

The TyrrellTech Times

Volume 50

May 2010

The TyrrellTech Show & Seminar is HERE!

REGISTER NOW!



TYRRELLTECH SHOW & SEMINAR

WEDNESDAY, MAY 19 & THURSDAY, MAY 20, 2010
9:00 TO 5:00 EACH DAY
TEN OAKS BALLROOM, 5000 SIGNAL BELL LANE, CLARKSVILLE, MD 21029

CUSTOMERS CAN ATTEND FREE CLASSES ON:

FLATBED PRINTING PRODUCTIVITY

BANNER FINISHING

HP LATEX PRINTERS & THE GREEN INITIATIVE

LAMINATOR VERSATILITY

TEXTILES & DISPLAYS

ALL THAT IS NEW FROM ROLAND

ENGRAVING

HEAT PRESS & APPAREL PRODUCTION

VEHICLE WRAPPING

AND MORE!

Register Today!

www.tyrrelltech.com



JOIN US UNDER THE BIG TOP!

Here at TyrrellTech, we put a lot of time and effort into planning this annual show and seminar event, and we work to think of new things for you to look forward to each year. So, why should you drop what you are doing this year and come out on May 19th and 20th to see our event?

Here are the reasons you SIMPLY MUST come!!!

- New seminars on Latex printing, heat transfer and apparel, and textile banner stand production
- Seminars on laminators, printers and banner production
- FREE goody bag filled with tools and samples to make your shop more productive
- Giveaways from various vendors
- Vehicle wrap demonstration
- Vendors available to answer any and all media questions
- New ideas to give you added capabilities
- FREE lunch both days to fuel your desire to learn!
- A chance to see new machines in action
- See our HP flatbed printer up close and personal
- Meet the TyrrellTech staff and ask all of the questions you can think to ask to improve your workflow and capabilities
- And, what the heck... some time away from work, to work on learning more for your shop. It is worth it to take the time to learn and allow your business to offer your customers so much more!

Make the time to learn! Register at www.tyrrelltech.com.

TyrrellTech Wrap Class In June!.....	Pg. 2
TyrrellTech Training Academy.....	Pg. 2
Macintosh RIP Software!.....	Pg. 2
Neschen Laminator Highlights and Promo.....	Pg. 3
Roland Metallic Printers... WHAT NEXT?!.....	Pg. 3
Roland VersaCUT Trimmers.....	Pg. 3
Customer Spotlight.....	Pg. 3
Editorial- Third Party Ink Revisited.....	Pg. 4

Disc Publishing Made Easy for All Offices!

The all new Professional 5400N is a compact, all-in-one solution from Rimage designed specifically for front office settings. It offers an entry point into on-demand disc publishing, allowing single users or workgroups to create discs as easily as they print to the office printer, taking advantage of the convenience of an intelligent network appliance with professional print quality and hands-free operation.



Key Features Include:

Two front-swappable recorders

150-disc input capacity

5-disc external output bin

Embedded control center

Call For Training Feedback, PLEASE!

We try to provide training that is pertinent to our customer's needs. What would you like more training on?

Window Tinting?

Vehicle Wrap Layout?

Specific RIP Software?

Color Management?



Call 888-865-0300 or email

tracey@tyrrelltech.com with suggestions... we are listening!

"It is the service we are not obliged to give that people value most."

-James C. Penney

Inc. 5000

888-865-0300

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!

May 2010

Monday	Tuesday	Wednesday	Thursday	Friday
3	4 NJ- Flexi 101	5	6 MD- Pricing Class	7
10	11	12	13	14
17	18	19 TyrrellTech Show!	20 TyrrellTech Show!	21
24	25 MD- Illustrator 101	26	27 NJ- Banner Finishing	28
31				

June 2010

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

TYRRELLTECH WRAP CLASS

TyrrellTech has our next wrap class scheduled!
Jun 8-9, 2010 in Laurel, Maryland

Get on the list NOW!

Sign up deadline is NOW!

Registration is open and seats are limited
Two full days of hands on wrap training
Only \$795 per person!
Confirmed with Payment In Full

Call today to register! 888-865-0300



WANTED! Used Roland Printers
Call Today With Your Machine Information
& See What We Can Do!
888-865-0300

HOT NEW PRODUCTS

Films For All Occasions

Kernow Coatings offers a range of films for any need.

Adhesive backed... **Textured...**
Matte... **Backlit...**
Gloss... **Blockout...**

You name it, Kernow has a pretty cool solution for it! Call TyrrellTech with your special media needs- we specialize in specific solutions for your one-of-a-kind applications!

RIP Software for a Macintosh or Linux!!!



