Maier Road, Suite A
Laurel, MD 20723
200 Route 31 North, Suite 109
Flemington, NJ 08822

888-865-0300
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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
3	4	5	6	7
10	11 MD- Pricing Class	12	13 NJ- Banner Finishing	14
17	18 NJ- HP Open House	19	20 MD- Illustrator 101	21
24	25 NJ- Flexi 101	26	27	28
31				

PROMOTIONS

Light Boxes on Sale!

We have super sale prices on light boxes of various sizes. These are being sold on a first come, first served basis while quantities last! Holiday sales don't have to end with the holidays, call now to find out more!



16" x 22"	\$230
20" x 24"	\$290
20" x 30"	\$315
22" x 28"	\$400
24" x 24"	\$400
24" x 30"	\$430
24" x 36"	\$440
24" x 48"	\$650
24" x 60"	\$490
36" x 48"	\$800
48" x 72"	\$990
12" x 105"	\$800

Buy a Full Set of Ink, Get a Free PM Call!

If you are out of service contract on your printer and want a check up, pay special attention, this is just for you!

Purchase a full set of 220ml or 440ml inks for your printer and get a Preventative Maintenance Package on your Roland Printer FREE!

*Not to be combined with any additional promotions. Preventative Maintenance Package is valued @ \$295. Package includes dispatch fee, inspection, cleaning, calibration. Technician will provide full breakdown of noticeable problems with machine.

Call TyrrellTech to purchase your inks and schedule your maintenance call. Call 888-865-0300.



Badge Printer For Sale!

We have a BRAND NEW Millennium 590 CR80 (credit card size) Badge Printer with short and long plate options. This thermal printer has the ability to print trophy plates, desk plates, name badges, customer loyalty cards... if it is a small print on plastic, this can do it!



Regular Price \$4,995
SALE PRICE \$3,250

direct color systems.

PRODUCT SPOTLIGHT

HP's GREEN, Versatile, Easy to Use Printer!



Why does your business need an HP Latex Printer?

- It runs right out of the most popular RIP softwares
- The ink is water-based, a true green solution
- The ink dries immediately, allowing for fast lamination
- The media possibilities are very versatile
- It is the newest ink technology on the market
- The printer is very easy to use
- It is the total HP Designjet experience
- HP technology and innovation at work!

See yours on the show floor or in the TyrrellTech demo room today. Get on board with a great new technology now!

SAi PhotoPrint for Latex!

Flexi has now released a special version of their PhotoPRINT RIP software JUST for latex printers. Check out this new software, it can be yours for just

\$1295

Call for more information!



Heat Transfer IS Part of Your Business!

If you have a digital printer or a plotter, and your customers get shirts printed, guess what, you are READY TO BE IN THE HEAT TRANSFER BUSINESS if you want it! With the equipment that you already have, you can buy CAD cut or printable and cuttable heat transfer material to make single-color, multi-color or full color graphics for transfer onto t-shirts! You have all of the tools- Call TyrrellTech for the Siser Materials! 888-865-0300!



Oracal Has High Tack Media! Oracal 3951HT

High performance ORAJET Series 3951 Professional Wrapping Film has been specially developed for fleet and vehicle wraps that require the highest degree of durability, conformability and performance. Engineered to be highly conformable, repositionable and removable with little or no adhesive residue for up to four years after installation, 2 mil, 10-year series 3951 features a smooth, ultra-glossy surface to produce vivid, life-like prints.



And now, this high performance vinyl comes with a High Tack adhesive, meant to adhere to difficult and low surface energy products. Call For Pricing & Availability, 888-865-0300.

PRODUCT SPOTLIGHT

Roland VS Print and Cut Units!

PRINT AND CUT 64" WIDE!

With the VersaCAMM VS-640, Roland changes the large format print and cut world again! The VS series now combines the best features of all of its predecessors to

provide faster production printing, higher image quality, and three ink configurations including the option to run Eco Sol Max inks for greater productivity than ever before or white and silver inks for greater versatility than ever before.

Not only did Roland design the VS-640 to be the most advanced Roland integrated printer/cutter ever- it's very affordable at only \$26,495.

The bottom line- when you consider all of the pure print performance and contour cutting capabilities combined with Eco Sol Max inks, powerful Roland Versaworks 4.0 RIP software, reliability, support and warranty, it is clear that the VersaCAMM VS-640 sets a new standard for print and performance in the durable graphics industry.

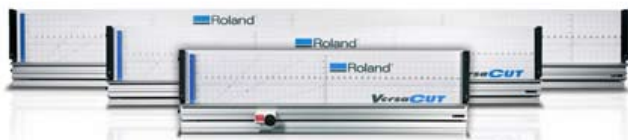


Roland

CMYKcm+WHITE+SILVER!
CMYKx2
CMYKcmCM

Roland VersaCUT Trimmers!

VersaCUT
manual print trimmer



VersaCUT CR
crank operated print trimmer



Affordably priced, the VersaCUT from Roland is a new line of print trimmers engineered specifically for production graphics shops, bridging the gap between hand units and fully mechanized trimmers.

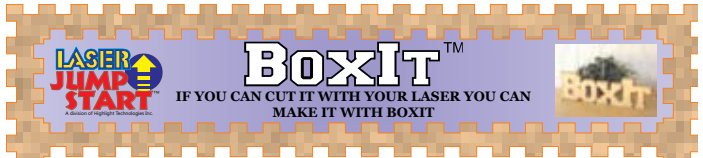
With VersaCUT, you can quickly and easily trim printed graphics for precision results.

Choose from two models- the manual version and the hand crank version- with sizes ranging from 44" to 100" in width with prices starting under \$700.

ENGRAVER CORNER

New Multi-Wavelength Laser from Universal

The PLS6MW model builds on Universal's patented Rapid Reconfiguration™ technology which gives customers the ability to interchange laser sources without the need for realignment or special tools. The PLS6MW has a 32x18-inch (813x457mm) processing area and supports a 30-watt fiber laser source that can be interchanged with Universal's CO2 lasers ranging from 10 to 75 watts. The fiber laser source is ideal for cutting foil and marking a broad range of metals like stainless steel, titanium, copper, brass, aluminum and carbide. It can also mark some plastics including Delrin and ABS. The CO2 laser source is ideal for engraving and cutting operations - specifically for wood, acrylic, glass, anodized aluminum, fabric and other organic materials. In addition to the 10.6 micron wavelength, Universal's CO2 lasers are also available with a wavelength of 9.3 microns for PET marking and other applications.



TyrrellTech is excited to now offer the BoxIt software with the Universal Laser line of equipment. This software allows you to create complex, interlocking objects very easily, making for intricate and unique applications.

The BoxIt Suite is a set of five macro tools: BoxIt, CartonIt, Cube-In-A-Cube, Platform, and Shadowbox- designed for Corel-Draw Versions 12, X3, X4 and X5, which can be used for a variety of different construction and containment applications. The BoxIt Suite allows you the opportunity to draw a simple outline and then it takes over from there. You just define the thickness of the part, the cutting kerf of the laser for a given material, and the depth of the component you want to produce, and then the program takes over. You hit "Go" and the program develops a number of parts that can be cut and assembled into the shape desired. The best part of the component; one can assemble their design without glue with a press fit, allowing the end user to quickly assemble the parts together.

Call Alex at 888-865-0300 x110 to learn more!





Organize for the New Year with Sooper Clips!

Sooper Clips are a great way to keep open rolls of media from making a mess. Call to order your set today. Prices below are for packs of multi-colored Sooper Clips:

12 pack-
\$18.50

50 pack-
\$62.50

How Does Flatbed Printing Fit Your Business?



White Ink Option available
Print on Flexible AND Rigid Substrates Easily!
High Resolution 1200 x 600 dpi printing
Belt fed printing and cut sheet printing make for very fast production

Check out the new FB500 from HP! This machine is a belt driven flatbed printer with features that make it efficient, productive and versatile. Print pieces, full bleed, back to back and side by side. Print onto boards or onto flexible banner media. Print with six colors or four colors plus white.

Speed up the delivery of orders with a printer that lets you print and load media simultaneously. Target new applications with quality results on virtually any rigid and flexible media.

Deliver jobs quickly with an efficient workflow that lets you load, print, and collect media simultaneously. You can load up to 4 sheets of media fast with the help of automated features. There is no daily printhead maintenance required, and remote monitoring of the printer is made possible with the HP Embedded Web Server. This whole machine is geared toward making your production much more efficient.

The FB500 is a perfect fit for your business and shop space. You can optimize your print shop space with folding tables that store easily when the printer is not in use. Rely on a robust, reliable design, including sturdy media advance system, onboard camera, and HP Print Care. The HP Scitex FB500 Printer makes it easier than ever to use white ink, print on both flexible and rigid substrates, and accommodate a multitude of customer needs. This machine brings you flatbed printing at a more affordable price with a more versatile offering than ever before!

The Cold Months In A Sign Shop

Just because the weather has turned cold doesn't mean that your shop's productivity also has to suffer. Here are some tips and tricks for what you can do to stay busy and maybe even profitable in the cold months when people aren't really thinking about outdoor signage as much as they will come spring time!



Use your Customer List as a Hit List. Go through old invoices, pick out customers that you haven't heard from in a while and check in with them. Go by and see if you can spot any need for signage at their location. Even call your regular customers and check in. If you are calling them and making it easy, who knows what kind of project they might come up with for you to do! Build that "snowball" of leads, even if snow is the LAST thing you want to be thinking about right now!

Suggest sign maintenance to your customers. While you are out and about drumming up business, if you see signs in place that could use updating or maintenance, make the friendly suggestion. Chances are they aren't paying attention to the signage that they see everyday, and they will appreciate your fresh perspective and suggestions.

Get some training and education while things are slow. Have you been meaning to get some follow-up laminator training? Have you been looking at an Illustrator or Photoshop class that you wanted to attend but never could make the time to get to? Maybe now is the time! Take the opportunity to give yourself a new edge and some updated skills, and you will surely benefit from them throughout the year as things get busier!

Do research on where you want to take your shop. Have you been considering new equipment or expanded capabilities? Do you never seem to have the time to introduce that new technology for fear that it might steal some time from your regular work? Well, now is the time! See what the manufacturers are introducing for the new year. Get out and see a demo, and learn what you need to do to get your goals in place for the year to finally make that addition you have been meaning to.

Make samples for your shop. When things are busy and new products come out, there never seems to be enough time to make samples for your showroom, or something to take out and demo for customers. Use this down time to make those long overdue samples or to update the graphics in your shop. Go out and take pictures of your sign installation for your portfolio that you haven't been keeping as up to date as you would like. We are in a visual industry and your customers will enjoy seeing these things!

Clean and organize your shop. Make it easier for you to get your work done, and make the place more presentable for customers who come by. Spring isn't the time for spring cleaning, since hopefully you will be slammed by then. Do that spring cleaning early and get your shop in order for a productive year!

The cold months don't need to be about waiting around for things to warm up. There is plenty that we can all do to keep the fire burning and get prepared for the spring thaw that always brings signage back to the forefront of people's minds. This will bring you into spring with a renewed vision and outlook, ready to make 2011 a great year!

-Tracey Schaub