Caldera is a RIP software that has long been recognized in the industry as a fantastic RIP software and now TyrrellTech is carrying this brand name! This software is a powerful RIP to be run on either a Macintosh or Linux operating system.

VisualRip+ is Caldera's software solution for professional large format Print and Print-to-Cut workflow. This solution is the ideal RIP tool for printing wide format jobs with eye catching colors and contrast. VisualRip+ supports standard major printer manufacturers such as Xerox, Canon, Epson, HP, Seiko, Mimaki, Mutoh, Roland, Kodak/Encad, Océ, Colorspan, etc.

VisualRip+ offers features such as Layout with Compose and Tiling. The Layout with Compose feature lets you lay out multiple file elements to create a single job. Merge, nest, stitch, rotate and combine different file formats, with manual or numeric positioning. Tiling allows you to split up documents in various strips for big format jobs.

VisualRIP+ Expert is Caldera's software solution for professional large format Print and Print-to-Cut workflows who have multiple printers and are looking for a production set up. It includes three Printer drivers and one Cut driver. Call today to find out which version of this powerful software is best for you!

Do You Use Hook and Loop?

I bet you do! Or you are saying what the heck is hook and loop? Well, the brand name we all assign to it, VELCRO! We have a fire sale on an over stock of hook and loop. You can get this essential product for a great price if you buy now!

5/8" White Loop
Acrylic-based pressure sensitive adhesive
25 yard roll
List Price \$17.95 per roll
SALE PRICE \$12.50 per roll

5/8" White Hook
Acrylic-based pressure sensitive adhesive
25 yard roll
List Price \$17.95 per roll
SALE PRICE \$12.50 per roll



PRODUCT SPOTLIGHT

The Perfect Laminating, Mounting & Finishing Machines!



If you print the best vehicle wrap in the world, it doesn't last very long without some protective laminate. If you print the most eye-catching trade show graphic you can create, it won't go up without scratches and with that perfect trade-show finish without the right laminate. Putting those finishing touches on your superior graphics is an incredibly important step in the process. What machine do you trust to do that last step to protect all of your hard work?

The Seal 62 Base (pictured right) has some features that set it apart from the rest. It has the ability to open up to 2" at the nip, making laminating and mounting to thick materials possible. And, this machine has a heat assist function that can give you heat up to 120 degrees-eliminating that pesky silvering in your finished image.

Additionally, the Seal 62 Base recently won a Reader's Choice award in Wide Format Imaging magazine! This was published in the April 2010 issue. It was noted to have, "great capability at an affordable price," and the readers made that designation.

In light of this designation, TyrrellTech would like to run a promotion on the 62 Base laminator for the month of May. Call to find out how you can get \$1500 in promotional savings on this reader's choice machine!

The 62 Ultra Plus Series, available in cold, single heat and dual heat, can fill any need. Again, use this machine to laminate or to mount finished images to boards and you will be so glad that you added it to your production process! Call today for a demo.



\$1,500 Savings!
The Reader's Choice Award 62 Base Promotion!
Call to find out how to save in May!



Roland Prints Metallic



Roland FIRST set its customers apart with the advent of print and cut in one machine. It made banner and label making possible all with one high quality, durable, reliable printer.



XC-540MT

Then Roland took that print and cut capability and made it possible up to 64" wide. Now you can do five foot banners AND labels and decals all in one versatile machine.



VS-640

Now, Roland now sets its customers apart with the ability to print metallic and white in your prints, with two ground breaking machines in a class all their own. The versatile 64" print and cut VS-640 and the fast 54" print and cut XC-540MT bring you the ability to do it ALL! Print and cut AND print whites and metallics. The possibilities are endless... what will they think of next?

Roland VersaCUT Trimmers!

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.

VersaCUT
manual print trimmer



VersaCUT CR
crank operated print trimmer



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.

CUSTOMER SPOTLIGHT

Sign-A-Rama Rosedale's Wrap!



Southpaw Signs outputs some pretty awesome car graphics!



Editorial- Third Party Inks Revisited

Third party inks have been out and on the market for some time now. We thought it time to revisit the issues that we discussed when our third party ink article was first in September 2008. "Time will tell," we thought at the time. Oh, how true it was.

The issues at the time largely centered around:

Guarantees from media manufacturers

Service issues and how they would be handled

Color management

The OEM (Original Equipment Manufacturer) ink, comes with a guarantee. From Roland, that guarantee against fading is three years. From the third party ink manufacturers, you are only going to get two years at best. But that isn't even the most important fact. Guarantees that come from media manufacturers always have a caveat related to what ink they are printed with. For example, if a Roland customer buys Oracal 3551 Rapid Air vinyl and they pair it with Oraguard 290 laminate, to get the five year guaranteed by Oracal, they cannot use just any ink. That guarantee is only with certain, specified OEM inks; no testing has been done at all with any third party inks. If you are selling a media combination in any part because of the guarantee that comes with it, then risking it not lasting as long as promised is probably not a risk you should be willing to take. It just isn't worth it!

We had an interesting situation recently. A customer who was using third party inks gave us a color test file—just solid blocks of color—printed on their machine, on Roland paper, with Versaworks. He asked that we bring that media and that file back to our office and print it with our Roland inks, same settings. We did, and we found surprising results. The third party inks, which are typically advertised to be "as good or better" than their OEM counterparts, had a matte finish on this glossy paper. No Eco Solvent inks that we have encountered have acted that way—they typically take on the finish of the media that they are printed on. One more example of the fact that it is not just the same ink in a different container! It just isn't worth it!

Service was, and still is, a major concern with third party inks. Yes, there have been third party ink companies that have paid in full for damage done to and repairs performed on a printer using their inks. But what is more alarming is the likelihood that third party inks can and have caused damage to printer. The printers that you buy are set up and tested to run the inks they are made to work with. The third party inks tend to have different chemistry, be it more solvent or a different solvent. They are thicker, and the viscosity of the ink and how it is forced through the print heads is an important factor in keeping the machine running smoothly. These thicker inks come through the heads differently, and they are also more likely to leave a mist in the machine that sticks to many of the parts. We have seen machines affected by this "haze," which can cause premature wear on and replacement of anything that it comes into contact with, such as the dampers and their O-rings, the cap tops, and more. It just isn't worth it!

We had someone the other day who was using third party inks, and after a while of not being able to figure out what was wrong with their machine, we finally determined that it was a screw that had come loose on their third party ink cartridge. Yes, that is poor quality. And the problem is, the repair bill was

just for the time that was spent (\$295), but add that to the cost of the down time and the work that couldn't be printed while the machine was being serviced. It just isn't worth it!

Color management has always been a very important part of the printing business. People provide you with Pantone colors, specific CMYK colors, and you are expected to match them, consistently. Adding in the third party ink variable with these types of jobs is asking for them to be rejected. If your inks are different at all—truer, duller, more matte, whatever the difference—prints that you did in the past with your original OEM ink WILL NOT match your new prints. And the fact of the matter is, those picky customers that put the new print up next to the old print that you did aren't going to want to hear that the colors are different so that you could save a few bucks on ink. They want it to match, and that is why they gave you their business. Don't risk it, it just isn't worth it!

People switch to third party ink to save money. The OEM inks cost, at most, 25 cents per square foot. So, at full coverage on a 4' x 8' banner, \$8.00 cost for ink on the whole banner, worst case scenario. The third party inks are typically 2/3 the price of the OEM inks. That is about 16 cents per square foot, and that makes your full coverage 4' x 8' banner ink cost \$5.12 in ink. That is ONLY a difference of \$2.88 per banner. Do you think you might be able to work that additional cost into the selling price of your banner? That difference cannot possibly affect the selling price enough to put you in danger of losing the job. Struggling with lost guarantees, service issues, color management issues and more—that is a lot of time and energy spent to save some money. Everyone's costs go up, you know! Don't spend your time switching to unknown inks to save those pennies. It just isn't worth it.

So, interestingly enough, following a couple of years where we have all felt the strains of a tougher economy, our conclusion is still the same as written in September 2008: "Even in a tough economy, the best business advice I can give you is to spend your time prospecting for jobs that, in the course of a year, will equal thousands of dollars. Spend your time doing that rather than trying to shave a few measly dollars off of a job. History has shown that, in a tough economy, the companies that continue moving forward by prospecting for jobs now and planting seeds for the future end up reaping the benefits of their work and emerge much stronger when the economy recovers. Their counterparts hunker down, stop spending, and try to wait it out, and when the economy recovers, these guys basically start all over again... if they survive at all." People have tried third party ink and they have come back to their OEM ink... why?

The repairs were too much, and not always covered.

The color gamut or ink finish was different.

The savings were small enough to just be passed on.

Uncertainty was too much—trusting the ink was worth more.

Did you notice what each paragraph ended with above? To drive the point home one more time... It just isn't worth it!

TYRRELLTECH NEWS!

May gives us the chance to celebrate three exciting TyrrellTech birthdays!

Kelly Ramm, New Jersey Customer Service, May 4

Nick Brew, Service Technician, May 21

Alex Rodriguez, Engraver & Router Specialist, May 31

